

The Weekly Listen: WarnerMedia and movie theaters, Salesforce buys Slack, and Nielsen TV ratings

AUDIO |

Mark Dolliver, Blake Drosch and Paul Verna

eMarketer principal analyst Mark Dolliver, junior analyst Blake Drosch, and vice president of content studio at Insider Intelligence Paul Verna discuss whether WarnerMedia just killed movie theaters, why Salesforce is buying Slack, why Facebook's buying Kustomer, the first few cases of Facebook's Oversight Board, Nielsen readies to change its TV ratings, shopping carts on WhatsApp, how much cash can fit in your pocket at once, and more.

What Excites US Internet Users Most About Select New Subscription Video-on-Demand (SVOD) Services?

% of respondents, Aug 2019

	Disney+	HBO Max	Peacock (NBCUniversal)
Library of movies	34%	25%	17%
Cost of the service	19%	16%	17%
Original content	18%	23%	18%
Ability to cancel other streaming services	11%	12%	12%
Convenience	10%	12%	16%
Library of TV series	9%	12%	21%

*Note: ages 18+; numbers may not add up to 100% due to rounding
Source: HarrisX, "Market Disruption Ahead for New Streaming Services,"
Sep 19, 2019*

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