

The Weekly Listen: Quibi Arrives, COVID-19's Lasting Effects and a TikTok YouTube

AUDIO |

eMarketer Editors

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and senior forecasting analyst Oscar Orozco discuss the arrival of video streaming platform Quibi, what the lasting effects of COVID-19 might be, YouTube's own TikTok, NBCUniversal cutting back on ads, what sports viewers are now watching, what happened in a small Alaskan town in 2002 and more.

US Adults Likely to Subscribe to Quibi, by Demographic, March 2020

% of respondents in each group

Gender

Male 11%

Female 10%

Generation

Gen Z (18-22) 16%

Millennial (23-38) 15%

Gen X (39-54) 13%

5% Baby boomers (55-73)

Race/ethnicity

Black 25%

Hispanic 16%

White 8%

Other 10%

Total 10%

Note: who are "very likely" or "somewhat likely" to purchase
Source: Morning Consult and The Hollywood Reporter, "National Tracking Poll #2003101"; eMarketer calculations, March 31, 2020

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