

HBO Max becomes a streaming giant, subscription fatigue, and openness to Netflix ads

Audio

On today's episode, we discuss how many subscribers HBO Max has, whether partnering with Snapchat can move the needle, and if some kind of HBO Max bundle could be attractive. We

then talk about the authenticity of subscription fatigue, how successful Disney's current release strategy is, how to convince young folks to go back to the movies, and how open Netflix subscribers would be to an ad-supported plan. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Paul Verna.

Streaming Video Services that US Households Use or Have a Subscription to, May 2021

% of respondents

Netflix	62%
Amazon Prime Video	54%
Disney+	33%
Hulu (free/ad-supported)	31%
HBO Max	27%
Hulu (paid/no ads)	25%
Tubi	21%
Pluto TV	19%
Peacock (free/ad-supported partial platform)	17%
Apple TV+	16%
Discovery+ (paid/no ads)	12%
Discovery+ (free/ad-supported)	11%
Peacock (paid/ad-supported full platform)	11%
Paramount+ (free/ad-supported)	10%
Paramount+ (paid/no ads)	9%
Peacock (paid/no ads, full platform)	9%

Note: ages 18+ who currently use/subscribe or have someone in their household who currently uses/subscribes to each platform

Source: Morning Consult and Adweek, "National Tracking Poll #2105101," June 1, 2021

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