

The rise of paid newsletter subscriptions, HBO Max with ads, and Microsoft wants Discord

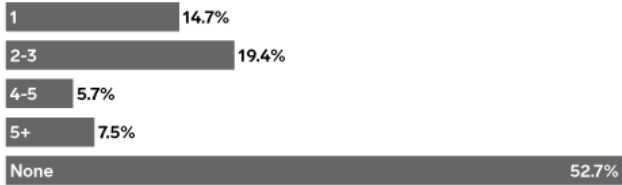
Audio

On today's episode, we discuss why paid newsletter subscriptions are having a moment, the competitive advantages of the biggest players, and why marketers should (or shouldn't) get

involved. We then talk about HBO Max's upcoming ad-supported offering, whether Microsoft buying Discord makes sense, and the real problem with password sharing. Tune in to the discussion with eMarketer analyst at Insider Intelligence Nina Goetzen.

How Many Email Newsletters Do US Adults Subscribe to for News and Entertainment?

% of respondents, Dec 2020



Source: What If Media Group as cited in company blog, Jan 11, 2021

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