

# Podcast | Does HBO Sit on the 'Iron Throne' of Content?

**AUDIO** |

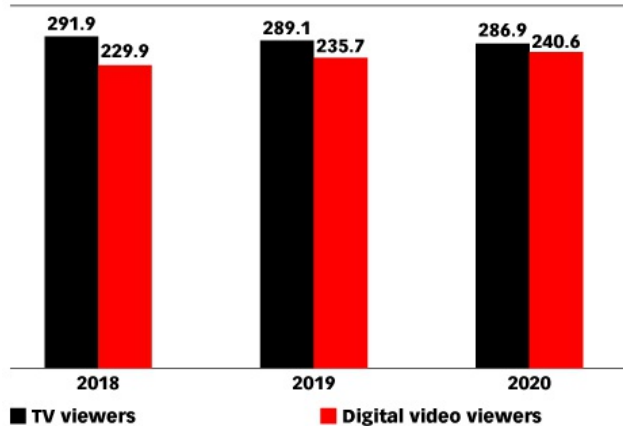
**eMarketer Editors**

In today's episode we talk "Game of Thrones" with eMarketer account manager Alex Reidy and director of SMB sales Matt Florio, who are both fans of the show. We're also joined by vice president of multimedia Paul Verna, who hasn't watched a single episode. We discuss viewership numbers, the impact of "Game of Thrones" on workplace productivity, the likelihood of a mass viewer exodus from HBO and how brands have tapped into the show's appeal.

"Behind the Numbers" is sponsored by LinkedIn Marketing Solutions. Listen In.

## US TV vs. Digital Video Viewers, 2018-2020

millions



Note: TV viewers are individuals of any age who watch live or recorded video on a television set at least once per month; includes DVR and other prerecorded video (such as video downloaded from the internet but saved locally); digital video viewers are internet users of any age who watch streaming or downloaded video content via any device at least once per month

Source: eMarketer, Sep 2018

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