

# Sports could be the key to streaming, HBO Max so far, and a second virtual upfronts

Audio

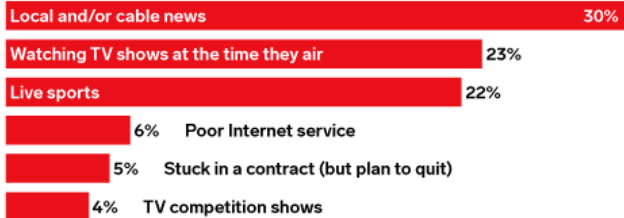
On today's episode, we discuss whether sports are the key to moving viewers from TVs to streaming platforms, if online audiences can ever rival TV viewership, and whether people will

want to watch user-generated or professionally made content online. We then talk about the most interesting part of The Walt Disney Co.'s streaming endeavors, how HBO Max stacks up so far, and how this second year of virtual upfronts might be different. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Ross Benes.

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### Reasons US Adults Pay for Live TV, Aug 2020

% of responses



Note: ages 18+ who pay for access to live TV (via cable, satellite, live streaming service, virtual multichannel video programming distributor, etc.)  
Source: CivicScience as cited in company blog, Sep 3, 2020

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