

How COVID-19 Is Affecting TV and Video Streaming

AUDIO

eMarketer Editors

eMarketer analyst Ross Benes and forecasting analyst Eric Haggstrom discuss what advertisers are doing with those sports programming dollars, how bad cord-cutting might get, the future of spending on original content, and more. They then cover how Disney+ is doing in the US and abroad, Fox Corp.'s recent purchase of Tubi and Hulu viewership growth.

Video-Related Activities US Adults Are Engaging in More Frequently than They Were Before the Coronavirus Outbreak*, March 2020

% of respondents



Note: ages 18+ who are social distancing; responses of "a lot more" or a "little more" for each activity listed; *a month ago
Source: Hub Research, "TV and Social Distancing," March 24, 2020

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