

Is Apple TV+ Just Another Video Streaming Service?

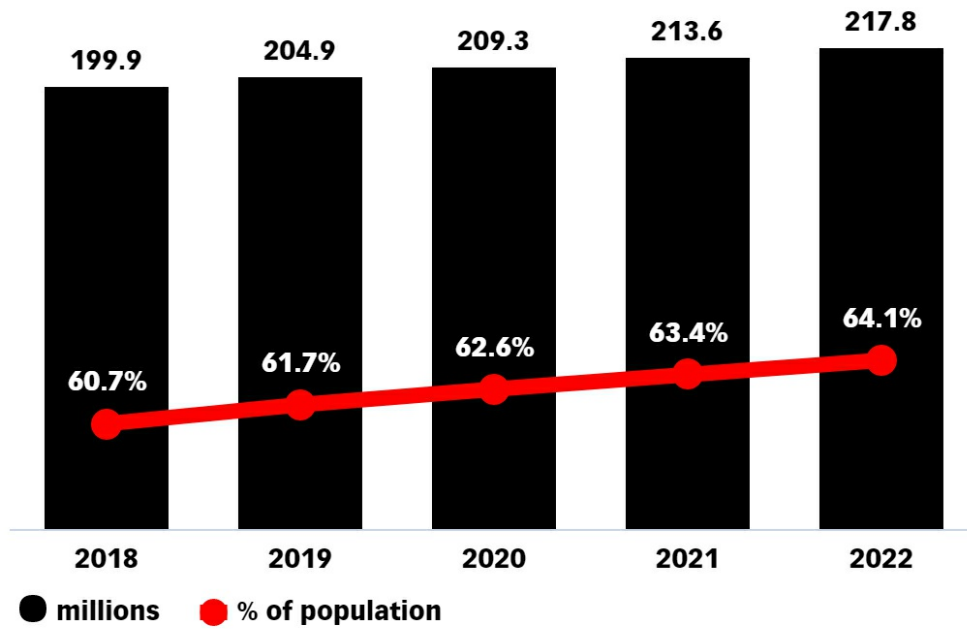
AUDIO |

eMarketer Editors

In the latest episode of "Behind the Numbers," eMarketer principal analyst Paul Verna discusses how Apple's new ad-free subscription video service will fare in an increasingly crowded and competitive space.

OTT Video Service Users

US, 2018-2022



Source: eMarketer, July 2018

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