

Live TV vs. Video Streaming During the Coronavirus Pandemic

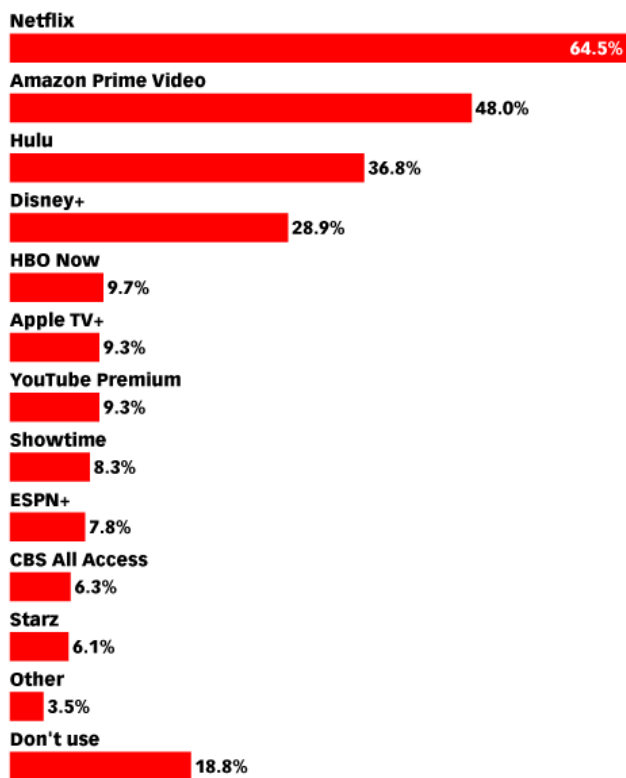
AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes and forecasting analyst Eric Haggstrom discuss what people in quarantine are watching. Will TV advertising dip? Which streaming services will gobble up new users? They then talk about Apple's new iPhone, how HBO Max plans to launch and empathy-led marketing.

Video Streaming Services Used by US Adults During the Coronavirus Outbreak, March 31, 2020

% of respondents



Note: ages 18+; subscribe in the household

Source: Business Insider Intelligence, "Coronavirus Consumer Survey," April 6, 2020

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