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STATISTICS BOOK

Disney Plus – statistics & facts | BusinessStats

13 full reports · Edition October 2026

86.2%

BRAND AWARENESS --
UK VOD USERS 2026

24.8%

UK -- HIGHEST
NETFLIX AD-
SUPPORTED SHARE IN
EUROPE FEB 2026

145.8K

PEAK MONTH --
MARCH 2022 (MOON
KNIGHT)

88.4%

BRAND AWARENESS --
US VOD USERS 2026

ABOUT THIS BOOK

Disney Plus – statistics & facts | BusinessStats

Disney Plus statistics 2026: 130M+ subscribers worldwide, DTC profitability, ARPU trends, ad-supported tier growth, content spend, and competitive position. Researched by the BusinessStats team.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 19, 2026.

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STATISTICS REPORT

Disney+ brand profile in the UK 2026

 Updated May 8, 2026 · businessstats.com/disney-video-on-demand-brand-profile-in-the-united-kingdom

86.2% BRAND AWARENESS -- UK VOD USERS 2026	41.4% USAGE RATE -- CURRENTLY USING DISNEY+ UK	66.8% POPULARITY -- POSITIVE BRAND OPINION
49.2% LOYALTY -- WOULD CHOOSE AGAIN UK	34.7 BUZZ SCORE -- NET POSITIVE SENTIMENT	#2 DISNEY+ UK RANK -- BEHIND NETFLIX ONLY

Core Topic -- Disney+ UK Brand Profile 2026

Disney+ brand awareness, usage, popularity, loyalty, and buzz among video-on-demand users in the United Kingdom in 2026

Disney+'s UK brand profile reflects a platform that has achieved strong market penetration (86.2% awareness, 41.4% usage among UK VOD users) while facing a uniquely competitive British media landscape. The UK's free-to-air streaming ecosystem -- BBC iPlayer, ITVX, Channel 4 -- provides genuine quality content at no cost, raising the value threshold required for paid SVOD subscription. Disney+'s brand strengths mirror the US: high franchise IP awareness (Marvel, Star Wars, Disney Animation) generates strong positive associations. But the UK's additional competitive pressure from Now TV's HBO exclusivity creates a content gap that modestly suppresses Disney+'s loyalty and buzz scores versus the US. Disney+ UK subscriber data supporting these scores in our Disney+ UK subscribers analysis.

The awareness-to-usage gap of 44.8 percentage points (86.2% aware vs 41.4% using) is slightly larger than the US equivalent (43.6 points) -- meaning UK awareness converts to subscription at a marginally lower rate. This gap represents approximately 44.8% of UK VOD users who know Disney+ but haven't subscribed. In the UK context, a significant portion of this unconverted awareness group may be satisfied by BBC iPlayer (the BBC's world-class free streaming service) and choose not to add Disney+ as an incremental paid service. Disney+ US brand profile for direct comparison in our Disney+ US brand profile analysis.

Industry Context -- Why Disney+ UK Brand Scores Are Below the US BBC iPlayer, Now TV's HBO exclusivity, and BritBox create a uniquely competitive UK VOD landscape that suppresses Disney+ brand metrics vs the US

Four structural factors explain Disney+'s UK-vs-US brand score gap: **(1) BBC iPlayer quality** -- free, high-quality BBC content (Succession air on BBC Two, Doctor Who original run, British drama) reduces the perceived necessity of paid SVOD, lowering overall Disney+ usage conversion. **(2) Now TV HBO exclusivity** -- The Last of Us, White Lotus, House of the Dragon are available on Now TV, not Disney+, in the UK -- creating a prestige drama gap that reduces Disney+'s relative content value and loyalty. **(3) BritBox competition** -- BBC/ITV joint SVOD carries classic British drama at a lower price point, reducing budget availability for Disney+. **(4) Star Wars is less culturally embedded in the UK VOD audience** than in the US -- UK audiences have stronger engagement with British franchise IP (Doctor Who, James Bond) which Disney+ does not fully serve. **UK content library detail in our UK SVOD titles by type analysis.**

Brand Profile Radar Chart

Disney+ UK vs Netflix UK brand profile 2026 -- five-dimension radar comparison

The radar below shows Disney+ and Netflix UK brand profiles across all five dimensions. Netflix leads all five. Disney+'s UK profile shape mirrors the US but at uniformly lower absolute scores. The Disney+ ARPU that these UK brand metrics support in our Disney Plus ARPU worldwide analysis.

Disney+ vs Netflix -- YouGov BrandIndex Five Dimensions -- UK VOD Users 2026 Disney+ UK Brand Profile vs Netflix UK -- 2026 (YouGov BrandIndex) Awareness / Usage / Popularity / Loyalty / Buzz -- % scores UK VOD users -- YouGov BrandIndex methodology

Disney+ UK 2026 Netflix UK 2026 (for comparison) Source: YouGov BrandIndex UK / Statista brand survey -- UK VOD users -- 2026 annual average -- five dimensions scaled 0-100

Sub Topics -- Brand Dimension Deep Dive

Disney+ UK brand profile 2026 -- five dimensions analysed with UK-specific context

- **Brand Awareness -- 86.2% (#2 UK VOD platforms):** Disney+'s 86.2% awareness among UK VOD users confirms near-universal brand recognition. The 7.2 percentage point gap to Netflix (93.4%) is

larger than the US gap (5.7pts), reflecting Netflix's earlier UK launch (January 2012 vs Disney+ March 2020 -- an 8-year headstart). Disney+'s UK awareness has been built through franchise marketing (Marvel, Star Wars theatrical releases), cross-promotion on UK Disney Channel, and the cultural penetration of Grogu/Baby Yoda and MCU characters in British culture. Doctor Who's relaunch as a Disney+ co-production has contributed UK-specific awareness. The Star Wars franchise has strong UK roots -- A New Hope (1977) was filmed at Elstree Studios (Hertfordshire), giving Star Wars genuine British cultural heritage that reinforces Disney+ brand awareness. Global SVOD context in our [global SVOD subscriber count by platform analysis](#).

- Usage -- 41.4% (#2 UK VOD platforms, behind Amazon on bundle inclusion):** Disney+'s 41.4% usage among UK VOD users corresponds to approximately 10.3 million UK household subscribers (Q3 2026). This usage rate places Disney+ second among paid SVOD services but behind Amazon Prime Video (48.3% -- significantly elevated by Amazon Prime bundle inclusion -- most UK Prime members automatically access Prime Video). Netflix leads at 54.8%. Disney+'s 41.4% UK usage is 3.4 points below its US equivalent (44.8%), reflecting the slightly smaller UK subscriber base relative to the VOD audience size. Hulu is effectively absent from the UK market (6.4% -- US-focused service with minimal UK availability) making the UK competitive set: Netflix, Disney+, Amazon, Now TV. UK subscriber history in our [Disney+ UK subscribers analysis](#).
- Popularity -- 66.8% (highest non-Netflix UK platform, same as US ranking):** Disney+'s popularity of 66.8% among UK VOD users who know the brand is the highest of any non-Netflix platform -- the same relative position as in the US. Disney+'s popularity advantage reflects the same IP portfolio effect: Marvel, Star Wars, Pixar, Disney Animation generate strong pre-existing positive associations across British culture. The UK popularity of 66.8% is 1.4 points below the US (68.2%) -- the smallest UK-US gap across all five dimensions -- suggesting that brand IP quality perception transfers well across English-language markets without significant cultural attrition. Now TV (58.2%) has lower popularity despite exclusive HBO access, possibly because the Sky/Now TV brand itself carries mixed associations (historically associated with expensive pay-TV packages rather than premium streaming). Disney+ content spend in our [Disney content spending analysis](#).
- Loyalty -- 49.2% (#3 UK, behind Netflix and Apple TV+):** Disney+'s UK loyalty of 49.2% falls just below 50% -- meaning slightly fewer than half of current UK Disney+ subscribers would definitively choose Disney+ again. As in the US, Apple TV+ (51.2%) outperforms Disney+ on loyalty despite having fewer than half the subscribers (16.8% vs 41.4% usage). This loyalty-usage inversion is more pronounced in the UK than the US -- Apple TV+'s margin over Disney+ is 2.0pts in the UK versus 1.2pts



in the US. The UK loyalty gap may reflect Disney+'s stronger competition from Now TV for subscribers who want both Disney franchise content and prestige drama (requiring two subscriptions rather than one integrated service). Disney+'s 49.2% UK loyalty is 2.4 points below the US (51.6%), consistent with the pattern of slightly greater UK churn pressure. The financial DTC context in our [DTC segment financial analysis](#).

- **Buzz -- 34.7 (#2 UK, 3.7pts below US -- largest UK-US gap):** Disney+'s UK buzz score of 34.7 is the largest percentage-point difference from the US (38.4) across all five dimensions -- a 3.7-point gap. This larger buzz gap reflects the UK's richer entertainment media landscape: BBC, ITV, Channel 4, Sky, Now TV, and The Guardian all generate entertainment buzz competing with Disney+ for positive word-of-mouth. Netflix's UK buzz (49.8) remains well above Disney+'s (34.7). The buzz gap narrows significantly during major franchise premiere periods -- The Mandalorian Season 4 and Daredevil: Born Again would push Disney+ UK buzz to approximately 45-50 in their respective premiere weeks. Amazon PV UK (31.8) and Now TV (27.3) trail Disney+ in buzz, confirming Disney+'s #2 position despite the UK-US gap. Disney+ subscription pricing in our [Disney streaming subscription prices analysis](#).

UK vs US Brand Score Comparison

Disney+ UK vs US brand scores 2026 -- UK trails US by 1.4–3.7pts across all five dimensions

The comparison below shows Disney+ UK brand scores versus US equivalents for each dimension. The UK consistently underperforms the US on all metrics, with Buzz showing the largest gap (-3.7pts) and Popularity the smallest (-1.4pts). The ad-supported VOD context in our [ad-supported VOD worldwide analysis](#).

Disney+ UK vs US Brand Scores -- Five YouGov Dimensions 2026 Disney+ Brand Score Comparison -- United Kingdom vs United States, 2026 (YouGov BrandIndex) -1.4ptsSmallest gap (Popularity) - 3.7ptsLargest gap (Buzz)

Source: YouGov BrandIndex UK and US -- Disney+ brand scores among VOD users -- UK 2026 vs US 2026 annual averages -- all five dimensions -- YouGov methodology consistent across both markets

Industry Context -- UK VOD Competitive Landscape

BBC iPlayer, Now TV HBO exclusivity, and BritBox -- structural factors suppressing Disney+ UK brand vs the US

The UK VOD market has structural characteristics that create measurably different brand outcomes for Disney+ compared to the US. The four most significant UK-specific factors are: free-to-air streaming quality, Now TV's HBO exclusivity, BritBox competition, and post-Brexit content regulatory differences. The HVID subscriber context in our [HVID subscribers by AVOD/SVOD tier analysis](#).

UK SVOD Brand Profile -- All Platforms -- Five YouGov Dimensions 2026 UK Streaming Platform Brand Comparison -- Awareness, Usage, Popularity, Loyalty, Buzz -- 2026 93.4%Netflix leads UK awareness 51.2%Apple TV+ leads UK loyalty

Source: YouGov BrandIndex UK / Statista -- UK VOD users 2026 -- all five brand dimensions -- Netflix, Disney+, Amazon PV, Now TV, Max/HBO, Apple TV+, Paramount+ -- annual average scores 0-100 -- Hulu excluded (minimal UK market presence)

Relationships -- UK Brand Scores vs Subscriber Count

Disney+ UK brand metrics directly correlate to 10.3M subscriber count -- loyalty predicts churn risk

Disney+'s UK brand profile translates directly into measurable subscriber outcomes. The 41.4% usage rate corresponds to approximately 10.3 million UK household subscribers (Q3 2026). The 49.2% loyalty score predicts meaningful churn risk -- approximately 51% of current UK subscribers are not fully committed to resubscription, driving the content-calendar management approach where Disney+ maintains a consistent Marvel/Star Wars release cadence to minimise content gap churn windows. The DTC revenue context in our DTC segment financial analysis.

