

Disney+ and the power of the bundle, original and exclusive content, and AT&T's DirecTV plans

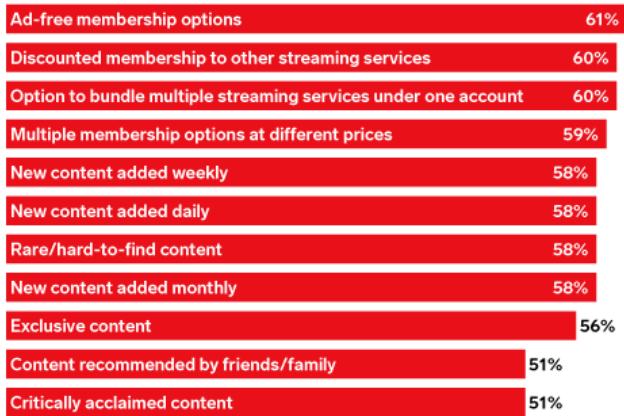
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On today's episode, we discuss whether Disney+ can overtake Netflix as the top streaming service and how important subscription bundles will be in the future. We then talk about which

of the streaming platforms is winning the "original" and "exclusive" content battle, Netflix's free content strategy, and AT&T's plans for DirecTV. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Ross Benes.

Select Features of Streaming Video Services that Would Make US Adults More Likely to Purchase a Subscription, Dec 2020

% of respondents



Note: ages 18+; sum of "much more likely to purchase" and "somewhat more likely to purchase" responses
Source: Morning Consult, "National Tracking Poll #2012104"; eMarketer calculations, Jan 12, 2021

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