THE STREAMING-TV WARS

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Netflix has 208 million subscribers.

Amazon Prime Video has over 200 million.

Disney+ has 104 million.

Comcast’s NBCUniversal’s Peacock has only 10 million.

Netflix spent $11.8 billion on new content last year. It plans to spend $17 billion in 2021.

Amazon Prime Video spent $11 billion in 2020. It has offered $8.45 billion for MGM.

Disney spent about $2 billion last year and plans to spend around $9 billion by 2024.

Peacock plans to spend $2 billion in 2 years.

And check this out: “AT&T and Discovery to Create New Streaming Giant.” (bbc.com/news/ business-57139433)

If regulators approve, the merger should conclude in Summer 2022.

In 2015, AT&T bought satellite-system DirecTV for $67.1 billion.

In 2018, AT&T bought Time Warner for $108.7 billion.

Time Warner owns CNN and Warner Bros. (which includes, e.g., the Harry Potter and Batman franchises).

WarnerMedia owns HBO and HBO Max, which have 64 million subscribers.

Discovery includes Discovery’s home, cooking, nature, and science shows.

“Private Equity Turn Money-Losing Streamers into Money-Making Opportunity.” *TheDailyUpside*.*com* (newsletter). 7 Feb. 2022. 7 Feb. 2022. Web.

“The top eight streaming companies in America are slated to spend $115 billion on content this year.”

In 2020, “Comcast’s streaming service Peacock lost $1.7 billion, more than double the $778 million in revenue it brought in . . .”

In 2020, “Disney’s streaming unit lost about $600 million.”

In 2021, “TV channels and streaming services produced a record 559 scripted English-language shows, 13% more than in 2020.”

“Streaming adoption in the US slowed to just 1% in the last quarter of 2021, according to Conviva.”

“Netflix shares, beset by disappointing subscriber numbers, are down 45%,” from their record high in November 2021 to February 2022.

Nevertheless, “Private equity firms [are] betting that streamers will keep spending on prestigious content for years to come . . .”

“Last week Apollo Global spent $760 million on a stake in China’s Legendary, the movie studio that made Dune and Godzilla . . .”

“Blackstone is funding a new production company, Candle, which has scooped up Hello Sunshine (the producer of HBO’s Big Little Lies and Apple+’s The Morning Show), Cocomelon producer Moonbug, and Fauda producer Faraway Road.”

“Two of the most prestigious indie film producers—A24, which [made] Uncut Gems and made Oscar Best Picture winner Moonlight, and Village Roadshow, which financed Joker—are exploring sales, according to The Financial Times.”