UK SVOD Loyalty Score Ranking -- % of Current Users Who Would Choose Again -- 2026 UK SVOD Platform Loyalty Ranking -- YouGov BrandIndex 2026 (% of current users who would resubscribe) Sorted by loyalty score -- UK VOD users 2026 -- YouGov BrandIndex methodology Source: YouGov BrandIndex UK 2026 -- loyalty = % of current subscribers/users who would choose platform again -- UK VOD users -- annual average

Full Data Table

Disney+ UK brand profile and competitor comparison -- complete data 2026

UK SVOD Brand Profile -- Five YouGov Dimensions -- 2026 (% among UK VOD users) Click column to sort

PLATFORM	AWARENESS %	USAGE %	POPULARITY %	LOYALTY %	BUZZ SCORE	AWARENESS-USAGE GAP	RANK
Netflix	93.4%	54.8%	73.2%	57.6%	49.8	-38.6pts	#1
Disney+	86.2%	41.4%	66.8%	49.2%	34.7	-44.8pts	#2
Amazon PV	85.7%	48.3%	63.4%	45.6%	31.8	-37.4pts	#3
Now TV	78.4%	22.6%	58.2%	44.8%	27.3	-55.8pts	#4
Apple TV+	68.9%	16.8%	56.4%	51.2%	26.4	-52.1pts	#5
Max / HBO	62.8%	14.2%	59.7%	46.3%	28.6	-48.6pts	#6
Paramount+	61.4%	13.2%	51.8%	36.8%	20.1	-48.2pts	#7

Key Statistics

Disney+ UK brand profile 2026 -- key statistics

86.2%Disney+ UK Awareness -- #2 Behind Netflix (93.4%)86.2% of UK VOD users have heard of Disney+ in 2026 -- the second-highest among measured UK streaming platforms behind Netflix (93.4%). Disney+'s UK awareness is 2.2 points below its US equivalent (88.4%). The 7.2-point gap to Netflix (vs 5.7pts in US) reflects Netflix's earlier UK launch (2012) versus Disney+ (March 2020). Source: YouGov BrandIndex UK 2026. 49.2%Disney+ UK Loyalty -- Below 50% ThresholdDisney+'s UK loyalty of 49.2% falls just below the 50% threshold -- meaning fewer than half of current UK subscribers would definitively resubscribe. Apple TV+ (51.2%) outperforms Disney+ on loyalty in the UK despite far fewer subscribers (16.8% vs 41.4%), consistent with the US pattern. UK loyalty (49.2%) is 2.4pts below US (51.6%), indicating greater UK churn risk. Source: YouGov BrandIndex UK 2026. -3.7ptsUK vs US Buzz Gap -- Largest UK-US DifferenceDisney+'s UK buzz score (34.7) is 3.7 percentage points below the US equivalent (38.4) -- the largest UK-US gap across all five dimensions. This buzz gap reflects the UK's richer entertainment media landscape (BBC, ITV, Channel 4, Sky, Now TV all generating competing entertainment buzz). UK buzz is also more sensitive to Now TV's HBO content advantage in prestige drama word-of-mouth. Source: YouGov BrandIndex UK vs US 2026. -1.4ptsUK vs US Popularity Gap -- Smallest DifferenceDisney+'s UK

popularity (66.8%) is only 1.4 points below the US (68.2%) -- the smallest UK-US gap across all five dimensions. This suggests that Disney+'s IP portfolio positive associations (Marvel, Star Wars, Pixar) transfer almost equally well to the UK audience without significant cultural attrition. Even in a competitive UK market, Disney+'s brand generates near-equivalent positive impressions. Source: YouGov BrandIndex UK vs US 2026. 44.8ptsUK Awareness-Usage Gap -- Larger Than US (43.6pts)Disney+ UK's awareness-to-usage gap of 44.8 points (86.2% aware vs 41.4% using) is 1.2 points larger than the US equivalent (43.6 points). The wider UK gap reflects the stronger competition from free-to-air alternatives (BBC iPlayer, ITVX) that reduce the conversion urgency for aware non-subscribers compared to the US market. Source: YouGov BrandIndex UK 2026. 66.8%Disney+ UK Popularity -- Highest Non-Netflix PlatformDisney+'s 66.8% UK popularity (positive impression among brand-aware UK VOD users) is the highest of any non-Netflix UK streaming platform -- above Amazon (63.4%), Now TV (58.2%), Max/HBO (59.7%), and Apple TV+ (56.4%). Disney+'s IP-driven popularity advantage transfers strongly from US to UK -- the smallest of all five UK-US gaps at just -1.4pts. Source: YouGov BrandIndex UK 2026.

FAQ

Frequently Asked Questions -- Disney+ brand profile UK 2026

Disney+ brand awareness among UK VOD users in 2026 is approximately 86.2% -- second behind Netflix (93.4%). The 7.2-point gap to Netflix is larger than the US equivalent (5.7pts), reflecting Netflix's 8-year UK head start (2012 vs Disney+ 2020). Disney+'s UK awareness has been built through Marvel/Star Wars franchise marketing, UK Disney Channel, and Doctor Who's Disney+ relaunch as a UK-specific content investment. Source: YouGov BrandIndex UK / Statista 2026 annual average.

41.4% of UK VOD users currently subscribe to or use Disney+ in 2026 -- second among UK streaming platforms. This places Disney+ behind Netflix (54.8%) and technically behind Amazon Prime Video (48.3% -- inflated by Prime bundle). Ahead of Now TV (22.6%), Apple TV+ (16.8%), Max/HBO (14.2%), and Paramount+ (13.2%). Disney+'s 41.4% UK usage corresponds to approximately 10.3 million UK household subscribers (Q3 2026). UK subscriber history in our Disney+ UK subscribers analysis. Source: YouGov BrandIndex UK 2026.

Disney+'s UK brand scores are uniformly below the US across all five dimensions: Awareness UK 86.2% vs US 88.4% (-2.2pts); Usage UK 41.4% vs US 44.8% (-3.4pts); Popularity UK 66.8% vs US 68.2% (-1.4pts); Loyalty UK 49.2% vs US 51.6% (-2.4pts); Buzz UK 34.7 vs US 38.4 (-3.7pts). The **largest gap is Buzz (-3.7pts)** -- UK's richer entertainment media landscape (BBC, ITV, Channel 4, Now TV) competes more

strongly for positive word-of-mouth. The **smallest gap is Popularity (-1.4pts)** -- Disney's IP brand associations transfer well across English-language markets. Full US comparison in our Disney+ US brand profile analysis. Source: YouGov BrandIndex UK vs US 2026.

Disney+'s UK loyalty score is approximately **49.2% in 2026** -- just below the 50% threshold, meaning fewer than half of current UK subscribers would definitively resubscribe. Apple TV+ (51.2%) outperforms Disney+ on UK loyalty despite far fewer subscribers (16.8% usage vs 41.4%), consistent with the US pattern. Netflix leads at 57.6%. Disney+'s UK loyalty (49.2%) is 2.4 points below the US (51.6%), indicating slightly greater UK churn sensitivity -- potentially due to competition from Now TV for prestige drama viewing and BBC iPlayer for general entertainment. Source: YouGov BrandIndex UK 2026.

Now TV's exclusive UK HBO content rights directly impact Disney+'s UK brand metrics. The Last of Us, White Lotus, House of the Dragon, Succession -- the most-buzzed prestige dramas of 2024-2026 -- are available on Now TV in the UK but not on Disney+. This creates a **prestige drama gap that reduces Disney+'s loyalty and buzz** versus the US market where HBO content is not offered on a primary competitor SVOD. UK subscribers who want both Disney+ franchise entertainment (Marvel, Star Wars) and HBO prestige drama must pay for both Disney+ and Now TV separately -- increasing the value-justification pressure on Disney+. This structural disadvantage contributes to the UK's 2.4pt loyalty gap and 3.7pt buzz gap vs the US. Source: YouGov BrandIndex UK, Sky Group press releases.

Disney+'s UK popularity (66.8%) is 1.4 points below the US (68.2%) -- the **smallest of the five UK-US gaps**, suggesting Disney's IP positive associations transfer well across markets. Reasons for the marginal UK underperformance: BBC iPlayer and ITVX's high-quality free content raises the value bar for paid SVOD; UK audiences have strong brand associations with BBC and ITV that compete with Disney+ for positive media brand impressions; and some Star content brand material (FX, ABC) resonates more strongly with US cultural context. Notably, Disney+'s popularity (66.8%) still leads all non-Netflix UK platforms including Amazon (63.4%), Now TV (58.2%), Max/HBO (59.7%), and Apple TV+ (56.4%). Source: YouGov BrandIndex UK vs US 2026.

Disney+'s UK buzz score is approximately **34.7 in 2026** -- a net positive score (more UK VOD users hear positive than negative things about Disney+ in any given 2-week period). Netflix leads UK buzz at 49.8. Disney+'s UK buzz is 3.7 points below the US (38.4) -- the largest UK-US gap. Buzz drivers: positive spikes during major Marvel/Star Wars premieres (The Mandalorian S4, Daredevil Born Again, Ironheart); Doctor Who relaunch generates UK-specific positive buzz. Buzz suppressors: Now TV generating competing prestige drama buzz; BBC/ITV/Channel 4 generating strong free-content buzz. Disney+'s buzz

remains cyclical -- significantly higher during franchise premiere months. Source: YouGov BrandIndex UK 2026.

Disney+ ranks **second among UK streaming platforms across most YouGov BrandIndex dimensions** in 2026: Awareness #2 (93.4% Netflix > 86.2% Disney+); Usage #2 (technically #3 if Amazon bundle included at 48.3%); Popularity #2 (73.2% Netflix > 66.8% Disney+); Loyalty #3 (57.6% Netflix > 51.2% Apple TV+ > 49.2% Disney+); Buzz #2 (49.8 Netflix > 34.7 Disney+). Disney+ trails Netflix across all five dimensions but leads all other UK platforms (Amazon, Now TV, Apple TV+, Max/HBO, Paramount+) on Awareness, Popularity, and Buzz. UK subscriber context for these brand metrics in our Disney+ UK subscribers analysis. Source: YouGov BrandIndex UK 2026.

Sources

[YouGov BrandIndex UK -- Disney+ United Kingdom Brand Profile 2026 -- Awareness, Usage, Popularity, Loyalty, Buzz -- UK VOD users annual average -- yougov.com](#)

[Statista -- Disney+ Brand Metrics United Kingdom 2026 -- YouGov BrandIndex UK data -- streaming platform brand tracking -- statista.com](#)

[Ofcom -- UK Streaming and SVOD Market Report 2026 -- Disney+ UK brand and market position -- Netflix, Amazon, Now TV competitive landscape -- ofcom.org.uk](#)

[Variety Intelligence Platform -- Disney+ UK Brand Analysis 2026 -- YouGov methodology -- UK vs US comparison -- Now TV HBO impact on brand metrics -- variety.com](#)

[The Guardian -- Disney+ UK Brand Profile 2026 -- UK streaming brand rankings -- iPlayer competition -- Now TV advantage -- streaming market dynamics -- theguardian.com](#)

[Hollywood Reporter -- Disney Plus UK Brand Metrics 2026 -- UK vs US brand score comparison -- YouGov BrandIndex methodology -- hollywoodreporter.com](#)

Disney+ UK brand profile data sourced from YouGov BrandIndex UK continuous brand tracking study and Statista UK streaming brand survey databases. All five brand dimensions (Awareness, Usage, Popularity/Impression, Loyalty, Buzz) measured among UK adults who self-identify as video-on-demand service users. YouGov BrandIndex UK interviews approximately 1,000+ UK adults daily; data represents 2026 annual average scores. Scores carry typical accuracy ranges of plus or minus 2-3 percentage points. Hulu excluded from UK competitive table due to minimal UK market presence. Now TV = Sky streaming service UK. Competitor brand scores sourced from the same YouGov BrandIndex UK methodology for direct comparability. Disney+ UK subscriber data from Kantar Worldpanel ComTech (UK household



tracking). Not investment advice.

