

# How Big of a Splash Can Quibi Make?

## AUDIO |

### eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom and vice president of content studio Paul Verna discuss the details of the new short-form video platform Quibi. They then talk about Australia suing Facebook, Amazon selling its cashierless technology to other retailers and Postmates new "non-contact" food delivery option.

**Number of First-Run TV Shows in Production Worldwide, by Status and Company, Jan 2020**

	Early development	Pilot production	Series production	Total
Disney	125	23	193	341
Viacom CBS	143	22	162	327
Netflix	28	1	254	283
NBC Universal	110	14	108	232
WarnerMedia	38	10	179	227
BBC	7	10	208	220
Amazon	25	6	106	137
Fox	102	3	18	123
Quibi	16	-	95	111
Discovery	-	-	69	69

Note: includes subsidiaries of each company listed (e.g., Disney includes ABC, Disney+, Hulu)  
Source: Ampere Analysis as cited in company blog; eMarketer calculations, Jan 30, 2020

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