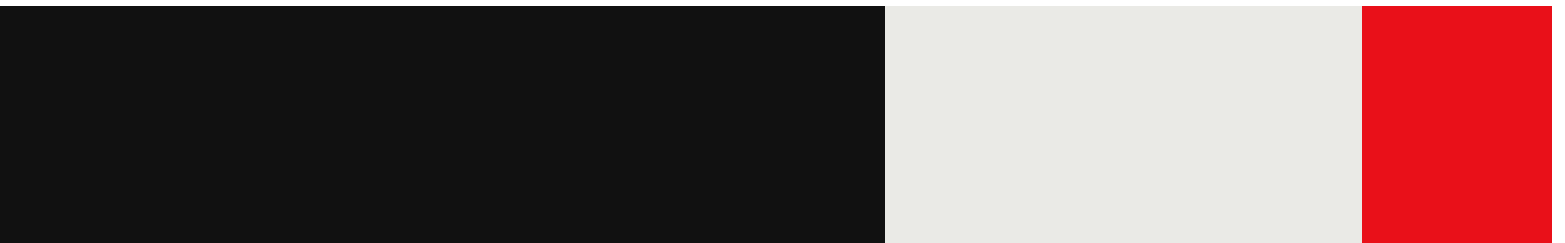


More than one-third of Disney+ viewers are under 25 years old

Article

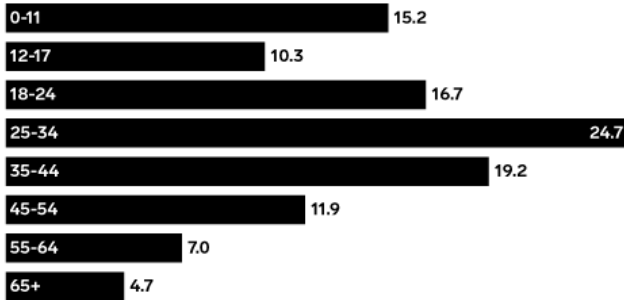


For the first time, we broke out **Disney+** and **Netflix** viewers by age. It's widely understood Disney programs are usually aimed at youth. Our forecasts give some clarity on how much Disney+ skews toward young people compared with other streaming services.

Among all Disney+ viewers, 38.5% are younger than 25. By comparison, just **28.5% of all CTV users** are under 25 years old.

US Disney+ Viewers, by Age, 2022

millions



Note: Individuals who watch Disney+ via app or website at least once per month

Source: eMarketer, Feb 2022

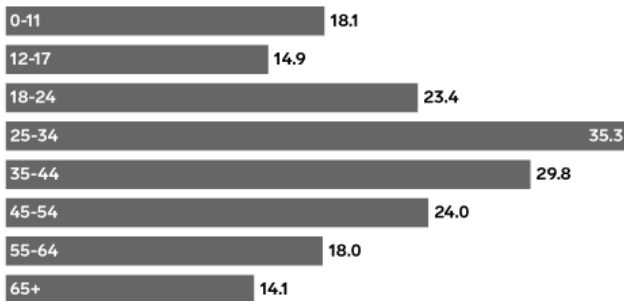
273333

eMarketer | InsiderIntelligence.com

Disney isn't the only popular streaming service to skew toward young people. Just under **one-third of YouTube's total viewers are under 25 years old**. Netflix has a similar makeup: Viewers under 25 account for **31.8% of all Netflix viewers**.

US Netflix Users, by Age, 2022

millions



Note: Individuals who watch Netflix via app or website at least once per month

Source: eMarketer, Feb 2022

273332

eMarketer | InsiderIntelligence.com

These figures show viewers of Disney+, YouTube, and Netflix are more likely to be young when compared with other CTV viewers. But out of these three, Disney+ leans most heavily into young audiences.

Read the full report.

Report by Ross Benes Mar 25, 2022

Q1 2022 Digital Video Trends

