

Disney+, HBO Max, and Paramount+ at the end of 2021, cord-cutting in 2022, and AVOD ad spending

Audio



On today's episode, we discuss whether Disney+ is back on track, how to read HBO Max's numbers, and whether Paramount+ can keep up. For "In Other News," we talk about why folks are cutting the cord today and why there's been a boost in ad-supported video-on-demand (AVOD) ad spending. Tune in to the discussion with our analyst Ross Benes.

What Would Make Employees Worldwide* Comfortable Being Back in the Workplace?

% of respondents, July 2020

Hand sanitizer and cleaning supplies available at all times	41%
Employees required to wear a mask at all times	36%
Viral testing to all employees	34%
Limits on number of people in meetings	29%
No handshakes/hugs policy	29%
Social distancing will be implemented at work	29%
Employees required to wear a mask even if they have minor symptoms	25%
Maintain social distancing at work	25%
Allow me to leave work without penalty if I feel unsafe	24%
Antibody testing available to all employees	24%
Employees brought back in phases	24%
Temperature checks on those entering the building	24%
Those who should work from home are not allowed in the office	24%
Those who voluntarily travel must self-quarantine	22%
Employees not required to travel for work	20%
Safety measures around communal food	18%
Utilize sick leave easily	16%
Strict policies on who can and can't enter the office	15%
None of these	4%

*Note: *Australia, UK and US*

Source: Qualtrics, "Return to Work/Back to Business Study, Part 2," July 15, 2020

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