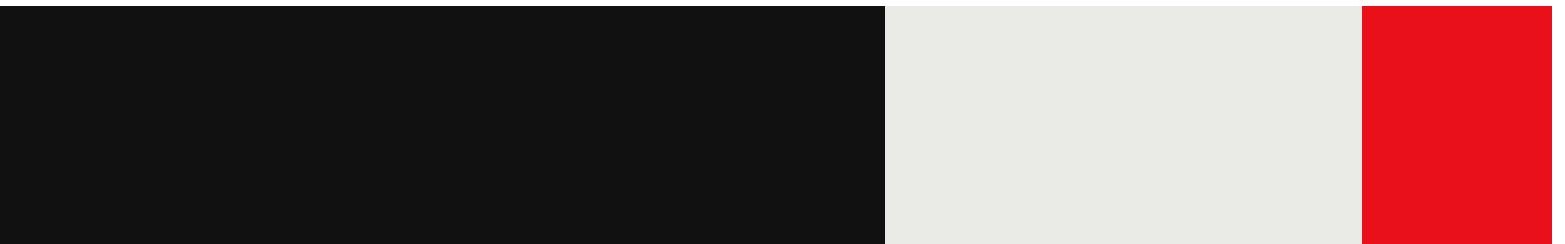


Eight in 10 Amazon Prime Video viewers use the ad-supported tier

Article



Subscription OTT Ad-Supported Viewer Penetration, by Provider

US, 2024, % of total viewers

Amazon Prime Video

80.0%

Peacock

77.7%

Paramount+

73.2%

Hulu

68.1%

Disney+

25.0%

Max

20.8%

Netflix

7.5%

Note: individuals of any age who watch video via app or website through an ad-supported subscription at least once per month

Source: EMARKETER Forecast, February 2024

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Key stat: Eight in 10 US Amazon Prime Video subscribers will be ad-supported this year, according to our February 2024 forecast.

Beyond the chart:

- [Amazon](#) Prime Video will have 130.4 million US ad-supported viewers this year, accounting for 57.6% of subscription [OTT](#) video viewers, per our February 2024 forecast.
- Most of YouTube's 241.8 million US viewers this year will watch with ads, making it the only streaming service with more ad-supported viewers than Amazon Prime Video.
- Amazon Prime Video's high saturation of ad-supported viewers also means modest growth for the ad-supported option at around 1% YoY through the end of our forecast period in 2028. [Netflix](#) and Disney+ will see double-digit growth in ad-supported US viewers every year through 2028.
- Although AppleTV+ serves ads during live sports, it is the only major streaming service without an ad-supported tier.

Use this chart:

- Guide your [connected TV \(CTV\)](#) ad strategy.
- Assess CTV ad inventory by provider.

More like this:

- [5 charts to help marketers evaluate Amazon Prime Video ads](#)
- [More than half of US video subscription revenues will go to streaming services next year](#)
- [More streaming viewers are adopting ad tiers](#)
- [4 ways to enhance your CTV ad creative and avoid consumer fatigue](#)