

# Where does Netflix go from here, NBC's Olympics/Super Bowl doubleheader, and kids' streaming shows

Audio



On today's episode, we discuss the fallout from Netflix's Q4 earnings and what the immediate future looks like for the streaming giant. We then talk about what to expect from NBC's overlapping broadcasts of this year's Super Bowl LVI and Beijing Winter Olympics, along with what to make of streaming players focusing their attention on kids' shows. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Paul Verna.

---

### Share of US Time Spent with Streaming Video, by App, Q3 2021

% of total

Netflix	20.5%
YouTube	16.9%
Hulu	13.5%
Amazon Prime Video	5.4%
Sling TV	4.6%
Disney+	4.5%
YouTube TV	4.1%
HBO Max	3.7%
Xfinity Stream Beta	3.0%
Spectrum TV	2.6%
Peacock	2.3%
AT&T TV Now	1.8%
Paramount+	1.6%
The Roku Channel	1.6%
Discovery+	1.5%
Pluto TV	1.1%
Tubi	1.1%
Philo	0.9%
Apple TV	0.7%
Locast	0.5%

Note: among households; numbers may not add up to 100% due to rounding

Source: TVision, "The State of CTV," Dec 10, 2021

271964

eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

Smartly.io automates every step of social advertising to unlock greater performance and creativity. Ready to take your social advertising to the next level?

[Get Started](#)