

# The Weekly Listen: Super Bowl takeaways, repeating ads, and paying for news

Audio



On today's episode, we discuss the main takeaways (and the best/worst ads) from this year's Super Bowl, the power of bad customer experiences, what repeating ads can do, how hard it

is to hold on to subscribers, whether people will pay more for news, an unpopular opinion about Valentine's Day, what the Scottish are best known for, and more. Tune in to the discussion with director of reports editing Rahul Chadha and our analysts Paul Verna and Dave Frankland.

### Subscriber Churn for Select US Subscription Video-on-Demand (SVOD) Services, April 2021

	Netflix*	HBO Max	Hulu	Disney+
Subscribers/users (millions)	74.4	44.2	41.6	40.0
Estimated subscriber churn (millions)	1.5	2.2	1.7	1.6
Churn rate	2%	5%	4%	4%

Note: figures are estimates; \*US and Canada  
Source: Wurl Analytics analysis of ANTENNA data, "Churn Analysis Report 2021," Aug 31, 2021

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