

Why Does Video Ad Receptivity Change Throughout the Day?

AUDIO |

eMarketer Editors

eMarketer vice president of multimedia Paul Verna talks about how the context of when, what and how someone is watching video matters. Are OTT ad dollars starting to catch up with viewership? And is the TV the most important device?

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US Subscription Video Services Revenue Estimates, 2018

	Subscribers (millions)	Average monthly cost ⁽¹⁾	Annual cost ⁽³⁾	Annual subscription revenues (millions) ⁽⁴⁾
Netflix	60.2	\$12.66 ⁽²⁾	\$151.92	\$7,646.6 ⁽⁴⁾
Hulu	26.8	\$8.99 ⁽²⁾	\$107.88	\$2,891.2
Amazon Prime Video	26.0	\$8.99	\$107.88	\$2,804.9
HBO Now	5.0	\$14.99	\$179.88	\$899.4
CBS All Access	4.0	\$7.99 ⁽²⁾	\$95.88	\$383.5
Showtime	4.0	\$10.99	\$131.88	\$527.5
Starz	3.0	\$8.99	\$107.88	\$323.6
Sling TV	2.4	\$30.00 ⁽²⁾	\$360.00	\$871.2
Hulu with Live TV	2.0	\$44.99	\$539.88	\$1,079.8
DirecTV Now	1.5	\$52.50 ⁽²⁾	\$630.00	\$945.0
YouTube Premium	1.5	\$11.99	\$143.88	\$215.8
YouTube TV	1.0	\$49.99	\$599.88	\$599.9
PlayStation Vue	0.8	\$57.50 ⁽²⁾	\$690.00	\$517.5
fuboTV	0.3	\$66.24 ⁽²⁾	\$794.88	\$198.7
Total	-	-	-	\$19,904.7

Note: excludes advertising revenues; (1) cost does not take into account trial periods, introductory offers, special promotions or pricing plans for longer than one month; (2) average cost of different pricing plans; (3) eMarketer calculations excluding Netflix; (4) company reports
Source: company reports; various, as noted; eMarketer calculations, May 2, 2019

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