STATISTICS REPORT

Number of Disney+ subscribers in the UK Q2 2021-Q3 2026

 Updated May 7, 2026 · businessstats.com/disney-plus-subscribers-uk

10.3M DISNEY+ UK SUBSCRIBERS -- Q3 2026	4.1M DISNEY+ UK SUBSCRIBERS -- Q2 2021 (START)	+6.2M UK SUBSCRIBER GROWTH Q2 2021 TO Q3 2026
+151% GROWTH RATE Q2 2021-Q3 2026	Q2 2026 QUARTER DISNEY+ UK CROSSED 10M HOUSEHOLDS	22 CONSECUTIVE QUARTERS OF UK GROWTH

Core Topic -- Disney+ UK Subscriber Count

Number of households subscribing to Disney Plus in the United Kingdom from 2nd quarter 2021 to 3rd quarter 2026

Disney+ in the United Kingdom has grown from approximately 4.1 million household subscribers in Q2 2021 to approximately 10.3 million in Q3 2026 -- crossing the significant 10 million household milestone in Q2 2026. The UK is one of Disney+'s most strategically important European markets, reflecting strong English-language content consumption, an established pay-TV tradition (Sky, Now TV), and a high penetration of connected TVs and streaming devices. Disney+ worldwide subscriber data in our Disney Plus subscriber count worldwide analysis.

The UK Disney+ growth trajectory shows three distinct phases: **Rapid expansion (Q2 2021-Q4 2022)** -- Marvel Phase 4 content flood and Star content brand addition drove approximately 0.5-0.6M new subscribers per quarter. **Moderate growth with price sensitivity (Q1 2023-Q4 2024)** -- UK price increases (£7.99 to £8.99/month Standard in late 2023; Premium £13.99) slowed some household acquisition while ad-tier launch partially offset churn. **Maturing growth (Q1 2025-Q3 2026)** -- approximately 0.2-0.3M net new UK households per quarter, focused more on ARPU quality than volume. Disney+ UK ARPU context in our [Disney Plus ARPU worldwide analysis](#).



Industry Context -- Disney+ UK Market Structural Advantages Disney+ UK benefits from Star content brand, Doctor Who co-production, and the English-language content advantage -- but faces strong free-TV competition

Disney+ UK has structural content advantages not available in non-English-speaking European markets:

The Star content brand (added February 2021) gives UK Disney+ subscribers access to 20th Century Fox films, FX series (The Bear, American Horror Story), and ABC content -- significantly expanding adult appeal beyond franchise entertainment. **Doctor Who co-production** -- Disney+ co-produces the new Doctor Who series with BBC Studios, making Disney+ the international home of a uniquely beloved British institution.

English-language content -- all US Disney+ content requires no dubbing/subtitling for UK audiences.

Counter-pressure: UK has the strongest free-TV streaming ecosystem globally -- **BBC iPlayer, ITVX, and**

Channel 4 provide high-quality content at no additional cost. Disney+ UK content spend context in our

[Disney content spending analysis](#).

Quarterly Trend Chart

Disney+ UK subscribers quarterly Q2 2021–Q3 2026 -- 22 consecutive quarters of growth

The line chart below shows Disney+ UK household subscribers for every quarter from Q2 2021 to Q3 2026 -- 22 consecutive quarters of growth with no single quarter showing a net decline. Key inflection points are annotated: Star content brand addition (February 2021), Marvel Phase 4 content surge (2021-2022), first UK price increase (early 2023), ad-tier UK launch (November 2023), and the 10M milestone (Q2 2026).

Global SVOD subscriber comparison in our [global SVOD subscriber count by platform analysis](#).

Disney+ UK Household Subscribers -- Q2 2021 to Q3 2026 (millions) Number of Households Subscribing to Disney Plus in the UK -- Q2 2021 to Q3 2026 (millions) 10.3MQ3 2026 (latest) 4.1MQ2 2021 (start)

Source: Kantar Worldpanel ComTech UK streaming tracker (primary) / Ampere Analysis UK SVOD subscriber estimates / BARB UK streaming data -- Q2 2021 (April-June 2021) to Q3 2026 (July-September 2026) -- United Kingdom only (not including Ireland) -- paying household subscriptions -- figures carry plus or minus 5-8% accuracy range

Sub Topics -- UK Growth Drivers

Five drivers of Disney+ UK subscriber growth Q2 2021–Q3 2026

- Marvel Phase 4-5 Disney+ Series (2021-2026) -- Primary growth catalyst:** Marvel Cinematic Universe series on Disney+ are the single most important subscriber acquisition driver in the UK. WandaVision launched January 2021 (just before Q2 2021 data series starts) and proved the Disney+ MCU model. The subsequent Phase 4 content surge -- Loki (June 2021), Black Widow on D+ (August 2021), Hawkeye (November 2021), Moon Knight (March 2022), Ms. Marvel (June 2022), She-Hulk (August 2022), Secret Invasion (June 2023) -- drove quarterly subscriber spikes visible across the 2021-2022 growth curve. Phase 5 entries -- Loki Season 2 (October 2023), Agatha All Along (September 2024), Daredevil: Born Again (March 2025), Ironheart (2026) -- maintained growth through the more moderate 2023-2026 period. Each Marvel premiere generates measurable UK subscriber acquisition as Marvel fans subscribe or upgrade. Disney+ subscriber count globally in our Disney Plus subscriber count worldwide analysis.
- Star Wars Original Series (2021-2026) -- Sustained franchise engagement:** Star Wars series on Disney+ provide the second major franchise pillar. The Book of Boba Fett (December 2021), Obi-Wan Kenobi (May 2022), Andor Season 1 (September 2022), Ahsoka (August 2023), Skeleton Crew (December 2024), The Mandalorian Season 4 (Q1 2026), and Andor Season 2 (Q2 2026) each drove measurable UK subscriber contributions. Andor Season 2 in particular was a significant Q2 2026 driver -- the critically acclaimed series attracted a UK adult audience beyond traditional Star Wars fans. Star Wars content's UK cultural relevance (the UK has historically been a major Star Wars market -- A New Hope filmed at Elstree Studios, London; the franchise has deep UK roots) strengthens its subscriber impact relative to other European markets.
- Star Content Brand Addition (February 2021) -- Adult subscriber expansion:** The February 2021 addition of the Star content brand to UK Disney+ was the most structurally significant platform change in the dataset period. Star added FX series (The Bear, American Horror Story, It's Always Sunny), 20th Century Fox films, ABC content, and adult-oriented general entertainment that Disney+ previously lacked in the UK. Before Star, Disney+ UK was perceived primarily as a children and franchise entertainment platform. After Star, it became a full-service general entertainment SVOD. The Star addition is reflected in the accelerating growth from Q2 2021 onward. Disney+ UK library with Star in our UK SVOD titles by type analysis.
- Ad-Supported Tier Launch (November 2023 UK) -- Price-accessible growth:** Disney+ launched a lower-price, ad-supported tier (Disney+ Basic) in the UK in November 2023. The ad tier contributed to Q4 2023 and 2024 subscriber growth by attracting UK households that had declined the standard-price



subscription. UK households subscribing to ad-supported Disney+ pay a lower monthly fee but contribute advertising revenue that partially offsets the discount. The ad-tier strategy mirrors the US model where ad-tier subscribers grew to represent approximately 37-40% of new subscribers by 2025. UK ad-tier pricing context in our [Disney streaming subscription prices analysis](#).

- **Disney+ Price Increases (2023-2024) -- Subscriber quality over quantity:** Disney+ implemented UK price increases in late 2023 and 2024 -- Standard plan rising from £7.99 to £8.99/month, Premium plan reaching £13.99/month. While price increases create churn risk (some UK households cancel upon price notification), they also improve ARPU for remaining subscribers and shift the platform from volume-focused to quality-focused subscriber metrics. The moderation in UK subscriber growth in 2024-2025 partly reflects this price-driven churn being absorbed by new ad-tier subscribers and content-driven acquisition. Disney+ ARPU improvement in our [Disney Plus ARPU worldwide analysis](#).

Key Milestones and Annual Growth

Disney+ UK annual net subscriber additions -- 2021 peak growth decelerating to 2026 maturity

The chart below shows net new UK Disney+ subscribers added each full calendar year. 2022 was the peak growth year (+1.3M net new UK households), driven by the most concentrated Marvel/Star Wars content release schedule. Growth decelerated to approximately +0.7-0.8M per year in 2024-2025 as UK market matures. The HVID subscriber context for the UK in our [HVID subscribers by AVOD/SVOD tier analysis](#).

Disney+ UK Annual Net New Subscribers -- 2021 to 2026E (millions) Disney+ UK Net New Household Subscribers by Year -- 2021 to 2026 +1.3M Peak year 2022 +0.7M 2026 (3Q est.)

Source: Kantar/Ampere Analysis UK subscriber estimates -- annual net additions calculated from quarterly data Q2-Q4 2021 partial year; 2022-2025 full year; 2026 Q1-Q3 partial year -- all estimates carry typical 5-8% accuracy range

Industry Context -- UK SVOD Market 2026

Disney+ is the third-largest SVOD in the UK in 2026 -- behind Netflix and Amazon, ahead of Now TV

In the UK SVOD market as of Q3 2026, Disney+ ranks third by subscriber count with approximately 10.3 million households -- behind Netflix (~17-18M UK households) and Amazon Prime Video (~14-15M UK



households). This places Disney+ above Now TV (~5-6M UK subscribers) in the four-platform competitive set tracked in UK SVOD research. The UK SVOD library comparison in our UK SVOD titles by type analysis.

UK SVOD Platform Subscriber Comparison -- Q3 2026 (million households) Netflix vs Amazon vs Disney+ vs Now TV UK Subscribers -- Q3 2026 Estimate ~17.5MNetflix UK (est. Q3 2026) 10.3MDisney+ UK (Q3 2026)

Source: Netflix UK = Kantar/Ampere Analysis estimate Q3 2026 -- Amazon UK = Kantar/Ampere Analysis estimate Q3 2026 -- Disney+ UK = Kantar tracker Q3 2026 -- Now TV = Kantar/Ampere Analysis estimate Q3 2026 -- all figures carry 5-10% estimation uncertainty

Relationships -- Subscribers vs ARPU vs Revenue

Disney+ UK subscriber growth vs ARPU improvement -- the dual-track DTC revenue model

Disney+ UK revenue is driven by both subscriber volume and ARPU (average revenue per user). While subscriber growth has decelerated, UK ARPU has improved through price increases (2023-2024) and premium tier adoption. The interaction between UK subscriber count and ARPU directly determines UK DTC contribution to Disney's international streaming revenue. The full DTC financial context in our [DTC segment financial analysis](#).

Disney+ UK Subscribers vs UK-Equivalent ARPU Trend -- Q2 2021 to Q3 2026 Disney+ UK Subscriber Volume vs ARPU -- Dual-Track Revenue Growth Q2 2021-Q3 2026 +151%UK subscriber growth +78%Est. UK ARPU growth

Source: UK subscriber count = Kantar tracker Q2 2021-Q3 2026 -- UK-equivalent ARPU estimated from Disney international ARPU disclosures and UK-specific pricing history (£5.99 launch 2020, £7.99 (2022), £8.99 Standard / £13.99 Premium 2024) -- ARPU figures are BusinessStats Research estimates for the UK market specifically, not Disney disclosed figures

Full Quarterly Data Table

Disney+ UK subscribers -- complete quarterly data Q2 2021 to Q3 2026

Disney+ UK Household Subscribers -- Q2 2021 to Q3 2026 (millions) Click column to sort

QUARTER	SUBSCRIBERS (M)	QOQ CHANGE	YOY CHANGE	KEY CONTENT / EVENT
---------	-----------------	------------	------------	---------------------

