

Is Quibi's End Already in Sight?

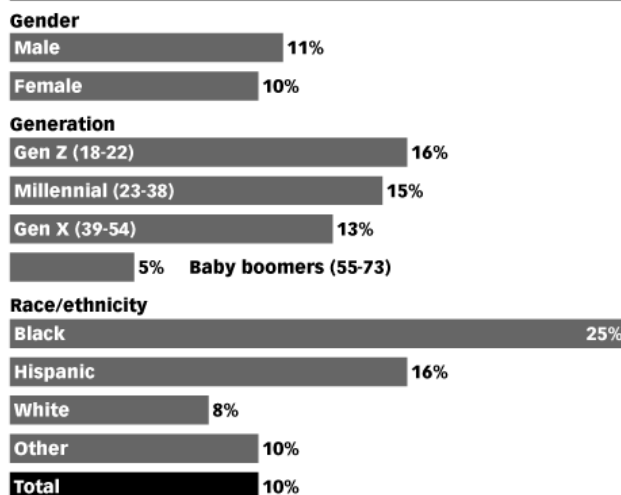
AUDIO |

eMarketer Editors

eMarketer analyst Ross Benes, senior analyst Audrey Schomer and vice president of content studio at Insider Intelligence Paul Verna discuss whether Quibi is already in trouble three months after launch. They then talk about the HBO branding fiasco and why it might be time to start taking Twitch more seriously.

US Adults Likely to Subscribe to Quibi, by Demographic, March 2020

% of respondents in each group



Note: who are "very likely" or "somewhat likely" to purchase
Source: Morning Consult and The Hollywood Reporter, "National Tracking Poll #2003101"; eMarketer calculations, March 31, 2020

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