



When Worlds Collide:

2 in 5 Apple TV+ Subscribers Also Immersed in Netflix Content

Apple TV+ subscribers are significantly more likely than Discovery+ subscribers to have the Netflix app on their devices, but both groups are similar in their app usage for all other competitor streaming services.

39% of Apple TV+ subscribers also have a Netflix subscription.

27% of Discovery+ subscribers also have a Netflix subscription.

20% of Apple TV+ subscribers also have a Hulu subscription.

19% of Discovery+ subscribers also have a Hulu subscription.

13% of Apple TV+ subscribers also have a Disney+ subscription.

14% of Discovery+ subscribers also have a Disney+ subscription.

16% of Apple TV+ subscribers also have Amazon Prime Video.

13% of Discovery+ subscribers also have Amazon Prime Video.

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Data witnessed September 2023.

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