

How the leading ad-supported streamers compare

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Among major streaming video platforms, **Peacock** is the one where US subscribers are most likely to have the ad-supported version. Just **20%** of Peacock subscribers shell out for the ad-

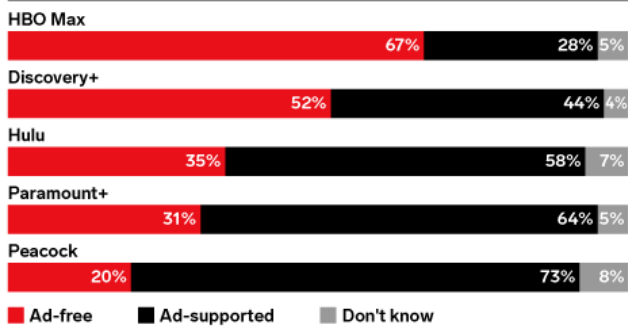
free tier. On the other end of the spectrum, the historically ad-averse **HBO Max** is still ad-free for most of its US subscribers, with **67%** paying for this premium.

Beyond the chart: Both **Disney+** and **Netflix** will soon join the ranks of streaming services that offer a cheaper, ad-supported tier, in the hopes of adding subscribers and increasing revenues.

Netflix has the larger pool of monthly viewers in the US—**177.7 million** this year, per our estimates—meaning the potential for ad revenues could be great. By comparison, Disney+ will boast **109.8 million** US monthly viewers in 2022. While Peacock has the greatest share of ad-supported subscribers, it will have only **64.3 million** monthly viewers—and likely less ad revenues than these advertising newcomers.

US Streaming Video Service Subscribers Who Have the Ad-Free vs. Ad-Supported Version of Select Subscription Video-on-Demand (SVOD) Services, April 2022

% of respondents



Note: ages 16-74 who watch at least 1 hour of TV per week; numbers may not add up to 100% due to rounding

Source: Hub Research, "Best Bundle," May 11, 2022

275537

eMarketer | InsiderIntelligence.com

More like this:

- Report: [TV Ad Spending 2022](#)
- Article: [CTV is fueling the US TV ad industry](#)
- Article: [Advertisers are losing \\$1 billion on CTV ads that run while TVs are off](#)