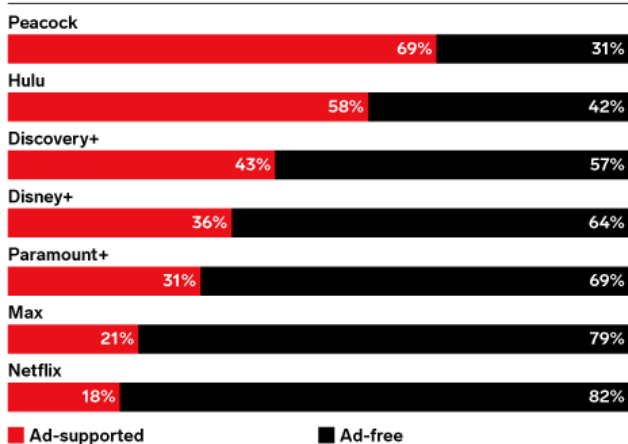# Peacock and Hulu subscribers opt for ad-supported plans

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, subscribe to our Chart of the Day newsletter.

Share of US SVOD Subscription Sign-Ups, by Plan Type and Platform, 2023*
% of total

Peacock
| Ad-supported 69% | Ad-free 31% |

Hulu
| Ad-supported 58% | Ad-free 42% |

Discovery+
| Ad-supported 43% | Ad-free 57% |

Disney+
| Ad-supported 36% | Ad-free 64% |

Paramount+
| Ad-supported 31% | Ad-free 69% |

Max
| Ad-supported 21% | Ad-free 79% |

Netflix
| Ad-supported 18% | Ad-free 82% |

■ Ad-supported   ■ Ad-free

*Note: excludes free tiers, MVPD+ telco distribution and select bundles (e.g., Disney Bundle Sign-ups distributed through Hulu); *includes sign-ups through May 2023*
Source: Antenna, "State of Subscriptions," June 28, 2023

282639   Insider Intelligence | eMarketer

Key stat: The majority of subscription video-on-demand sign-ups on Peacock and Hulu are ad-supported, according to Antenna, accounting for 69% and 58% of overall subscription plans, respectively.

Beyond the chart:

- Ad tiers on Netflix and Disney+ are newer than their competitors, so it will take time for them to scale up. On both platforms, we expect ad-supported subscribers to spend slightly less time watching content than those paying full price.

- NBCUniversal will increase prices for Peacock for the first time starting August 17. The ad-supported "premium" tier has increased by $1 to $6 monthly, and its lowest ad-free tier will jump $2 to $12 monthly.

- Unless the strike by the Writers Guild of America continues for many more months, streaming services won't see an impact on time spent. However, a lack of new content will make it difficult for consumers to justify the increased pricing that Peacock and other platforms have planned—especially at a time when discretionary spending is being approached more cautiously.

Use this chart:

- Evaluate the right streaming platforms for your ad campaign.

More like this:

- Advertisers struggle to align ad dollars with the scale of CTV

- Amazon's bid for a bigger piece of the CTV ad revenue pie involves leaning on developers

- How Netflix, Roku, and NBCUniversal are getting into commerce

- Among active users, Netflix takes the platform crown, but ad-friendly TikTok, Hulu, and YouTube have better outlooks

More Chart of the Day:

- 8/2 - Meta over YouTube?

- 8/1 - Keeping it dynamic

- 7/31 - Streaming showdown

- 7/28 - Price is key for D2C

- 7/27 - Ad channel choices

Methodology: Data is from the June 2023 Antenna report titled "State of Subscriptions." Antenna sources data from a variety of data collection partners which contribute millions of permission-based, consumer opt-in, raw transaction records. These are derived from online purchase receipts, credit, debit and banking data, and bill-scrape data. Antenna cleans and models this raw data, and then subsequently weighs the panel for demographic and behavioral skews.