

Will Quibi Be the Next Big Video Platform?

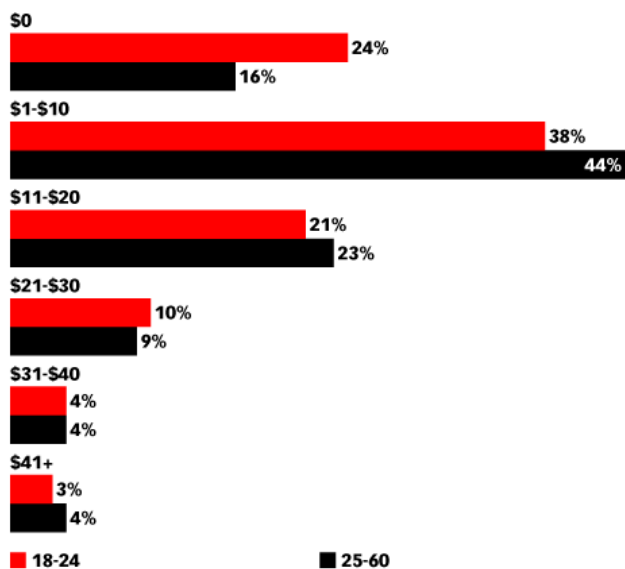
AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes, principal analyst Andrew Lipsman and vice president of content studio Paul Verna discuss the upcoming video platform Quibi and how much it can affect the current field. They then talk about the consequences of password sharing, NBCUniversal selling ad inventory across all screens and Spotify preparing to serve podcast ads using tons of data.

How Much More Are US Internet Users* Willing to Pay per Month for Additional Streaming Video Subscriptions?

% of respondents, by age, Oct 2019



Note: in addition to current monthly spending on existing subscriptions;
*who have access to at least one streaming video service
Source: KPMG, "How consumers choose video streaming services," Nov 19, 2019

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