

Breaking down Netflix's 2020, YouTube's shoppable videos, and Peacock streams WWE Network

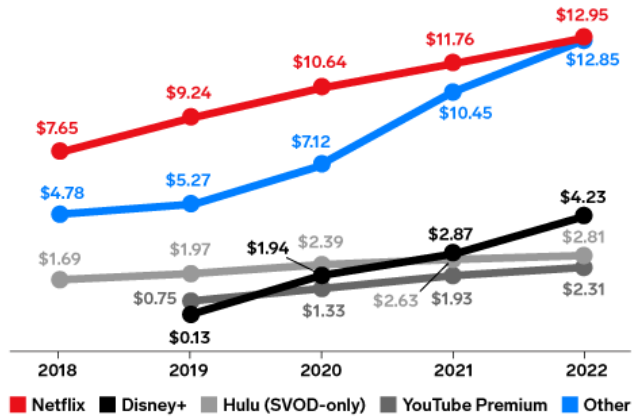
AUDIO |

Ross Benes

eMarketer senior analyst at Insider Intelligence Ross Benes discusses Netflix's Q4 earnings and market position. He then talks about whether lesser-known streaming services can make some noise, YouTube's shoppable videos, and how Peacock's exclusive streaming deal with WWE Network can make its content offering more attractive.

US OTT Subscription Revenues, by Company, 2018-2022

billions



Note: includes revenues from regularly recurring fees for access to OTT video services charged either directly to consumers or via a third party on a consumer's behalf; third parties can include mobile carriers, pay TV providers, or electronics manufacturers; excludes revenues from advertising, pay-per-view, or other nonrecurring revenue streams; excludes subscription revenues from Amazon Prime; includes subscription revenues for vMVPD services; Netflix excludes DVD rental revenues; YouTube Premium includes YouTube Music
Source: eMarketer, Dec 2020

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