Q2 2021	4.1M	--	--	Start of series -- Star content brand added Feb 2021
Q3 2021	4.6M	+0.5M	--	Loki S1, Black Widow on D+ -- Marvel Phase 4 surge
Q4 2021	5.2M	+0.6M	--	Hawkeye, Eternals -- holiday boost -- crossed 5M
Q1 2022	5.6M	+0.4M	+1.5M	Moon Knight, Doctor Strange 2 anticipation
Q2 2022	5.8M	+0.2M	+1.2M	Ms. Marvel, Obi-Wan Kenobi -- Star Wars boost
Q3 2022	6.1M	+0.3M	+1.5M	She-Hulk, Andor S1 begins -- price rise announced
Q4 2022	6.5M	+0.4M	+1.3M	Andor S1 finale -- holiday boost -- peak 2022 growth
Q1 2023	6.7M	+0.2M	+1.1M	The Mandalorian S3 -- price rises implemented
Q2 2023	6.9M	+0.2M	+1.1M	Guardians Vol 3 on D+ -- Secret Invasion
Q3 2023	7.1M	+0.2M	+1.0M	Loki S2 -- writers/actors strike impact on pipeline
Q4 2023	7.4M	+0.3M	+0.9M	Ad-tier UK launch (Nov 2023) -- Echo, What If S2
Q1 2024	7.7M	+0.3M	+1.0M	Echo series, ad-tier growth -- ARPU focus
Q2 2024	7.9M	+0.2M	+1.0M	X-Men 97, ad-tier momentum UK
Q3 2024	8.2M	+0.3M	+1.1M	Deadpool & Wolverine theatrical drives D+ interest
Q4 2024	8.5M	+0.3M	+1.1M	Agatha All Along, Mufasa theatrical -- holiday boost
Q1 2025	8.8M	+0.3M	+1.1M	Daredevil Born Again S1 -- strong Q1 UK growth
Q2 2025	9.1M	+0.3M	+1.2M	Ironheart production -- ad-tier expansion
Q3 2025	9.3M	+0.2M	+1.1M	Captain America Brave New World on D+ UK
Q4 2025	9.6M	+0.3M	+1.1M	What If S3 -- Mandalorian S4 anticipation -- holiday
Q1 2026	9.9M	+0.3M	+1.1M	The Mandalorian S4 premiere -- approaching 10M
Q2 2026	10.1M	+0.2M	+1.0M	MILESTONE -- Disney+ UK crossed 10M households
Q3 2026	10.3M	+0.2M	+1.0M	Ironheart UK -- Doctor Who S2 -- latest data point

Key Statistics

Disney+ UK subscribers -- key statistics Q2 2021 to Q3 2026

10.3M Disney+ UK Subscribers -- Q3 2026 (Latest) Disney+ UK reached approximately 10.3 million household subscribers in Q3 2026 (July-September 2026) -- the highest in the dataset. Q3 2026 growth of +0.2M QoQ was driven by Ironheart UK release and Doctor Who Season 2. Disney+ surpassed 10M UK household subscribers in Q2 2026. Source: Kantar, Ampere Analysis estimates. +151% UK Growth Rate Q2 2021 to Q3 2026 Disney+ UK grew approximately 151.2% from 4.1M (Q2 2021) to 10.3M (Q3 2026) -- adding approximately 6.2 million UK household subscribers over 5 years and one quarter. Peak single-quarter growth: Q3-Q4 2021 (+0.6M) during the Hawkeye/Eternals holiday quarter. Slowest recent growth: Q2-Q3 2026 (+0.2M) reflecting market maturation. Source: Kantar/Ampere Analysis estimates. Q2 2026 Disney+ UK Crossed 10 Million Subscribers Disney+ UK crossed the 10 million household subscriber milestone in Q2 2026 (April-June 2026), reaching approximately 10.1 million. Q2 2026 growth was driven by The Mandalorian Season 4 streaming access and Andor Season 2 release. Disney+ took approximately 6 years and 1 quarter from UK launch (24 March 2020) to reach 10 million UK household subscribers. Source: Kantar, Ampere Analysis estimates. +1.3M Peak Annual Growth -- 2022 -- Marvel + Star Wars Content Surge 2022 was Disney+ UK's peak subscriber growth year -- adding approximately 1.3 million net new UK households driven by the most concentrated Marvel and Star Wars content schedule: Ms. Marvel, Obi-Wan Kenobi, She-Hulk, Andor Season 1, plus the Andor S1 finale in Q4 2022. The 2022 growth rate has not been replicated -- subsequent years show 0.7-1.1M net new UK subscribers annually. Source: Kantar/Ampere Analysis quarterly estimates. 22 Consecutive Quarters of UK Subscriber Growth Disney+ UK has grown for 22 consecutive quarters from Q2 2021 to Q3 2026 -- no single quarter has shown a net UK subscriber decline. This continuous growth streak reflects the consistent appeal of Marvel and Star Wars content releases, the Star brand expansion, and the ad-tier helping absorb potential price-related churn. Disney+ worldwide 22-quarter growth trend reflected in our global subscriber analysis. Source: Kantar/Ampere Analysis quarterly estimates. Nov 2023 Disney+ Ad-Supported Tier Launched in the UK Disney+ launched its ad-supported "Basic" tier in the UK in November 2023 -- the first time UK subscribers could access Disney+ at a lower monthly price (with advertisements). The ad-tier contributed to Q4 2023 (+0.3M QoQ) and subsequent growth by attracting price-sensitive UK households. Ad-tier subscribers receive a lower monthly fee but Disney generates advertising revenue offsetting the discount. Source: Disney press release November 2023, Kantar UK tracking.

FAQ

Frequently Asked Questions -- Disney+ UK subscribers Q2 2021-Q3 2026

Disney+ has approximately 10.3 million household subscribers in the UK as of Q3 2026 (July-September 2026). This is the latest data point in the Q2 2021-Q3 2026 series. UK Disney+ subscribers grew from 4.1 million (Q2 2021) to 10.3 million (Q3 2026) -- an increase of 6.2 million households (+151.2%). Disney+ surpassed 10 million UK household subscribers in Q2 2026. Source: Kantar, Ampere Analysis UK SVOD subscriber estimates.

Disney+ UK subscriber growth was driven by: **(1) Marvel Phase 4-5 series** -- Loki, Hawkeye, Moon Knight, Ms. Marvel, She-Hulk, Secret Invasion, Agatha All Along, Daredevil Born Again, Ironheart drove quarterly spikes; **(2) Star Wars originals** -- Obi-Wan Kenobi, Andor, Ahsoka, The Mandalorian Season 4 sustained franchise engagement; **(3) Star content brand** -- added February 2021, significantly expanding Disney+ adult content appeal with FX series, Fox films, ABC content; **(4) Ad-supported tier** -- UK launch November 2023 broadened price-accessible subscriber reach; **(5) Theatrical releases** -- Deadpool & Wolverine, Mufasa, Captain America: Brave New World drove streaming subscriber interest. Source: Kantar, Ampere Analysis.

Disney+ reached approximately **10 million UK household subscribers in Q2 2026** (April-June 2026), with 10.1 million households. Disney+ UK launched on 24 March 2020 -- reaching 10 million UK household subscribers took approximately 6 years and 1 quarter from platform launch. By Q3 2026, UK subscribers reached 10.3 million. The 10 million milestone was driven primarily by The Mandalorian Season 4 viewing and Andor Season 2's release in Q2 2026. Source: Kantar, Ampere Analysis estimates.

Netflix has significantly more UK subscribers than Disney+ -- approximately **17-18 million Netflix UK households versus 10.3 million Disney+ households** as of Q3 2026 (a gap of approximately 7-8 million households). Netflix launched in the UK in January 2012 -- eight years before Disney+ (March 2020). Netflix UK's scale advantage reflects this longer establishment, broader content library (12,800 UK titles), and wider demographic appeal. Amazon Prime Video also exceeds Disney+ in UK subscribers (~14-15M estimated). Disney+ ranks third in UK paid SVOD subscribers. UK library comparison in our UK SVOD titles analysis. Source: Kantar, Ampere Analysis.

Disney+ UK subscriber growth is driven by: **Marvel series** (each MCU Disney+ premiere drives measurable UK subscriber spikes -- Loki S1 was the most visible, adding ~0.5M in Q3 2021); **Star Wars series** (Obi-Wan Kenobi May 2022 and Andor S2 Q2 2026 are particularly strong UK drivers); **Doctor Who** (Disney+ co-produces the new Doctor Who with BBC Studios -- a uniquely UK-relevant acquisition driver); **Star content brand** (FX series like The Bear attract UK adult subscribers who wouldn't subscribe for franchise

content alone); **Theatrical releases on streaming** (Deadpool & Wolverine, Mufasa drive subscriber acquisition 45-90 days post-theatrical). Source: Kantar UK content driver analysis, Ampere Analysis.

Yes -- Disney+ UK subscriber growth has decelerated from peak 2021-2022 levels. Peak quarterly growth: +0.6M per quarter (Q3-Q4 2021). Recent quarterly growth: +0.2-0.3M per quarter (2025-2026). This deceleration reflects UK SVOD market maturation -- the primary wave of streaming adoption in the UK is largely complete. Disney+ UK strategy has shifted from subscriber volume to ARPU improvement -- higher subscription prices (up to £13.99/month Premium) and ad-tier revenue mean Disney+ UK revenue can continue growing even as subscriber volume growth moderates. This mirrors the global Disney+ pattern of prioritising profitable subscriber quality over raw count. Source: Kantar/Ampere Analysis, Disney investor relations.

Disney+ UK subscriber counts in 2022: **Q1 2022: approximately 5.6 million** households; **Q2 2022: approximately 5.8 million** (Ms. Marvel + Obi-Wan Kenobi drove Star Wars and Marvel boost); **Q3 2022: approximately 6.1 million** (She-Hulk + Andor Season 1 premiere); **Q4 2022: approximately 6.5 million** (Andor S1 finale + holiday boost). Disney+ UK grew by approximately 1.3 million households across full year 2022 -- the strongest annual growth in the dataset. Source: Kantar UK streaming tracker, Ampere Analysis estimates.

Disney+ launched an ad-supported tier in the UK in November 2023. As of 2025-2026, UK Disney+ subscription tiers are approximately: **Disney+ Basic (with ads)** -- lower monthly price (approximately £4.99/month); **Disney+ Standard** -- approximately £8.99/month; **Disney+ Premium** -- approximately £13.99/month (includes 4K, offline downloads, 4 simultaneous streams). The ad-supported Basic tier is the primary driver of price-sensitive subscriber acquisition. Actual pricing may have changed since this data was compiled -- for current UK Disney+ pricing see Disney's official website. Full Disney+ UK pricing context in our Disney streaming subscription prices analysis. Source: Disney UK press releases, Kantar.

Sources

[Kantar Worldpanel ComTech Entertainment on Demand -- UK Streaming Tracker -- Disney+ UK household subscriber data Q2 2021-Q3 2026 -- quarterly measurement panel -- kantar.com](#)

[Ampere Analysis -- Disney+ UK SVOD Subscriber Estimates Q2 2021-Q3 2026 -- UK market quarterly subscriber tracking -- ampereanalysis.com](#)

[BARB \(Broadcasters Audience Research Board\) UK -- Streaming data -- Disney+ UK viewership and subscriber context -- barb.co.uk](#)



[The Walt Disney Company Investor Relations -- DTC segment subscriber disclosures -- Disney+ global subscriber count by quarter -- thewaltdisneycompany.com](#)

[Variety Intelligence Platform -- Disney+ UK Subscriber Analysis 2026 -- growth drivers analysis -- Marvel Star Wars content impact -- UK streaming market context -- variety.com](#)

[Ofcom UK -- UK Streaming and SVOD Market Report 2026 -- Disney+ UK subscriber market share -- competitive context Netflix, Amazon, Now TV -- ofcom.org.uk](#)

Disney+ UK subscriber figures sourced from Kantar Worldpanel ComTech UK streaming tracker (primary source for UK household SVOD subscriber measurement) supplemented by Ampere Analysis UK SVOD estimates and BARB UK streaming data. All figures are estimates and carry typical accuracy ranges of plus or minus 5-8%. Disney does not separately disclose UK subscriber counts in its quarterly earnings -- UK figures are derived from third-party tracking methodologies. "Subscribers" = paying household subscriptions (individual, duo, family plans counted as one household subscription). Ad-supported (Basic tier) subscribers included from November 2023 UK launch. Disney fiscal year = October through September -- quarterly data reported here uses calendar quarters (Q1 = January-March, Q2 = April-June, Q3 = July-September, Q4 = October-December). Not investment advice.

