

New streaming originals spell new subscribers—and new costs

Article



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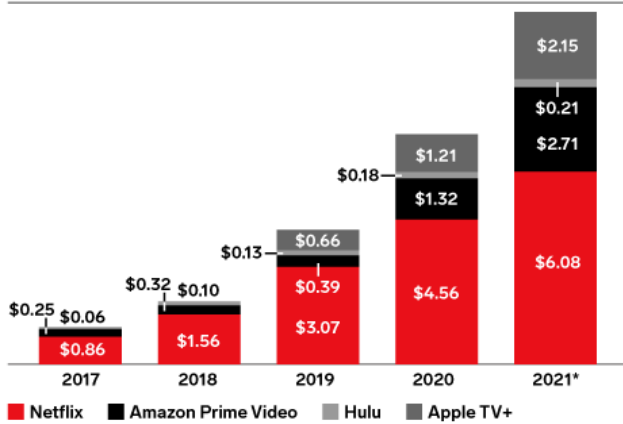
Four of the top US streaming services spent a record-smashing total of **\$11.15 billion** on original content in 2021 as each platform vied to draw—and keep—subscribers. **Netflix** laid out **\$6.08 billion**, more than the other three services combined. **Amazon Prime Video** grew its

spending the fastest, by **105.3%**, in a play for Netflix's title as the leading subscription video streamer.

Beyond the chart: Original content is getting people to sign up in droves, but they don't all stick around, per an Antenna study. **Apple TV+** and **Disney+** saw US sign-ups spike around their highly anticipated summer 2020 releases, though only about **half** were still subscribed six months later. To retain fickle viewers, these platforms will have to keep the captivating content coming—or rethink their subscription models.

Original Content Spending of Select US Streaming Video Services, 2017-2021

billions



Note: *2021 figures are estimates

Source: Ampere Analysis as cited by The Wall Street Journal, Jan 31, 2022

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