

Netflix Posts Solid Growth in the Calm Before the Storm

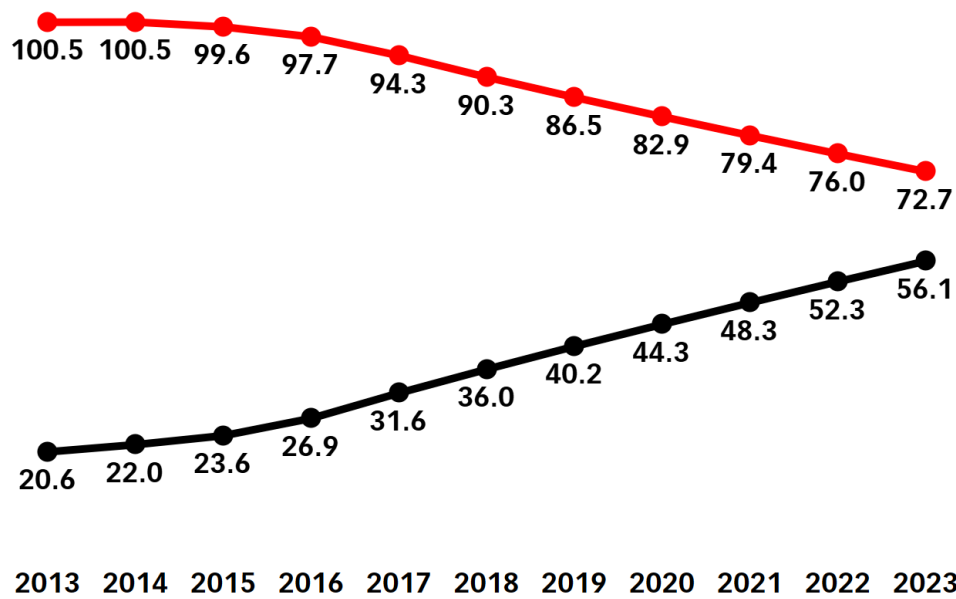
AUDIO |

Marcus Johnson

eMarketer analyst Ross Benes and forecasting analyst Eric Haggstrom share their takeaways on Netflix's latest earnings report—the company's last before a wave of competitors is expected to reshape the market. They also discuss Q3 video trends and eMarketer's first-ever connected TV advertising forecast.

Pay TV vs. Non-Pay-TV Households in the US, 2013-2023

millions



■ Pay TV households

■ Non-pay-TV households

Note: pay TV households are households with a subscription to traditional pay TV services; includes cable, satellite, telco/fiber operators and multiple system operators (MSOs); excludes IPTV and pure-play online video services (e.g., Hulu, Netflix, YouTube, etc.)

Source: eMarketer, July 2019

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