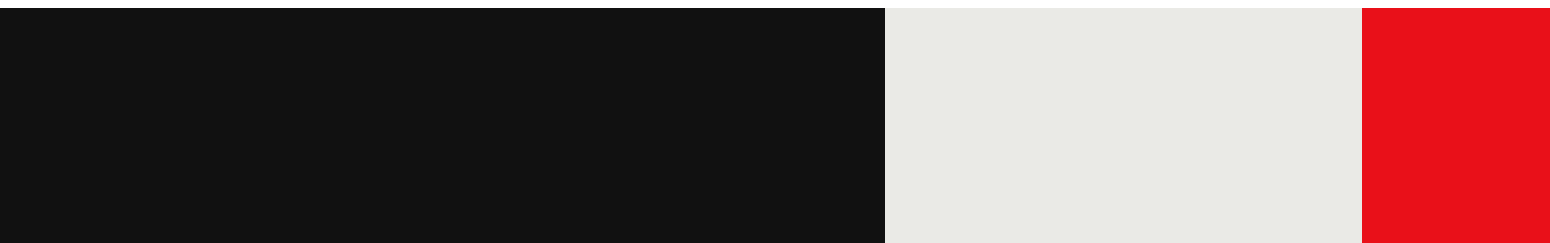


One platform wins big in the ad-supported streaming wars

Article



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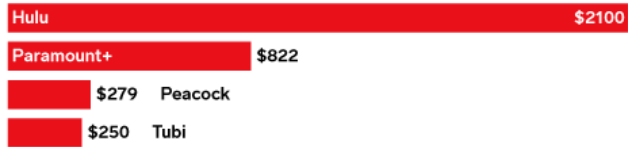


Hulu raked in **\$2.1 billion** in ad revenues between October 2020 and November 2021, by far the most of any ad-supported video-on-demand (AVOD) platform in the US. **Paramount+**

ranks a distant second, with **\$822 million** in US ad revenues over the same period, followed by **Peacock** and **Tubi**.

Top US Ad-Supported Video-on-Demand (AVOD) Platforms, Ranked by Ad Revenues, Oct 2020-Sep 2021

millions



Source: Kantar as cited in press release, Dec 14, 2021

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