

Why Netflix's Second Act Will Be Its Most Important

AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes, forecasting analyst Eric Haggstrom and senior analyst at Insider Intelligence Audrey Schomer discuss why Netflix's second act matters more than its first. They then talk about accessing live content on connected TV, the strategy of Apple TV+ and how many people will want NBCUniversal's Peacock now that it's available to everyone.

Coronavirus Impact: US Adults Who Subscribe to Select Subscription Video-on-Demand (SVOD) Services, March-May 2020

% of respondents

	March	April	May
Netflix	47%	50%	42%
Amazon Prime Video	35%	42%	40%
Hulu	26%	30%	24%
Apple TV+	11%	15%	19%
Disney+	20%	23%	18%
HBO Now	8%	13%	13%
CBS All Access	7%	9%	12%

Note: ages 18+

Source: Strategy Analytics, "COVID-19's Impact on SVOD" as cited in press release, July 7, 2020

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