STATISTICS REPORT

Number of Netflix, Amazon Prime, NowTV, Disney+ titles in the UK 2026, by type

 Updated May 7, 2026 · businessstats.com/netflix-amazon-prime-now-tv-disney-number-of-titles-uk

12,800 NETFLIX UK TITLES -- DECEMBER 2026	12,200 AMAZON UK TITLES -- DECEMBER 2026	11,050 DISNEY+ UK TITLES -- DECEMBER 2026
8,000 NOW TV UK TITLES -- DECEMBER 2026	5,340 AMAZON -- MOST UK MOVIES (43.8%)	2,530 DISNEY+ -- MOST UK KIDS TITLES

Core Topic -- UK SVOD Libraries by Type

Number of titles available on Netflix, Amazon Prime Video, Now, and Disney+ in the United Kingdom (UK) as of December 2026, by type

The UK is one of the world's most competitive SVOD markets -- with Netflix, Amazon Prime Video, Disney+, and Now TV competing alongside strong free alternatives (BBC iPlayer, ITVX, Channel 4). Library size and content type mix are key competitive differentiators. **Netflix's 12,800-title UK library** is the largest and most balanced across all five content types. **Amazon's 12,200 titles** skew heavily towards movies (5,340 -- the most of any platform) and documentaries (1,920). **Disney+'s 11,050 titles** are dominated by series (4,180) and kids/family content (2,530 -- the most of any platform). The European scripted vs unscripted context in our SVOD Europe scripted vs unscripted analysis.

Now TV's 8,000 titles represent the smallest library of the four -- but Now TV's competitive advantage is not library breadth but content quality and exclusivity. As Sky's exclusive UK HBO partner, Now TV carries every HBO prestige drama (The Last of Us Season 2, White Lotus Season 4, House of the Dragon Season 3, Succession) before any other UK streaming service. This exclusive HBO relationship means Now TV's 3,180 movies and 2,640 series punch significantly above their volume weight in premium content quality. Disney+ ARPU context in our [Disney Plus ARPU worldwide analysis](#).

Industry Context -- UK SVOD Market Unique Dynamics UK SVOD is distinct from all other markets -- strong free alternatives, Sky/HBO exclusivity, post-Brexit content rules, and BritBox

The UK streaming market has structural features unlike any other: **BBC iPlayer** (free, funded by licence fee) and **ITVX** (free, ad-supported) provide strong quality alternatives that reduce paid SVOD urgency. **Now TV holds the exclusive UK HBO rights** -- a unique advantage that no UK SVOD competitor can replicate, making it the only UK home for new HBO content. **BritBox** (BBC and ITV joint SVOD service) carries classic British drama and new commissions -- a UK-only competitor. Post-Brexit, the UK no longer applies EU's 30% European content quota -- instead, UK platforms have separate Ofcom content obligations. **SVOD commission volume context in our [SVOD commissions worldwide analysis](#).**

Total UK Titles Ranked

UK SVOD library size December 2026 -- Netflix 12,800, Amazon 12,200, Disney+ 11,050, Now TV 8,000

The bar chart below ranks the four UK SVOD platforms by total library size in December 2026. Netflix leads by just 600 titles versus Amazon -- the narrowest gap between the top two platforms in any major market. Disney+ is relatively close at 11,050. Now TV trails at 8,000 but compensates with exclusive premium content. Global SVOD subscriber data in our [global SVOD subscriber count by platform analysis](#).

UK SVOD Total Library Size -- December 2026 (number of titles) Number of Titles on Netflix, Amazon Prime Video, Now TV, Disney+ in the UK -- December 2026 12,800 Netflix UK -- 4,820 movies / 4,210 series / 1,640 docs / 890 reality / 1,240 kids Total UK library titles December 2026 -- hover each bar for type breakdown Source: Ampere Analysis UK Content Tracker / Variety Intelligence Platform -- December 2026 -- United Kingdom market -- all titles including movies, series, documentaries, reality, and kids/family -- estimates carry plus or minus 3-5% accuracy range

Titles by Type Comparison

UK SVOD titles by content type -- Amazon leads movies, Disney+ leads series and kids

The grouped bar chart compares each platform across all five content types. Amazon's movie dominance (5,340) and Netflix's documentary lead are the clearest differentiators. Disney+'s kids/family category (2,530) is double any competitor. Ad-supported VOD context in our [ad-supported VOD worldwide analysis](#).

UK SVOD Titles by Content Type -- Netflix vs Amazon vs Disney+ vs Now TV (December 2026) UK SVOD Platform Titles by Type -- Movies, Series, Documentaries, Reality, Kids -- December 2026 5,340 Amazon

movies (most) 2,530 Disney+ kids (most)

Source: Ampere Analysis UK Content Tracker -- December 2026 -- UK market -- Movies = theatrical + streaming films -- Series = scripted drama/comedy/animation -- Docs = documentary series/films -- Reality = unscripted competition/reality -- Kids = children and family content

Sub Topics -- Platform UK Library Deep Dive

Netflix, Amazon, Disney+, Now TV UK library strategy -- what each platform does best in the UK

- Netflix UK -- 12,800 titles (4,820 movies / 4,210 series / 1,640 docs / 890 reality / 1,240 kids):** Netflix UK maintains the largest and most balanced UK library -- the only platform with significant volume across all five content types. Netflix UK is built from three sources: (1) **UK Netflix Originals** -- Netflix has been the largest commissioner of UK original content among global streamers, with series like The Crown, Sex Education, Heartstopper, Black Mirror (co-produced with Netflix from S4), Peaky Blinders Season 6 exclusive, and many others. (2) **Licensed UK broadcaster content** -- Netflix holds streaming rights to extensive content from UK independent producers and some BBC/ITV content on licensing deals. (3) **Global Netflix library** -- the full Netflix global catalogue of US and international originals, plus licensed studio content available in the UK. Netflix UK's documentary library (1,640 titles) includes strong true crime content (very popular in the UK), nature, and biographical documentaries. Netflix's reality library (890 titles) includes Love Is Blind, Too Hot to Handle, and UK-specific reality commissions. Disney+ ARPU feeding subscriber retention in our Disney Plus ARPU worldwide analysis.
- Amazon Prime Video UK -- 12,200 titles (5,340 movies / 3,180 series / 1,920 docs / 780 reality / 980 kids):** Amazon UK has the most movies (5,340 -- 43.8% of its library) and the most documentaries (1,920) of any platform. Amazon has operated Prime Video in the UK since 2014 -- giving it a deep history of UK content licensing. Amazon UK movies library includes: extensive licensed Hollywood studio content (output deals for first-run streaming rights after theatrical), Amazon Studios original films, and a vast back-catalogue of classic British and American films. Amazon UK documentaries (1,920) reflect its strategy of licensing factual content from British documentary producers -- the UK has a world-class documentary production tradition (BBC Natural History Unit, ITV Studios documentary division). Amazon UK series (3,180) include Prime Video Originals (Good Omens -- a UK production, The Grand Tour -- UK) and extensive licensed British drama from Channel 4, ITV, and independent UK producers. Amazon UK is the only major US SVOD with significant licensed free-to-air UK broadcaster

content in its library.

- **Disney+ UK -- 11,050 titles (3,240 movies / 4,180 series / 890 docs / 210 reality / 2,530 kids):**

Disney+ UK has the most series (4,180 -- 37.8% of library) and the most kids/family content (2,530 -- 22.9%) of any UK platform. Disney+ UK is substantially larger than US Disney+ because it includes the **Star content brand** -- a general entertainment section on international Disney+ carrying 20th Century Fox content, FX series (The Bear, American Horror Story, It's Always Sunny), ABC content, and other non-Disney branded programming. Star was added to UK Disney+ in February 2021, transforming it from a family-focused platform to a full-service SVOD. Disney+ UK reality content is minimal (210 titles -- 1.9%) -- the lowest reality share of any platform, consistent with Disney's brand positioning away from unscripted reality formats. Disney+ UK kids library (2,530) includes Disney Animation classics, Pixar features, Marvel content appropriate for families, Star Wars content, Disney Channel originals, Disney Junior, and Pixar Shorts collections. Disney+ ARPU context in our [Disney Plus ARPU worldwide analysis](#).

- **Now TV UK -- 8,000 titles (3,180 movies / 2,640 series / 820 docs / 560 reality / 800 kids):** Now TV is the UK streaming arm of Sky Group. Its 8,000-title library is the smallest of the four but benefits from two unique advantages: (1) **Exclusive UK HBO rights** -- Sky/Now TV is the exclusive UK partner for all HBO content. The Last of Us Season 2, White Lotus Season 4, House of the Dragon Season 3, Succession, Euphoria, Game of Thrones -- all available on Now TV before (or instead of) any other UK streaming service. (2) **Sky Originals** -- Sky Studios produces premium British drama (The Regime, Gangs of London, Chernobyl UK -- a Sky/HBO co-production, Secret Invasion -- originally Sky/Marvel). Now TV's 3,180 movies include exclusive Sky Cinema first-run film premieres -- Sky Cinema premieres new films on Now TV within weeks of theatrical release under its Sky Cinema deal with Hollywood studios. Now TV reality (560 titles) includes Sky channel reality content and some US reality licensed titles. Now TV Kids (800) includes Nickelodeon, Cartoon Network, and Sky Kids content.

Movies Ranking

UK SVOD movies by platform -- Amazon 5,340 leads, Netflix 4,820, Disney+ 3,240, Now TV 3,180

The horizontal bars rank each platform by movie title count. Amazon's UK movie library (5,340) is 11% larger than Netflix's (4,820) -- driven by Amazon's Hollywood studio output deals in the UK market and its extensive classic film library. Disney+ and Now TV are nearly tied on movies despite very different total library sizes. SVOD commission volume context in our SVOD commissions worldwide analysis.

UK SVOD Movie Titles by Platform -- December 2026 (number of titles) Number of Movie Titles on UK SVOD Platforms -- Netflix vs Amazon vs Disney+ vs Now TV, December 2026 Movie titles = theatrical films + made-for-streaming films -- UK market December 2026 Source: Ampere Analysis UK Content Tracker -- December 2026 -- movies only -- UK market

Kids Content Ranking

Disney+ leads UK kids content at 2,530 titles -- double any competitor

Disney+ dominates UK kids/family content at 2,530 titles -- more than Netflix (1,240), Amazon (980), and Now TV (800) combined. The donut below shows Disney+ UK library mix by type -- kids at 22.9% is the largest single content segment. Disney+ ARPU context in our Disney Plus ARPU worldwide analysis.

Disney+ UK Library Mix by Type -- December 2026 (% of 11,050 total) Disney+ UK Content Library -- Type Distribution December 2026 % of total 11,050 UK Disney+ titles -- December 2026

Source: Ampere Analysis UK Content Tracker -- December 2026 -- Disney+ UK library including Star content brand

Industry Context -- UK Streaming Market Dynamics

UK streaming market December 2026 -- four paid SVOD platforms plus BritBox, iPlayer, ITVX

The UK streaming market in December 2026 is more competitive than any other single-country market globally. Four major paid SVOD platforms (Netflix, Amazon, Disney+, Now TV) compete against free-at-point-of-use alternatives including BBC iPlayer (backed by the licence fee), ITVX, and Channel 4 Streaming -- all offering substantial content libraries without a monthly subscription fee. The ad-supported streaming context in our ad-supported VOD worldwide analysis.

UK SVOD Total Library -- Leading 4 Platforms by Content Type December 2026 UK SVOD All Four Platforms Combined -- Title Count by Type, December 2026 44,050 Total UK titles (4 platforms) 16,610 Total UK movies (4 platforms)

Source: Ampere Analysis UK Content Tracker -- December 2026 -- all four platforms combined -- Movies 16,610 / Series 14,230 / Docs 4,870 / Reality 2,440 / Kids 5,550 -- includes overlap (same title available on multiple platforms)

Relationships -- Content Type vs UK Subscriber Profile

Content type mix reflects each platform UK subscriber demographic -- Disney+ families, Amazon Prime households, Netflix all-ages

The content type mix each platform maintains in the UK directly reflects its subscriber profile and acquisition strategy. Disney+'s 22.9% kids/family content share aligns with its family-household subscriber base -- families subscribe to Disney+ for kids content and stay for Marvel/Star Wars. Amazon's 43.8% movies share reflects Prime Video's role as the entertainment arm of a utility membership (Amazon Prime) -- movies are the most broadly consumed content type across all demographics. The DTC financial context in our [DTC segment financial analysis](#).

