

Netflix gaming, positive AVOD sentiment, and Peacock and Paramount might team up

Audio

On today's episode, we discuss how Netflix got on in Q2 of this year, why it's getting into gaming, and what to expect from the streaming giant for the rest of 2021. We then talk about

people's perceptions of ad-supported video-on-demand (AVOD), what to make of ESPN+ raising its prices, and whether a Peacock and Paramount partnership makes sense. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Paul Verna.

Favorite Entertainment Activity Among US Teens/Adults, by Generation, Feb 2021

% of respondents in each group

	Gen Z	Millennials	Gen X	Baby boomers
Play video games	26%	16%	10%	3%
Listen to music	14%	13%	8%	11%
Browse the internet	12%	11%	10%	12%
Engage on social platforms	11%	7%	5%	2%
Watch TV shows or movies at home	10%	18%	29%	39%

Note: paid subscriptions only; Gen Z=ages 14-24; millennials=ages 25-38; Gen X=ages 39-55; baby boomers=ages 56-74

Source: Deloitte, "Digital media trends survey, 15th edition," April 16, 2021

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