

# The Weekly Listen: A Libra Exodus and AMC Theaters Joins Streaming Wars

Audio

eMarketer principal analysts Mark Dolliver and Nicole Perrin join vice president of content studio Paul Verna to discuss why companies are abandoning Facebook's cryptocurrency,

AMC Theaters' recent foray into the streaming wars, younger viewers' preference for Netflix vs. YouTube 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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