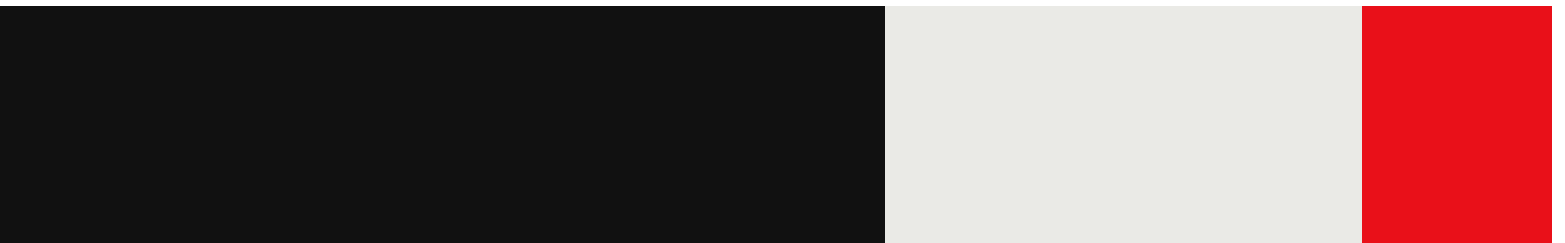


# Netflix's share of TV viewership is rising, but Disney remains on top

Article



**The news:** Netflix saw a strong month for cross-platform viewership in June, with its share rising 11.8% month over month up to 8.4% of total TV viewership, per Nielsen's Gauge. It's the fourth largest media company by viewership behind **Disney**, **YouTube**, and **NBCUniversal**.

- **Disney still leads in viewership among video services**, accounting for 10.8% of June viewership. YouTube followed at 9.9% and NBCU at 8.5%.
- The strong month for Netflix can be attributed to the success of hit shows like “**Bridgerton**,” which was the most-streamed show in June, but also to the lack of blockbuster sports events on rival networks.

### **The horse race:**

**Netflix posted a strong quarter** for viewership and subscriptions, but **growth is likely to taper off in the coming months** as the company’s password-sharing crackdown begins to deliver diminishing returns. However, the launch of WWE broadcasts on Netflix next year could buoy viewership.

Disney’s portfolio consists of some of the most-viewed digital video services like **Disney+ and Hulu**, which monthly viewers spend approximately 25 and 38 minutes watching monthly, respectively.

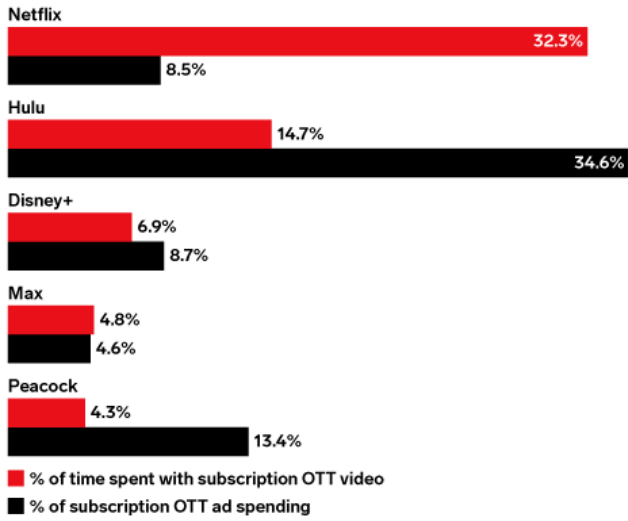
- **ESPN** is also a valuable asset under Disney’s umbrella, attracting digital live sports viewers.
- But **Disney’s lead is threatened by the growth of YouTube**, which dominates time spent among young users.
- Viewership of **The Disney Channel**, the company’s child- and teen-centric network, has plummeted over the past decade. Instead, children ages 2 to 11 **watched three times more content on YouTube** than they did on traditional TV and Disney+.

**For NBCU, the Olympic Games are likely to provide a significant boost** through July and August, especially since the Paris-hosted event is the first in several years with favorable broadcast timing for US audiences. However, **Peacock is struggling**: The company posted strong revenues but lost 500,000 subscribers in Q2.

**Our take:** Netflix, NBCU, YouTube, and Disney have more or less secured their places as the dominant media distributors, but shakeups in the coming months could affect which of those titans remains on top.

## Share of Time Spent per Day With Subscription OTT Video by US Adults vs. Share of Subscription OTT Ad Spending, by Platform, 2024

% of time spent with subscription OTT video and % of subscription OTT ad spending



Note: subscription OTT video time spent includes ages 18+, and includes all time spent watching video on the referenced subscription over-the-top (OTT) platform via any device; subscription OTT ad spending includes in-stream video ads such as those appearing before, during, or after digital video content on a subscription-based OTT platform (pre-roll, mid-roll, or post-roll video ads) and video overlays, and appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices for all formats mentioned; Hulu includes Hulu + Live TV; ad spending forecast from March 2024  
Source: EMARKETER Forecast, June 2024

286571

EM EMARKETER