

The Tech Giants Are Coming for Your TV

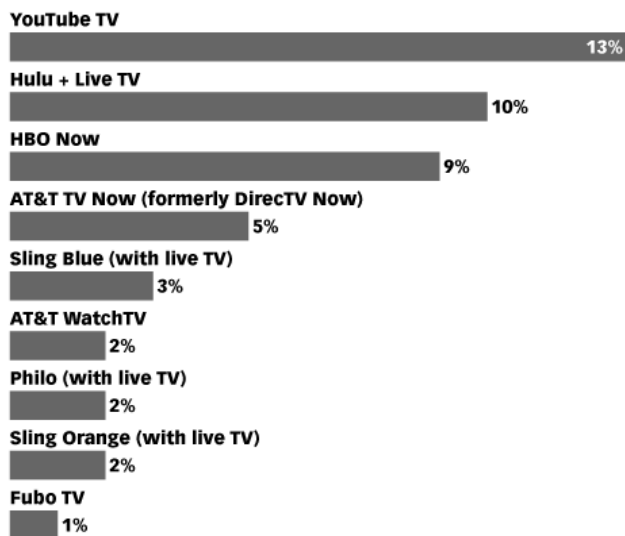
AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes, forecasting analyst Eric Haggstrom and principal analyst at Insider Intelligence Andrew Lipsman discuss how the tech giants are coming for your TV. They then talk about why lululemon athletica bought connected fitness startup Mirror, why premium loyalty programs are in fashion and what happens when stay-at-home orders end.

Which vMVPD Services Do US Adults Currently Subscribe to?

% of respondents, May 2020



Note: ages 18+

Source: Morning Consult, "National Tracking Poll #200553," May 21, 2020

255863

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#) or [Stitcher](#).