

# The Weekly Listen: Disney+ Viewing, TikTok Curated Content and Even Newer Hulu Ads

**AUDIO** |

**eMarketer Editors**

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and vice president of content studio Paul Verna talk about what people are watching on Disney+, TikTok's latest "curated content" idea, Hulu's new ad formats, box office records, kids' allowances and more.

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**US Internet Users Who Currently Subscribe to Disney+, by Demographic, Dec 2019**

% of respondents in each group

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<b>Gender</b>	
Female	24%
Male	21%
<b>Age</b>	
18-29	42%
30-44	31%
45-54	16%
55-64	10%
65+	9%
<b>Generation</b>	
Gen Z (18-22)	41%
Millennial (23-38)	36%
Gen X (39-54)	22%
Baby boomers (55-73)	10%
<b>Race/ethnicity</b>	
Hispanic	32%
White	23%
Black	20%
Other	22%
<b>Total</b>	<b>23%</b>

Source: Morning Consult and The Hollywood Reporter, "National Tracking Poll #191217," Dec 10, 2019

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