

Where Will Apple TV+ Fit into Americans' Video-Streaming Diets?

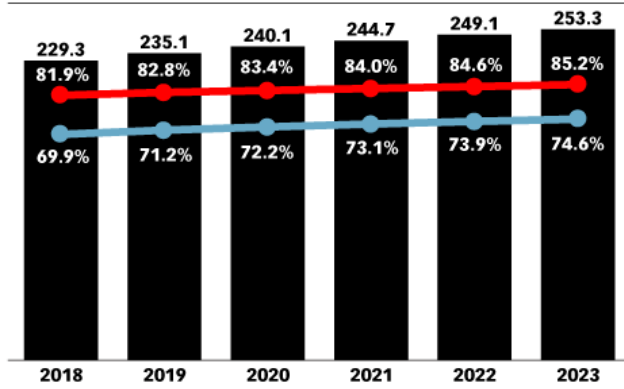
Audio

eMarketer vice president of content studio Paul Verna discusses why Apple priced its upcoming video streaming service at \$5 a month, whether an Apple bundle is on the horizon, how Google is helping people find something to watch and whether Americans are still interested in smart speakers.

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US Digital Video Viewers and Penetration, 2018-2023

millions, % of internet users and % of population



■ Digital video viewers ■ % of internet users ■ % of population

Note: internet users of any age who watch streaming or downloaded video content via any device at least once per month

Source: eMarketer, March 2019

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