

The Streaming 'Infinity War'

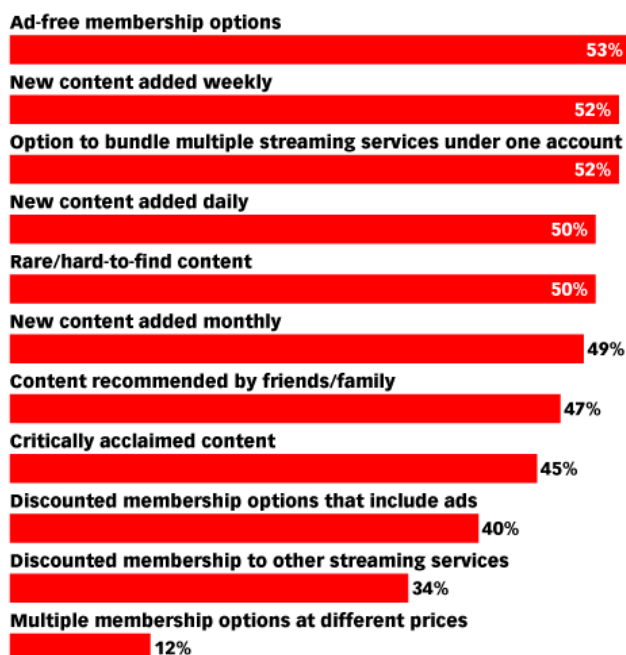
AUDIO |

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom, vice president of content studio Paul Verna and Business Insider Intelligence senior analyst Audrey Schomer at Insider Intelligence discuss the most impressive video streaming players this year, whether bundling will come to streaming and how significant is the "mooch factor." They then talk about TVs that rotate, YouTube wanting advertisers to spend more to reach consumers watching content on TVs and what to make of D2C's jump into TV advertising.

Features of Subscription Video-on-Demand (SVOD) Services that Would Make US Internet Users More Likely to Purchase a Subscription, May 2020

% of respondents



Note: ages 18+; "much more" and "somewhat more likely to purchase"
Source: Morning Consult, "National Tracking Poll #200553"; eMarketer calculations, May 21, 2020

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