

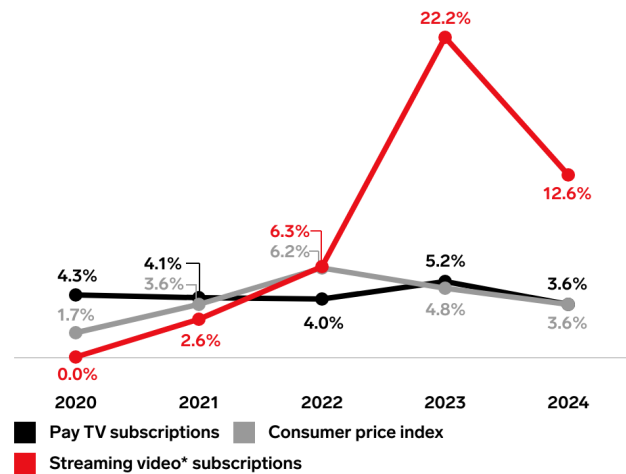
Streaming price hikes are outpacing inflation and pay TV increases

Article



Streaming Price Increases Have Greatly Outpaced Inflation and Pay TV Increases Since 2023

% change YoY in US consumer price index and price of pay TV vs. streaming video* subscriptions, 2020-2024



Note: pay TV reflects the US city average for cable, satellite, and live streaming TV services, per Federal Reserve Economic Data; consumer price index data is for all urban consumers and from the US Department of Labor Bureau of Labor Statistics; *streaming video reflects the lowest-cost, ad-free, standalone monthly plans across Amazon Prime Video, Apple TV+, Disney+, Hulu, Max, Netflix, Paramount+, and Peacock; excludes bundles, promotions, or cost of adding members to an account after password-sharing policies went into effect; excludes ad-supported plans; based on company press releases and analysis by The Verge
Source: EMARKETER Analysis; Federal Reserve Economic Data (FRED); company press releases; The Verge; US Department of Labor Bureau of Labor Statistics, Dec 17, 2024

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Key stat: Streaming video prices were up 12.6%, well above the 3.6% consumer price index (CPI) increase, per an EMARKETER analysis.

Beyond the chart:

- Since 2020, streaming costs have soared, while pay TV has had steadier price increases.
- Platforms like [Netflix](#) and Disney+ have hiked prices and cracked down on password sharing, boosting revenues.

Use this chart: Streaming platforms and [retail membership programs](#) can use this chart to make the case for bundling services or [loyalty](#) incentives to retain subscribers.

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