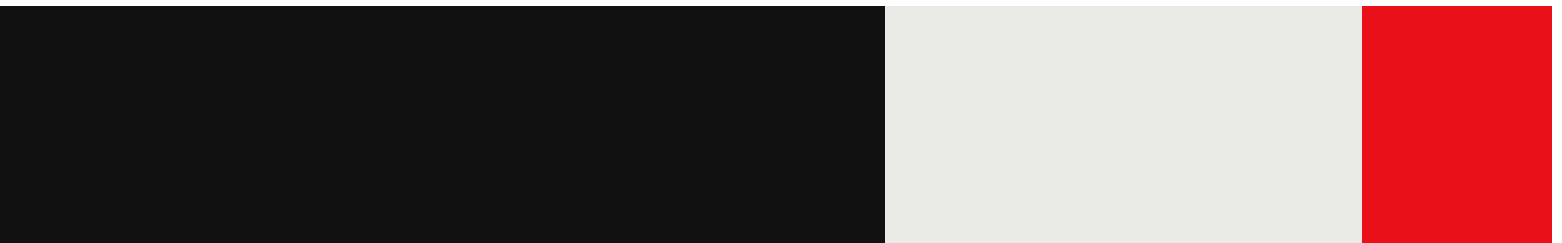


Peacock to reach one-fifth of US internet users by year's end

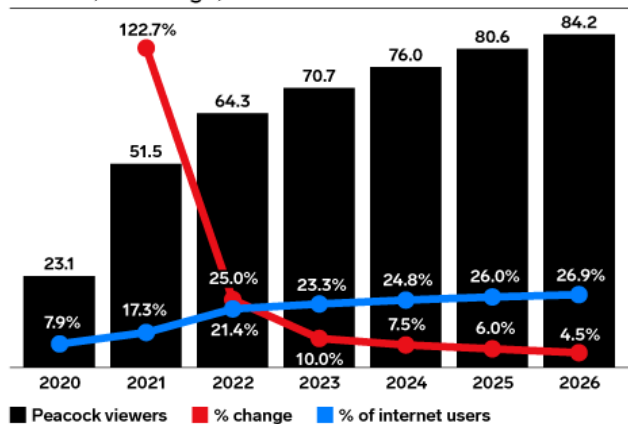
Article



The forecast: This year, **Peacock** will hit **64.3 million** US viewers, up **25.0%** from **51.5 million** the year before. The **Comcast**-owned streaming platform will continue to grow as it rivals established competitors.

US Peacock Viewers, 2020-2026

millions, % change, and % of internet users



Note: individuals of any age who watch Peacock via app or website at least once per month
Source: eMarketer, Feb 2022
273331 eMarketer | InsiderIntelligence.com

Beyond the chart:

- Recent news of **CNN+** shuttering after just three weeks and **Netflix** losing **200,000** subscribers worldwide is evidence that the future of streaming is still volatile, and Peacock aims to improve its status in the streaming arena.
- Relative newcomer Peacock will still fall far behind Netflix, which will have more than **170 million** viewers this year, as well as **Amazon Prime**, **Hulu**, **Disney+**, and **HBO Max**, all of which have well over **80 million** subscribers. That said, Peacock will rank ahead of **ESPN+** and **Apple TV+** in viewership, cementing its spot as a contender in the streaming wars.
- While Netflix considers pivoting toward ad-supported tiers, Peacock has followed this model since its inception. Of the **24.5 million** active accounts held by Peacock subscribers at the end of 2021, just over **one-third** existed at the free level. The majority of paid Peacock accounts are also ad supported, making ads a major revenue stream for the platform.
- The NBC app benefits from a combination of linear and on-demand content as well as live sports broadcasts like the Olympics and Sunday Night Football. It has also drawn viewership with big titles available for exclusive streaming like “The Office” and “The Boss Baby 2.”

Looking ahead: Peacock will reach **one-fifth** of internet users by the end of this year. That figure will expand to more than **one-fourth** by 2026, for a total of **84.2 million** viewers.