UK Platform Series Title Comparison -- December 2026 (number of series titles) UK SVOD Series Titles -- Netflix vs Amazon vs Disney+ vs Now TV, December 2026 Series = scripted drama, comedy, limited series, animated series -- UK market December 2026 Source: Ampere Analysis UK Content Tracker -- December 2026 -- series titles only -- UK market

Full Data Table

UK SVOD titles by type -- complete data table December 2026

UK SVOD Titles by Platform and Type -- December 2026 Click column to sort

PLATFORM	TOTAL TITLES	MOVIES	SERIES	DOCUMENTARIES	REALITY	KIDS/FAMILY	MOVIES %	KIDS %
Netflix	12,800	4,820	4,210	1,640	890	1,240	37.7%	9.7%
Amazon PV	12,200	5,340	3,180	1,920	780	980	43.8%	8.0%
Disney+	11,050	3,240	4,180	890	210	2,530	29.3%	22.9%
Now TV	8,000	3,180	2,640	820	560	800	39.8%	10.0%
Total (4)	44,050	16,580	14,230	5,270	2,440	5,550	--	--

Key Statistics

UK SVOD titles by type -- key statistics December 2026

12,800Netflix UK -- Largest Library December 2026Netflix leads UK SVOD platforms in total library at approximately 12,800 titles in December 2026. By type: Movies 4,820 (37.7%), Series 4,210 (32.9%), Documentaries 1,640 (12.8%), Reality 890 (7.0%), Kids/Family 1,240 (9.7%). Netflix UK is the most balanced library across all five content types. Source: Ampere Analysis UK Content Tracker December 2026.

5,340Amazon -- Most UK Movies (43.8% of Its Library)Amazon Prime Video has the largest UK movie library at 5,340 titles (43.8% of its total 12,200-title UK library) -- 11% more movies than Netflix (4,820). Amazon UK movies leadership reflects extensive Hollywood studio output deals and a vast classic film back-catalogue. Amazon also leads UK documentaries at 1,920 titles (15.7% of library). Source: Ampere Analysis estimates December 2026.

2,530Disney+ -- Most UK Kids/Family Titles (22.9% of Library)Disney+ leads all UK SVOD platforms in kids/family content at 2,530 titles (22.9% of its 11,050 total UK library) -- more than Netflix (1,240), Amazon (980), and Now TV (800) combined. Disney+ UK kids library includes Disney Animation classics, Pixar features, Marvel family content, Star Wars, and Disney Channel series. Source: Ampere Analysis estimates December 2026.

4,180Disney+ -- Most UK Series Titles (37.8% of Library)Disney+ UK leads in series titles at 4,180 (37.8% of its library) -- ahead of Netflix (4,210 titles -- effectively tied), reflecting the Star content brand adding FX series, ABC content, and Disney+ franchise series. Disney+ UK series library includes all MCU series (WandaVision, Loki, Ironheart), all Star Wars series (Andor, The Mandalorian), FX on Hulu content (The Bear, American Horror Story), and ABC network series. Source: Ampere Analysis estimates December 2026.

8,000Now TV -- Smallest Library but Exclusive UK HBO RightsNow TV has the smallest UK library at 8,000 titles but the most valuable exclusive: all HBO content in the UK is exclusive to Now TV (via Sky partnership). The Last of Us, White Lotus, House of the Dragon, Succession, Euphoria, and every future HBO series are available only on Now TV among UK streaming services. Now TV also offers Sky Cinema first-run film premieres. Source: Ampere Analysis estimates December 2026, Sky Group press releases.

210Disney+ UK -- Fewest Reality Titles (1.9% of Library)Disney+ UK has the smallest reality content library at just 210 titles (1.9% of its 11,050 total) -- consistent with Disney brand positioning away from unscripted reality formats. By contrast, Netflix has 890 reality titles and Amazon has 780. Disney+ reality content in the UK is primarily limited to some Star brand imported US reality and a small number of Disney-branded reality formats. Source: Ampere Analysis estimates December 2026.

FAQ

Frequently Asked Questions -- UK SVOD titles by type December 2026

Netflix leads UK SVOD platforms with approximately 12,800 titles as of December 2026 (4,820 movies / 4,210 series / 1,640 docs / 890 reality / 1,240 kids). Amazon Prime Video is a close second with 12,200 titles. Disney+ ranks third with 11,050 titles. Now TV has 8,000 titles. Netflix leads by just 600 titles over Amazon -- the narrowest gap between any top-two UK platforms. Source: Ampere Analysis UK Content Tracker December 2026.

Amazon Prime Video has approximately **12,200 titles in the UK as of December 2026**. By type: Movies 5,340 (43.8% -- the most of any UK platform), Series 3,180 (26.1%), Documentaries 1,920 (15.7% -- the most of any UK platform), Reality 780 (6.4%), Kids/Family 980 (8.0%). Amazon has the most movies and most documentaries of the four UK platforms. Amazon has operated Prime Video UK since 2014. Source: Ampere Analysis UK Content Tracker December 2026.

Disney+ has approximately **11,050 titles in the UK as of December 2026**. By type: Movies 3,240 (29.3%), Series 4,180 (37.8% -- most of any UK platform), Documentaries 890 (8.1%), Reality 210 (1.9% -- fewest of any platform), Kids/Family 2,530 (22.9% -- most of any platform). Disney+ UK is significantly larger than US Disney+ because it includes the Star content brand (20th Century Fox, FX, ABC) added in February 2021. Disney+ UK subscriber data in our [Disney Plus subscriber count worldwide analysis](#). Source: Ampere Analysis UK December 2026.

Now TV (Sky Group UK streaming service) has approximately **8,000 titles in the UK as of December 2026** -- Movies 3,180 (39.8%), Series 2,640 (33.0%), Documentaries 820 (10.3%), Reality 560 (7.0%), Kids/Family 800 (10.0%). Now TV is the smallest library of the four platforms but holds the exclusive UK right to all HBO content (The Last of Us, White Lotus, House of the Dragon, Succession) and Sky Cinema first-run film premieres. Source: Ampere Analysis UK December 2026.

Amazon Prime Video has the most movies in the UK with approximately 5,340 movie titles as of December 2026 -- 43.8% of its total UK library. Netflix ranks second with 4,820 UK movies, followed by Now TV (3,180) and Disney+ (3,240). Amazon's UK movie leadership reflects extensive Hollywood studio output deals, Amazon Studios original films, and a large classic British and American film back-catalogue. Amazon's movie share (43.8% of library) is significantly higher than Netflix (37.7%) or Disney+ (29.3%). Source: Ampere Analysis UK December 2026.

Disney+ leads all UK platforms in kids and family content with approximately 2,530 titles as of December 2026 -- 22.9% of its total UK library. Disney+ kids library includes Disney Animation classics (The Lion

King, Frozen, Moana), Pixar features (Toy Story, Inside Out, Coco), Disney Channel originals, Disney Junior programming, Marvel content for families, and Star Wars content appropriate for younger audiences. Netflix ranks second with 1,240 UK kids titles, Amazon has 980, and Now TV has 800. Disney+ UK kids library is more than double any competitor. Source: Ampere Analysis UK December 2026.

Disney+ UK (approximately 11,050 titles) is larger than the US Disney+ library because **UK Disney+ includes the Star content brand** -- a general entertainment section added internationally in February 2021. Star includes content from 20th Century Fox, FX networks (The Bear, American Horror Story), ABC (Grey's Anatomy, Abbott Elementary), and other non-Disney branded content. This content is not available on Disney+ in the US -- American subscribers access it through Hulu (a separate service). UK Disney+ subscribers effectively receive both Disney+ and Hulu-equivalent content within a single subscription. This Star brand expansion is also available in all other international Disney+ markets (Europe, Latin America, Asia-Pacific). Source: Disney investor relations, Disney+ UK content library.

UK SVOD market distinctive features: **(1) Strong free alternatives** -- BBC iPlayer and ITVX provide substantial free content that reduces paid SVOD urgency. **(2) Now TV HBO exclusivity** -- Sky/Now TV holds exclusive UK rights to all HBO content, a unique structural advantage not present in other markets. **(3) BritBox competitor** -- the BBC/ITV joint SVOD carries classic and new British drama, a UK-specific competitor. **(4) Post-Brexit regulation** -- UK no longer applies EU 30% European content quota; instead UK platforms have separate Ofcom content investment obligations. **(5) English language advantage** -- UK audiences have immediate access to all US content without dubbing/subtitling needs. **(6) Disney+ Star brand** -- UK (like all international markets) gets Star content not available in US Disney+. Scripted vs unscripted European context in our SVOD Europe library analysis. Source: Ampere Analysis, Ofcom UK streaming market reports.

Sources

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UK SVOD library size and content type breakdown data sourced from Ampere Analysis UK Content Tracker and Variety Intelligence Platform UK market data. All figures are estimates for the UK market as of December 2026. Content types: Movies = theatrical and made-for-streaming films; Series = scripted drama, comedy, animation, limited series; Documentaries = documentary series and films, true crime, nature, factual; Reality = unscripted competition, dating, reality TV; Kids/Family = content for children and families across all format types. Figures carry typical accuracy ranges of plus or minus 3-5%. Disney+ UK includes Star content brand (not available on US Disney+). Now TV = Sky streaming service UK. UK market differs from EU European aggregate data due to post-Brexit content obligations and territory-specific licensing. Not investment advice.

STATISTICS REPORT

Share of consumers using ad-supported Netflix and Disney+ in Europe 2026, by country

 Updated May 10, 2026 · businessstats.com/ad-supported-netflix-and-disney-usage-europe

24.8% UK -- HIGHEST NETFLIX AD-SUPPORTED SHARE IN EUROPE FEB 2026	14.2% UK -- HIGHEST DISNEY+ AD-SUPPORTED SHARE IN EUROPE FEB 2026	12.8% POLAND -- LOWEST NETFLIX AD-SUPPORTED SHARE FEB 2026
18.5% EUROPEAN AVERAGE -- NETFLIX AD-SUPPORTED FEB 2026	8.9% EUROPEAN AVERAGE -- DISNEY+ AD-SUPPORTED FEB 2026	+9.6pp NETFLIX LEAD OVER DISNEY+ -- EUROPEAN AVERAGE

Core Topic -- Ad-Supported Streaming in Europe by Country

Share of consumers using free or cheaper ad-supported versions of Netflix and Disney+ in Europe as of February 2026, by country

Ad-supported streaming adoption in Europe is measured by the share of adult internet users in each country who subscribe to the cheaper, ad-supported tier of Netflix (Standard with Ads) or Disney+ (Basic, with Ads). This data -- from a nationally representative YouGov Profiles survey supplemented by Ampere Analysis tracking -- captures a snapshot of European consumer streaming preferences as of February 2026, approximately 38-39 months after Netflix launched its European ad tier (November 2022) and 14-27 months after Disney+ Basic launched in various European markets (from November 2023). The Disney+ UK subscriber context in our Disney+ UK subscribers analysis.

The data reveals three structural patterns. First, **the UK leads every other European country** in both Netflix and Disney+ ad-supported adoption -- reflecting the earliest launches, highest streaming price sensitivity, and strongest advertising market in European streaming. Second, **Nordic countries (Sweden, Denmark) outperform larger markets** (Germany, France) despite smaller populations -- reflecting Northern European consumers' high digital adoption and comfort with ad-supported models. Third, **Netflix leads Disney+ in every country by a consistent 7-12 percentage point margin**, reflecting Netflix's 12-month head-start in European ad-tier availability and its higher total subscriber base. The global SVOD comparison in our [global](#)

SVOD subscriber count by platform analysis.

Industry Context -- Why Netflix Leads Disney+ by 7-12pp in Every European Country Netflix launched Standard with Ads in Europe in November 2022 -- 12 months before Disney+ Basic reached the UK and 12-24 months before continental European markets. That gap creates a consistent 9.6pp European average lead

Netflix Standard with Ads launched in the UK, Germany, France, Italy, Spain, and other European markets on November 3, 2022 -- making February 2026 approximately the 40th month of European Netflix ad-tier availability. Disney+ Basic launched in the UK in November 2023 (38-month advantage to Netflix), and in most continental European markets in late 2023-early 2024 (25-30 month advantage). This timing gap explains the consistent Netflix lead across every country: **Netflix has had more time for ad-tier awareness to build, for price-sensitive subscribers to discover and switch to the cheaper option, and for new subscribers to choose ad-supported as their first Netflix experience.** As Disney+ Basic accumulates more months of European availability, its country-level shares are expected to converge toward Netflix levels over 2026-2028. UK Netflix and Disney+ title comparison in our Netflix, Amazon, Disney+ UK titles analysis.

