

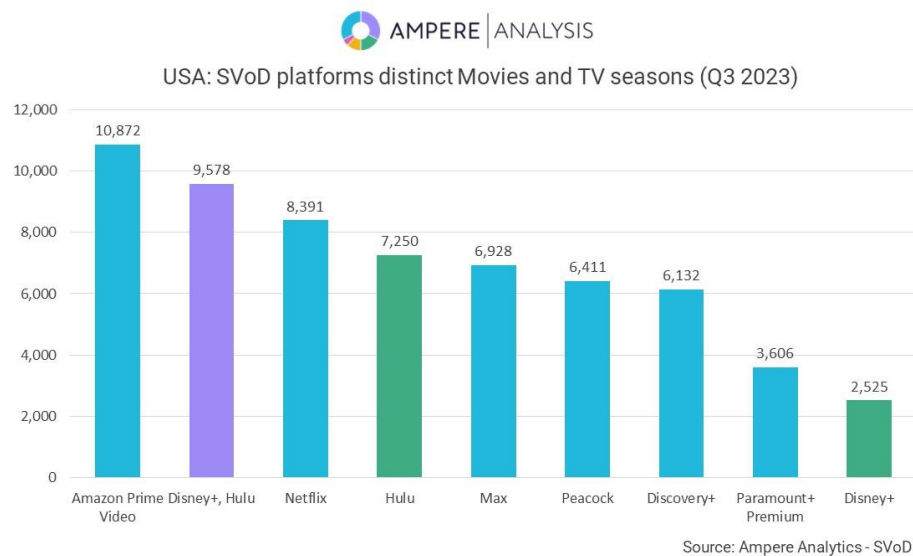
Disney+ and Hulu combined would own the most popular titles in the US

Content catalogue size would rank second only to Amazon Prime Video and ahead of Netflix

London 11th December 2023: A combined Disney+ and Hulu Video on Demand (VoD) service will have one third of the 100 most Popular* titles in the US based on the latest data from Ampere Analysis. Ampere’s estimates show that planned combined app that will bring the services together early next year would have the greatest share of the top 100 most Popular titles, putting it behind only Amazon based on Ampere Popularity data from September 2023.

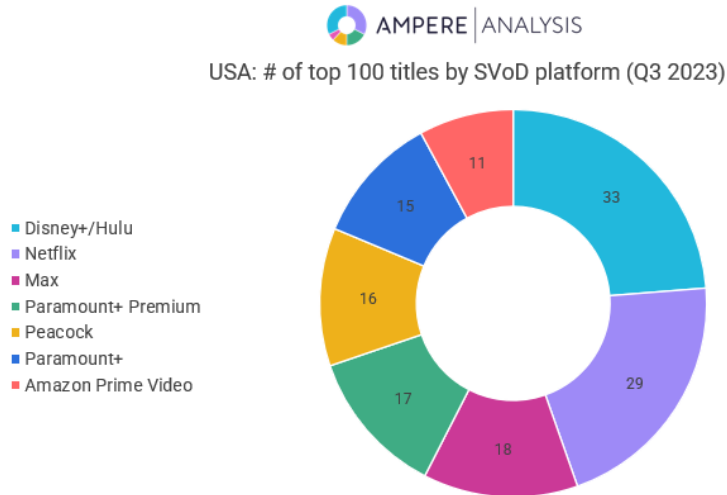
Combined the Disney+/Hulu app will offer 9000 distinct movies and TV seasons, Ampere’s latest title-level analysis of the content offer suggests – even if the approximately 300 Comcast-owned titles are removed from the service.

This would position Disney+ and Hulu’s total content offering behind only Amazon Prime Video’s 10,892 titles and ahead of Netflix’s 8391 (as of Q3 2023).



Complementary catalogues

Disney+ held 17 of the top* 100 performing SVoD titles in the US in Q3 2023, led by its movie library. When combined with Hulu, that figure jumps to 33, giving the joint entity the largest overall share of top titles. In comparison, Netflix has 29 titles and Max 18.



Source: Ampere Analytics – SVoD
 Note that some titles in top 100 appear on more than one platform so numbers do not sum up to 100
 Ampere's Popularity Score is a metric that reflects the online engagement received by a title each month

Disney+'s content strategy relies on its strong Children & Family content portfolio and tentpole Sci-Fi & Fantasy releases from major franchises. These would represent 81% of the top 100 most popular titles on the combined platform. Hulu's content library would complement Disney+'s as it includes popular titles from genres currently under-served on Disney+, particularly Crime & Thriller, Romance, and Horror.

Disney+ already includes some of the Hulu library in non-US markets under the Star banner so that a combined content mix would align with the strategy internationally.

Broadening appeal by joining forces

As of October 2023, Hulu has more subscribers than Disney+ in the US and according to Ampere's consumer survey, 44% of US Hulu subscribers already have access to Disney+, largely due to bundles offering both platforms and ESPN. This provides an opportunity for Disney+ to convert the remaining majority of Hulu subscribers who don't currently subscribe. Ampere's consumer survey also shows that 43% of US SVoD users agree with feeling 'overwhelmed' with the number of services they have access to. With an existing appetite for aggregation among consumers, a combined offering that includes top titles from recognisable IP like Marvel and Star Wars, and Hulu's vast content library would deliver a more generalised content offering with wider appeal.

Joshua Rustage, Analyst at Ampere Analysis says: “With a combined app offering Disney+ and Hulu due to launch in the US in early 2024, its compelling new streaming content offer will surely shake up the status quo. The combined Disney+ and Hulu catalogue will provide one of the most well rounded and popular offerings in a single platform, upping the content stakes at a time when many are pulling back on content investment. Rivals will have to ensure their offerings remain competitive as the battle for viewing time intensifies, especially as the need to pull in advertising dollars is now also central to the streaming mix”.

Ends

Note to Editors

*Ampere’s Popularity Score is a metric that reflects the online engagement received by a title each month.

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company’s experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

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