

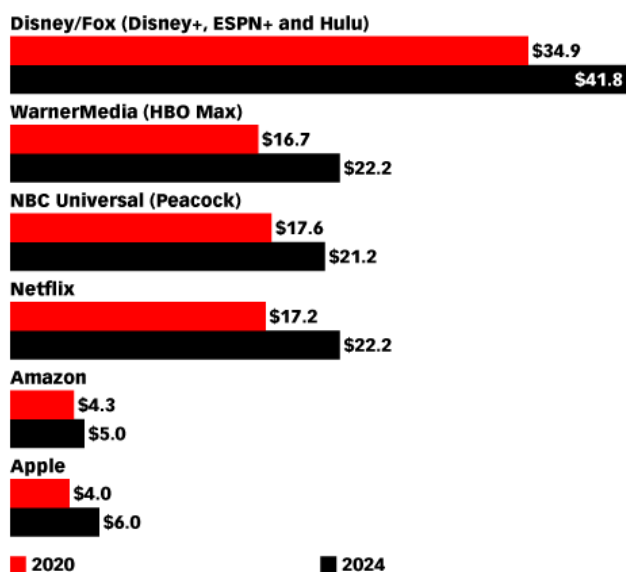
Is Disney+'s Initial Success Sustainable?

AUDIO |

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom and vice president of content studio Paul Verna discuss Disney's new streaming service and whether its success will last. They then talk about NBCUniversal's Peacock video platform details, an augmented reality contact lens and why esports is coming to Imax.

Subscription Video-on-Demand (SVOD) Content Spending Worldwide, by Company, 2020 & 2024
billions



Note: includes spending on original and acquired TV/film content
Source: Cowen and Company as cited by The Hollywood Reporter, Nov 26, 2019

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