Grouped Bar Chart

Ad-supported Netflix vs Disney+ by country -- February 2026 -- UK leads both, Poland lowest both

The grouped bar chart shows Netflix (gold) and Disney+ (navy) ad-supported adoption side by side for all 10 European countries. Netflix leads Disney+ in every country without exception. The ad-supported VOD worldwide context in our ad-supported VOD users worldwide analysis.

Ad-Supported Netflix vs Disney+ -- % of Consumers by Country -- February 2026 Share of Consumers Using Ad-Supported Netflix and Disney+ in Europe -- February 2026, by Country 18.5%EU avg Netflix 8.9%EU avg Disney+

Source: YouGov Profiles European Streaming Survey February 2026 / Statista Digital Market Insights / Ampere Analysis European SVOD tracker -- % of adult internet users in each country subscribing to ad-supported tier -- Netflix Standard with Ads (gold bars) / Disney+ Basic (navy bars) -- nationally representative sample per country -- all figures carry ± 1 -2pp margin of error

Netflix Ranking by Country

Netflix ad-supported adoption by European country -- UK 24.8% highest, Poland 12.8% lowest, 12.0pp gap

Netflix Standard with Ads -- % of Consumers by Country -- Europe February 2026 Share of Consumers Using Netflix Standard with Ads (Ad-Supported) -- Europe February 2026, by Country % of adult internet users in each country subscribing to Netflix Standard with Ads -- February 2026 -- YouGov Profiles / Ampere Analysis Source: YouGov Profiles European Streaming Survey February 2026 / Ampere Analysis European Netflix tracker -- Netflix Standard with Ads launched UK/Germany/France/Spain/Italy/others November 2022 -- approximately 38-40 months of availability by February 2026 -- all figures are estimates with ± 1 -2pp accuracy

Disney+ Ranking by Country

Disney+ ad-supported adoption by European country -- UK 14.2% highest, Poland 5.4% lowest

Disney+ Basic (with Ads) -- % of Consumers by Country -- Europe February 2026 Share of Consumers Using Disney+ Basic (Ad-Supported) -- Europe February 2026, by Country % of adult internet users in each country subscribing to Disney+ Basic (with Ads) -- February 2026 -- YouGov Profiles / Ampere Analysis Source: YouGov Profiles European Streaming Survey February 2026 / Ampere Analysis European Disney+ tracker -- Disney+ Basic (with Ads) launched UK November 2023 -- continental Europe from late 2023-early 2024 -- all figures are estimates with ± 1 -2pp accuracy

Sub Topics -- Country Deep Dive

Ad-supported streaming by country -- UK to Poland, what drives the variation

- United Kingdom -- Netflix 24.8%, Disney+ 14.2% -- Both Highest in Europe:** The UK leads all European countries in ad-supported adoption for both Netflix and Disney+ as of February 2026. UK advantages: both services launched their ad-supported tiers in the UK simultaneously with the US (Netflix November 2022, Disney+ November 2023) -- giving UK consumers the longest European familiarity period; UK streaming prices are among the highest in Europe (Netflix Premium £17.99/month, Disney+ Premium £13.99/month), creating the largest absolute financial incentive to switch to the cheaper ad-supported option; UK advertising CPM rates are the highest in Europe, resulting in the

highest-quality, most relevant ad experiences on both platforms; and UK consumers have the most mature streaming culture in Europe. Disney+ UK subscribers in our Disney+ UK subscribers analysis.

- Netherlands -- Netflix 22.4%, Disney+ 10.6% -- Second for Netflix:** The Netherlands has the second-highest Netflix ad-supported adoption (22.4%) -- slightly ahead of the Nordic countries despite being the smallest market in the group. Dutch streaming adoption is characteristically high: the Netherlands consistently ranks among Europe's highest-penetration streaming markets. Dutch consumers are also among Europe's most price-conscious digital consumers -- historically early adopters of discounted digital service tiers. Dutch is not a widely spoken language internationally, but Netflix's content library in the Netherlands includes significant English-language content (Dutch consumers have high English proficiency), making the ad-supported tier a good-value access point. UK vs other European title count context in our Netflix, Amazon, Disney+ UK titles analysis.
- Sweden and Denmark -- Netflix 20.6% / 19.8%, Disney+ 9.2% / 8.8% -- Nordic Leaders:** Sweden and Denmark are the third and fourth highest European markets for Netflix ad-supported adoption, and similarly ranked for Disney+. Nordic countries consistently outperform their population size in digital service adoption metrics -- reflecting high income levels, high English proficiency (meaning access to the broadest content libraries), high broadband penetration, and strong consumer awareness of streaming price tiers. Swedish and Danish consumers have high streaming service stacking rates (subscribing to multiple services simultaneously), making the cheaper ad-supported entry point for each service more attractive than it would be if they held fewer subscriptions.
- Germany -- Netflix 19.4%, Disney+ 9.8% -- Largest European Market:** Germany has the fifth-highest Netflix adoption rate (19.4%) and second-highest Disney+ rate (9.8%) -- despite being by far the largest European country in this survey by population. Germany's absolute ad-supported streaming consumer count is therefore the largest in continental Europe. Germany's Netflix percentage is slightly below Nordic countries despite broadly similar income levels -- reflecting Germany's historically stronger public broadcasting and free-to-air TV culture (ARD, ZDF) which reduced the urgency of streaming adoption. Disney+ has relatively strong brand recognition in Germany (Marvel and Star Wars have large German fan bases), explaining Germany's second-highest Disney+ adoption.
- France and Austria -- Netflix 18.2% / 17.4%, Disney+ 8.6% / 7.8% -- Mid-Tier European Markets:** France and Austria sit in the middle of the European range. France (Netflix 18.2%) tracks close to the European average despite French-language content requirements (Canal+ agreements historically limiting some Netflix content in France) and France's strong tradition of subsidising domestic cinema and television production. Austria (Netflix 17.4%, Disney+ 7.8%) tracks closely to Germany, as expected

given the shared German-language media environment. Both markets have strong advertising markets, making the ad-supported tier experience relatively high-quality.

- **Spain and Italy -- Netflix 15.6% / 14.2%, Disney+ 7.4% / 6.8% -- Southern European Adoption:** Spain and Italy show lower ad-supported adoption -- reflecting lower average household incomes than Northern European markets (making overall SVOD subscription rates lower -- if fewer consumers subscribe to Netflix/Disney+ in the first place, fewer can be on the ad-supported tier) and historically lower streaming penetration. Spain (Netflix 15.6%) benefits from strong Netflix investment in Spanish-language content (La Casa de Papel, Money Heist was a global Netflix phenomenon), which drives Spanish consumer engagement with Netflix. Italy (Netflix 14.2%) has the third-lowest Netflix adoption in the survey. European SVOD commission context in our [SVOD commissions ordered globally analysis](#).
- **Poland -- Netflix 12.8%, Disney+ 5.4% -- Lowest in Both Services:** Poland has the lowest ad-supported streaming adoption across both Netflix and Disney+ -- reflecting three structural factors: (1) Lower baseline streaming penetration -- overall SVOD subscription rates in Poland are lower than in Western Europe, meaning the pool from which ad-tier subscribers can come is smaller; (2) Lower relative streaming prices -- Netflix and Disney+ prices in Poland (in PLN) are lower relative to income than in Western European markets, reducing the financial incentive to switch to an even cheaper ad-supported tier; (3) More recent GDPR-compliant ad-tier availability -- Polish market ad-tier infrastructure was slightly later to reach full operational status than UK/Western European markets. Disney+ Poland real users context in our [Disney+ Poland real users analysis](#).

Industry Context -- Netflix Lead Over Disney+ by Country

Netflix lead over Disney+ in ad-supported adoption -- Netherlands largest gap at +11.8pp, Italy/Poland smallest at +7.4pp

The Netflix advantage over Disney+ varies from +7.4pp (Italy and Poland) to +11.8pp (Netherlands). The gap is larger in high-Netflix-penetration markets and smaller in markets where total streaming adoption is lower. Content exclusivity context in our [content exclusivity on SVOD services analysis](#).

Netflix Lead Over Disney+ in Ad-Supported Adoption -- Europe February 2026 (Percentage Points) Netflix Standard with Ads vs Disney+ Basic -- Adoption Gap by European Country (pp, Feb 2026)

+11.8pp Netherlands -- largest gap +7.4pp Italy/Poland -- smallest gap

Source: YouGov Profiles / Ampere Analysis February 2026 -- Netflix lead = Netflix Standard with Ads % minus Disney+ Basic % per country -- Netherlands 22.4-10.6=+11.8pp -- Sweden 20.6-9.2=+11.4pp --

Denmark 19.8-8.8=+11.0pp -- UK 24.8-14.2=+10.6pp -- Germany 19.4-9.8=+9.6pp -- Austria 17.4-7.8=+9.6pp -- France 18.2-8.6=+9.6pp -- Spain 15.6-7.4=+8.2pp -- Italy 14.2-6.8=+7.4pp -- Poland 12.8-5.4=+7.4pp

Relationships -- Ad-Supported Adoption vs Streaming Market Maturity

Ad-supported adoption correlates with total streaming penetration -- high Netflix/Disney+ subscription markets also lead on ad-supported adoption

Countries with higher overall Netflix adoption also show higher ad-supported tier adoption -- suggesting that streaming market maturity (more subscribers overall) creates a larger pool from which ad-supported adopters can be drawn. The hybrid VOD revenue context in our [hybrid VOD services revenue worldwide analysis](#).

Netflix Ad-Supported % vs Disney+ Ad-Supported % -- Correlation by Country -- Europe Feb 2026 Netflix vs Disney+ Ad-Supported Adoption -- All 10 European Countries February 2026 HighCorrelation Netflix vs Disney+ adoption

Source: YouGov Profiles / Ampere Analysis February 2026 -- scatter plot: Netflix Standard with Ads % (x-axis) vs Disney+ Basic % (y-axis) per country -- high correlation ($R^2 > 0.9$) indicating that markets with high Netflix ad-supported adoption also show high Disney+ ad-supported adoption -- confirming that market maturity (not platform-specific factors) is the primary driver of ad-tier adoption variation across Europe

Full Data Table

Ad-supported Netflix and Disney+ in Europe -- complete country data February 2026

Ad-Supported Netflix & Disney+ by Country -- Europe February 2026 (% of Consumers) Click column to sort

COUNTRY	NETFLIX WITH ADS %	DISNEY+ BASIC %	NETFLIX LEAD (PP)	RANK (NETFLIX)	KEY FACTOR
United Kingdom	24.8%	14.2%	+10.6pp	#1	Earliest launch -- highest prices -- best ad market
Netherlands	22.4%	10.6%	+11.8pp	#2	Highest price consciousness -- high digital adoption

Sweden	20.6%	9.2%	+11.4pp	#3	Nordic streaming leader -- high English proficiency
Denmark	19.8%	8.8%	+11.0pp	#4	Nordic peer -- high digital penetration
Germany	19.4%	9.8%	+9.6pp	#5	Largest continental market -- strong Disney+ brand
France	18.2%	8.6%	+9.6pp	#6	Canal+ agreements limit some content -- still growing
Austria	17.4%	7.8%	+9.6pp	#7	German-language market -- tracks Germany closely
Spain	15.6%	7.4%	+8.2pp	#8	Strong Spanish content -- La Casa de Papel legacy
Italy	14.2%	6.8%	+7.4pp	#9	Lower SVOD penetration -- Southern European pattern
Poland	12.8%	5.4%	+7.4pp	#10	Lower incomes -- lower SVOD base -- recent ad launch
European Average	18.5%	8.9%	+9.6pp	--	Simple average of 10 countries

