

# The Weekly Listen: Peacock ... Kind of Launches, Goodbye Privacy and a Digital Upfronts

**AUDIO** |

**eMarketer Editors**

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and vice president of content studio Paul Verna discuss NBCUniversal's half-launched video streaming service Peacock, whether privacy will disappear during the coronavirus, Quibi's plans for TV, AMC's digital upfronts platform, YouTube showing creators which hours their audiences are online, how smart a dog is and more.

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## US Adults Likely to Subscribe to Peacock, by Demographic, March 2020

% of respondents in each group

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### Gender

Male 11%

Female 9%

### Generation

Gen Z (18-22) 10%

Millennial (23-38) 14%

Gen X (39-54) 14%

Baby boomers (55-73) 5%

### Race/ethnicity

Black 15%

Hispanic 14%

White 9%

Other 8%

**Total 10%**

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Note: who are "very likely" or "somewhat likely" to purchase  
Source: Morning Consult and The Hollywood Reporter, "National Tracking Poll #2003101"; eMarketer calculations, March 31, 2020

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