

# Which of the New Wave of Streaming Services Will You Subscribe to?

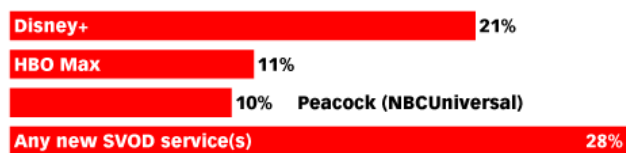
## AUDIO |

### eMarketer Editors

eMarketer vice president of content studio Paul Verna breaks down the cutthroat streaming video service landscape, time spent with TV vs. video, Food Network's new video subscription service and how to measure esports audiences.

#### US Internet Users Who Intend to Subscribe to Select New Subscription Video-on-Demand (SVOD) Services, Aug 2019

% of respondents



Note: ages 18+  
Source: HarrisX, "Market Disruption Ahead for New Streaming Services,"  
Sep 19, 2019

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