

# A Deep Dive into the Digital Lives of Internet Users Worldwide

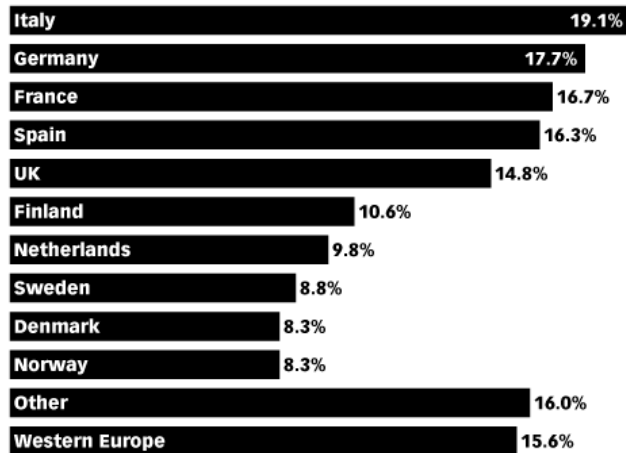
## AUDIO |

### **Karin von Abrams**

eMarketer principal analyst at Insider Intelligence Karin von Abrams discusses our [Global Media Intelligence Report](#), which compiles data and insights about internet users' digital and traditional media usage across 42 countries. This annual project is a partnership between eMarketer and Starcom, and based on research from GlobalWebIndex. Also joining the discussion are Jason Mander, chief research officer at GlobalWebIndex, and Kelly Kokonas, executive vice president of global data strategy, technology, and analytics at Starcom.

## Subscription OTT Video Service User Growth in Western Europe, by Country, 2020

% change vs. prior year



Note: individuals of any age who watch video via any app or website at least once per month that provides paid subscription access to streaming video content over the internet and bypasses traditional distribution; examples include Amazon Prime Video, HBO Now, Hulu, Netflix, Sling TV, and YouTube Premium; OTT video services are not mutually exclusive; includes overlap between video services  
Source: eMarketer, Sep 2020

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