

'Media Wars: Return of the Bundle,' how people consume sports is changing, and CNN+

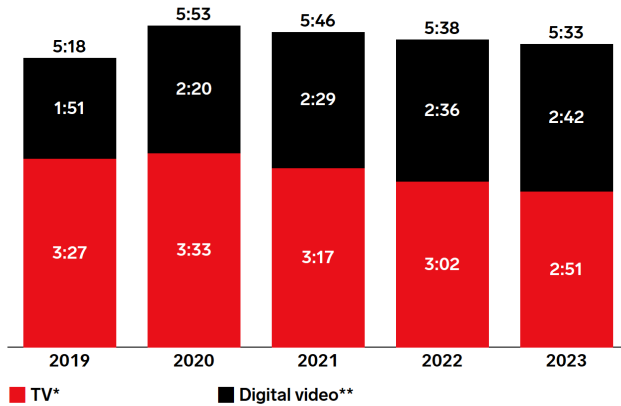
Audio

On today's episode, we discuss who owns everything in the media universe, the formation of Warner Bros. Discovery, and why Amazon bought MGM. We then talk about how people are

consuming sports in different ways, CNN's new streaming service, and whether HBO Max with ads can make a big splash. Tune in to the discussion with eMarketer senior forecasting analyst at Insider Intelligence Eric Haggstrom.

TV* vs. Digital Video:** Average Time Spent in the US, 2019-2023

hrs:mins per day among population



Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; numbers may not add up to total due to rounding; *includes live TV, DVR, and other prerecorded video such as TV programming downloaded locally from the internet; excludes digital; **includes all video content viewed on desktop/laptop computers, mobile devices, and connected TVs, such as video streamed through over-the-top services; excludes video streamed through social networks
Source: eMarketer, April 2021

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