

The top 5 US subscription streamers by CTV viewer growth

Article

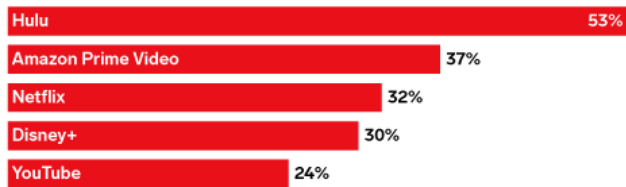
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In the US, **Hulu** is the fastest-growing subscription streamer on connected TV devices, with the number of households that watch it via those devices rising by **53%** between January 2020 and June 2021. **Amazon Prime Video**, **Netflix**, and **Disney+** each grew by about a third

over that period. **YouTube** completed the top five list, while other subscription OTT platforms like **HBO Max** and **Peacock** didn't make the cut.

Growth in US Subscription Video-on-Demand (SVOD) Households, by Service, June 2021

% change vs. Jan 2020



Note: monthly; CTV devices only

Source: Comscore OTT Intelligence as cited in Comscore's "State of OTT 2021," Sep 16, 2021

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