

Growing, Rapidly Changing, and Competitive Media Landscape

From Two Online Streaming Services of Note in 2010 to ~20 Significant Streaming Services Today

2010

NETFLIX
hulu

2018



Competitors' content spend and subscribers

Content spend is increasing significantly, transforming online competitors into major film and TV production studios

NETFLIX	\$6.3B	spent in 2017	\$8.0B	planned content spend in 2018 (\$1B in Europe alone)
amazon	\$4.5B	spent in 2017	\$5.0B	planned spend in 2018
Apple	\$1B	planned spend in 2018	\$4.2B	planned spend by 2022
hulu	\$2.5B	spent in 2017	facebook	\$1.0B planned spend in 2018

FCC has found that

99%

of American consumers have the choice between at least three traditional video distributors.

Over

60%

of American consumers subscribe to one or more streaming services, spending an average of 6.58 hours per week watching online video

Competition is growing:

NETFLIX

125 million subscribers worldwide, est. 234 million by 2028

hulu

more than 20 million subscribers across tiers

amazon
prime video

100 million Amazon Prime subscribers globally

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