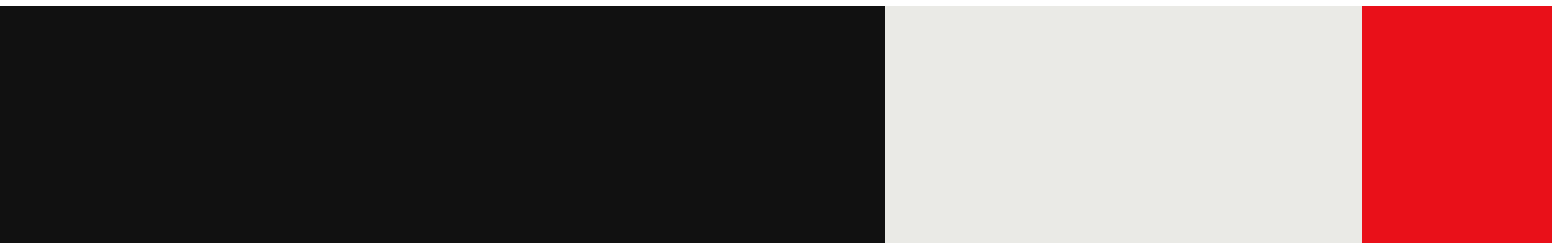


Where Disney+ goes from here, MRC takes Nielsen's accreditation, and the future of Apple TV+

Audio

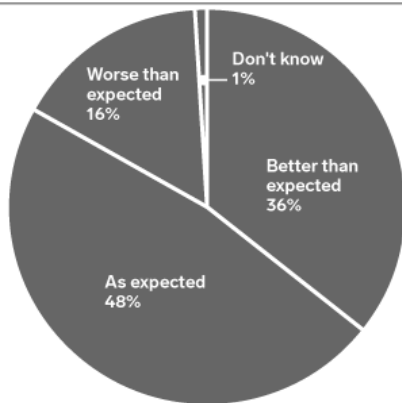


On today's episode, we discuss how Disney+ stacks up against the competition and how Disney-owned Hulu and ESPN+ are getting on. We then talk about the Media Rating Council

(MRC) taking its accreditation from Nielsen's measurement services, whether national TV ad minutes per hour are going up or down, and if Apple TV+ will ever be able to enter the real streaming wars conversation. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Paul Verna.

What Do US Disney+ Subscribers Think of Disney+?

% of respondents, Dec 2020



Note: ages 15-75; numbers may not add up to 100% due to rounding

Source: AudienceProject, "Insights 2020: Traditional TV and Streaming," Dec 15, 2020

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