

Paramount considers folding Showtime into Paramount+

Article

The news: There's another streaming brand merger entering the mix. **Paramount** is considering shutting down **Showtime's** standalone service and moving its content into **Paramount+**, per The Wall Street Journal.

A next step: Ever since its landmark [merger](#) with ViacomCBS, Paramount has slowly been moving to combine its streaming offerings under one umbrella.

- Just last month, Paramount began streaming Showtime content on the Paramount+ app, and offered a bundle subscription with access to both services.
- Its namesake streaming service was also at the heart of a [recent deal](#) with **Walmart**; in Walmart's press release announcing the partnership, Showtime wasn't mentioned once. Paramount+ will also become the home for all of Paramount's theatrical releases beginning in 2024.
- While Paramount doesn't divulge subscriber numbers for Showtime, the Journal reports that subscriptions have tripled over the last three years. Paramount+, in the meantime, [grew healthily](#) to **63.7 million** subscribers in Q2.

A solidified brand? The complicated sea of streaming competitors makes consolidating different streaming services a smart move, but Paramount runs the risk of diluting its own brand power.

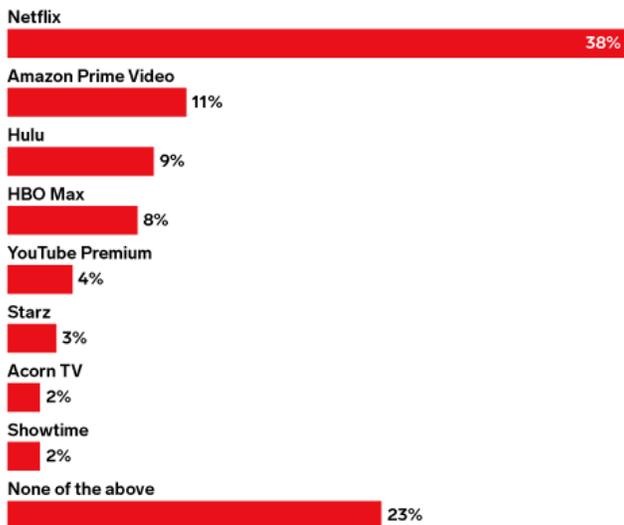
- On the one hand, consumers want fewer streaming services. Nearly [two in three US consumers](#) have or are likely to cancel streaming subscriptions over the next year, and [over half of consumers want streaming service bundles](#).
- But on the other hand, Showtime is a much stronger brand than Paramount+. In a January CivicScience survey on which streamer had the best catalog, Showtime ranked seventh with 2% of the vote. That may not be too impressive, but Paramount+ (which was relaunched in March 2021) didn't land at all.
- Paramount+ has few streaming originals driving viewership; its most notable are the teen sitcom reboot "**iCarly**" and an adaptation of the landmark video game series "**Halo**." Showtime, meanwhile, has shows like the Emmy-nominated "**Yellowjackets**," "**Billions**," and several other hit shows.

The big takeaway: Paramount consolidating its streaming offerings can help it stand out in the crowd and make a strong value proposition to consumers, but shuttering the Showtime brand entirely could hurt more than it helps.

- Paramount should also be careful not to stumble into the same pitfalls as **Warner Bros. Discovery**. The media giant's recent removals of content from **HBO Max** and plans to [merge the streaming service](#) with **Discovery Plus** has users worried about irreparable changes to HBO's reputation for highly curated, scripted content.

Which Streaming Service Offers the Best Selection of Original Content According to US Adults?

% of respondents, Jan 2022



Note: n=3,557 ages 18+

Source: CivicScience as cited in company blog, Jan 26, 2022

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