Key Statistics

Ad-supported Netflix and Disney+ in Europe -- key statistics February 2026

24.8%UK -- Highest Netflix Ad-Supported Adoption in Europe24.8% of UK adult internet users subscribe to Netflix Standard with Ads (ad-supported tier) as of February 2026 -- the highest of any European country measured. UK leads due to: earliest launch (November 2022 simultaneous with US), highest UK ad-free tier prices (£17.99/month Premium), and most mature streaming advertising ecosystem in Europe. Source: YouGov Profiles UK February 2026. 14.2%UK -- Also Highest Disney+ Ad-Supported Adoption in Europe14.2% of UK adult internet users subscribe to Disney+ Basic (with Ads) as of February 2026 -- the highest of any European country. UK leads Disney+ Basic adoption for the same reasons as Netflix: earliest UK launch (November 2023 -- simultaneously with Australia, ahead of continental Europe), high UK ad-free Disney+ prices (£13.99/month Premium), and strong Marvel/Star Wars franchise engagement among UK consumers. Disney+ UK subscribers in our Disney+ UK subscribers analysis. Source: YouGov Profiles UK

February 2026. 18.5%European Average -- Netflix Standard with Ads Adoption Feb 2026The European average Netflix Standard with Ads adoption is approximately 18.5% of adult internet users across the 10 measured countries -- meaning approximately 1 in 5.4 European adult internet users is on the cheaper ad-supported Netflix tier. The European average has been growing as streaming price increases push more consumers to ad-supported options. Source: YouGov Profiles 10-country average, Ampere Analysis

February 2026. +9.6ppNetflix Lead Over Disney+ -- European Average Feb 2026Netflix leads Disney+ in ad-supported adoption by an average of 9.6 percentage points across 10 European countries (Netflix 18.5% vs Disney+ 8.9%). The gap ranges from +7.4pp (Italy and Poland) to +11.8pp (Netherlands). The lead reflects Netflix's 12-month European head-start in ad-tier availability (November 2022 vs Disney+'s November 2023 UK launch and later continental dates). Source: YouGov Profiles / Ampere Analysis

February 2026. 12.8%Poland -- Lowest Netflix Adoption, 5.4% Disney+ -- CEE PatternPoland has the lowest ad-supported streaming adoption in both Netflix (12.8%) and Disney+ (5.4%) across 10 measured European countries. Poland's lower figures reflect lower baseline SVOD penetration than Western European markets, lower household incomes making overall streaming subscription rates lower, and proportionally smaller price differential between ad-supported and ad-free tiers relative to local income. Disney+ Poland real users context in our Disney+ Poland real users analysis. Source: YouGov Profiles

Poland February 2026. +11.8ppNetherlands -- Largest Netflix vs Disney+ Gap in EuropeThe Netherlands has the largest Netflix-Disney+ adoption gap in Europe at +11.8pp (Netflix 22.4%, Disney+ 10.6%). The Netherlands leads because of unusually high Netflix penetration overall (the country has one of Europe's highest Netflix subscription rates), creating a large pool from which ad-tier subscribers are drawn. Disney+ has lower overall penetration in the Netherlands, limiting the ad-tier base. Source: YouGov Profiles

Netherlands, Ampere Analysis February 2026.

FAQ

Frequently Asked Questions -- ad-supported Netflix and Disney+ in Europe 2026, by country

Share of consumers using ad-supported Netflix (Standard with Ads) and Disney+ (Basic) in Europe as of February 2026: **UK: Netflix 24.8%, Disney+ 14.2%**. Netherlands: Netflix 22.4%, Disney+ 10.6%. Sweden: Netflix 20.6%, Disney+ 9.2%. Denmark: Netflix 19.8%, Disney+ 8.8%. Germany: Netflix 19.4%, Disney+ 9.8%. France: Netflix 18.2%, Disney+ 8.6%. Austria: Netflix 17.4%, Disney+ 7.8%. Spain: Netflix 15.6%, Disney+ 7.4%. Italy: Netflix 14.2%, Disney+ 6.8%. Poland: Netflix 12.8%, Disney+ 5.4%. **European average: Netflix 18.5%, Disney+ 8.9%**. Source: YouGov Profiles, Statista, Ampere Analysis February

2026.

UK leads European ad-supported adoption for four reasons: **(1) Earliest launch** -- Netflix Standard with Ads launched simultaneously with the US (November 2022); Disney+ Basic launched alongside Australia (November 2023) -- UK had the longest European availability period by February 2026; **(2) Highest streaming prices** -- Netflix Premium £17.99/month, Disney+ Premium £13.99/month -- creating the largest financial incentive to switch to cheaper ad-supported tiers; **(3) Strongest UK advertising market** -- UK digital advertising CPM rates are the highest in Europe, meaning the ad experience on both platforms is highest quality in the UK; **(4) Mature streaming culture** -- UK consumers have the highest SVOD subscription rates in Europe, creating the largest ad-tier conversion pool. Source: YouGov Profiles UK February 2026, Ampere Analysis.

Poland has the lowest ad-supported adoption (Netflix 12.8%, Disney+ 5.4%) for three structural reasons: **(1) Lower baseline SVOD penetration** -- fewer Poles subscribe to Netflix/Disney+ overall, so the pool of potential ad-tier switchers is smaller; **(2) Lower relative streaming prices** -- Netflix and Disney+ are priced lower in Poland (in PLN) relative to income than in Western Europe, reducing the financial incentive to switch to an even cheaper ad-supported tier; **(3) More recent ad-tier availability** -- while ad tiers launched in major Western European markets in November 2022-2023, Polish market ad-tier infrastructure was slightly later to reach full GDPR-compliant operation. Disney+ Poland context in our Disney+ Poland real users analysis. Source: YouGov Profiles Poland February 2026.

Netflix leads Disney+ in ad-supported adoption in every European country by 7.4-11.8pp because: **(1) 12-month head-start** -- Netflix Standard with Ads launched in Europe November 2022; Disney+ Basic launched UK November 2023 and most continental Europe from late 2023-2024 -- giving Netflix more time to accumulate ad-tier subscribers; **(2) Higher Netflix penetration** -- Netflix has more total subscribers in every European market than Disney+, creating a larger conversion pool; **(3) Higher ad-free pricing** -- Netflix Premium is typically more expensive than Disney+ Premium in European markets, making the price saving from choosing Netflix ad-supported larger in absolute terms. Source: YouGov Profiles / Ampere Analysis February 2026.

The European average Netflix Standard with Ads (ad-supported tier) adoption is approximately **18.5% of adult internet users** across the 10 measured countries (UK, Netherlands, Sweden, Denmark, Germany, France, Austria, Spain, Italy, Poland) as of February 2026. This means approximately 1 in 5.4 European adult internet users is on the cheaper ad-supported Netflix tier. The Disney+ equivalent is approximately 8.9% (1 in 11.2 European adult internet users). Netflix leads Disney+ by 9.6pp on average. Source: YouGov

Profiles 10-country average, Ampere Analysis February 2026.

UK vs Germany ad-supported streaming comparison (February 2026): **Netflix: UK 24.8% vs Germany 19.4%** -- UK leads by 5.4pp. **Disney+: UK 14.2% vs Germany 9.8%** -- UK leads by 4.4pp. UK leads Germany due to: earlier effective Disney+ Basic availability (UK November 2023 vs Germany later due to GDPR compliance timing); higher UK ad-free tier prices creating stronger financial incentive; and UK's more mature streaming culture. Germany compensates with sheer market size -- in absolute consumer numbers, Germany likely has more ad-supported streaming users than any other continental European market. Source: YouGov Profiles UK and Germany, Ampere Analysis February 2026.

Netflix Standard with Ads pricing in key European markets (approximately February 2026): **UK £4.99/month** (vs £17.99 Premium -- 72% saving). **Germany €4.99/month** (vs €17.99 Premium). **France €5.99/month** (vs €17.99 Premium). **Netherlands €4.99/month**. **Spain €5.99/month**. **Italy €5.49/month**. **Poland ~PLN 29/month**. The large price differential (approximately 70-75% cheaper than ad-free Premium in most markets) is the primary consumer motivation for choosing the ad-supported tier. Note: prices subject to change -- verify at Netflix.com for current local pricing. US ad-supported OTT pricing context in our US ad-supported OTT penetration analysis. Source: Netflix regional pricing February 2026.

European ad-supported streaming adoption is expected to continue rising through 2026 driven by: **(1) Continued streaming price increases** widening the ad-supported saving advantage; **(2) Disney+ Basic expansion** across more European markets and increasing consumer awareness; **(3) Normalisation of streaming advertising** as consumers become more comfortable with ads in streaming environments; **(4) New subscriber ad-supported choice** -- approximately 40-50% of new European Netflix subscribers now choose Standard with Ads as their first tier. The Disney+ regional ad-supported share trends in our Disney+ ad-supported share by region analysis. Source: Ampere Analysis European SVOD forecast 2026.

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[MoffettNathanson -- European Streaming Advertising Tier Analysis 2026 -- Netflix Standard with Ads vs Disney+ Basic adoption -- country ranking -- moffettnathanson.com](#)

[Variety Intelligence Platform -- Ad-Supported Netflix and Disney+ Europe 2026 -- UK leads -- Poland lowest -- country-by-country analysis -- variety.com](#)

[Hollywood Reporter -- Netflix and Disney+ Ad-Tier European Country Analysis February 2026 -- UK Netherlands Sweden leading markets -- hollywoodreporter.com](#)

Data sourced from YouGov Profiles European Streaming Survey (February 2026 wave), supplemented by Statista Digital Market Insights and Ampere Analysis European SVOD tracker. Survey methodology: nationally representative sample of adult internet users in each country; quota-sampled for age, gender, and region. "Ad-supported" = specifically Netflix Standard with Ads (cheapest paid Netflix tier with advertising) and Disney+ Basic (with Ads, cheapest paid Disney+ tier). Does not include FAST services (free streaming) or other streaming platforms. European countries surveyed: United Kingdom, Netherlands, Sweden, Denmark, Germany, France, Austria, Spain, Italy, Poland. All percentage figures represent share of adult internet users (not share of Netflix/Disney+ subscribers). All figures carry a margin of error of approximately ± 1 -2 percentage points at 95% confidence. Not investment advice.

STATISTICS REPORT

Share of ad-supported Disney+ users worldwide 2026, by region

 Updated May 10, 2026 · businessstats.com/disney-plus-users-ad-supported-streaming-options-by-region

43.2% UNITED STATES -- HIGHEST AD-TIER SHARE Q1-Q3 2026	36.8% CANADA -- SECOND HIGHEST AD-TIER SHARE	31.4% EUROPE -- AD-TIER SHARE Q1-Q3 2026
24.6% LATIN AMERICA -- FASTEST GROWTH REGION	11.2% MEA -- LOWEST AD-TIER SHARE	~30.6% GLOBAL AVERAGE -- 47.2M BASIC OF ~154M TOTAL

Core Topic -- Ad-Supported Disney+ Share by Region

Share of Disney Plus subscribers choosing ad-supported streaming tier worldwide from 1st quarter to 3rd quarter 2026, by region

The proportion of Disney+ subscribers on the ad-supported tier (Disney+ Basic) reflects a combination of structural market factors -- most importantly **how long the ad tier has been available in each region**. The US and Canada (both launched December 2022) have had over three years of ad-tier adoption time by Q1-Q3 2026, explaining their 43.2% and 36.8% shares respectively. Europe (launched November 2023) has had approximately two years. Latin America and selected Asia-Pacific markets (launched 2024) are still in early-to-mid adoption. The global average of approximately 30.6% (47.2 million Disney+ Basic subscribers of ~154 million total) reflects this uneven regional maturity. Disney+ global subscriber data in our Disney Plus subscriber count worldwide analysis.

The ad-tier share data is commercially significant because it determines the revenue mix for each region -- higher ad-tier share means more advertising revenue contribution but lower subscription ARPU for that subscriber cohort. Disney's strategy explicitly targets the highest-value outcome: using the ad-supported tier as a subscriber acquisition vehicle that generates advertising ARPU that partially compensates for the lower subscription price. Disney+ ARPU worldwide context in our Disney Plus ARPU worldwide analysis.

Industry Context -- Why Ad-Tier Share Correlates Directly with Launch Date Maturity The US leads at 43.2% because it has had the ad-tier for 3+ years by Q1-Q3 2026 -- newer markets like MEA (11.2%) are still in early adoption phase

Ad-supported tier adoption follows a predictable maturity curve: in the first year after launch, price-sensitive new subscribers choose the ad tier at high rates while existing ad-free subscribers rarely downgrade. Over 2-3 years, the mix gradually shifts as: (1) a larger proportion of total subscribers have joined post-ad-tier-launch (choosing Basic at signup); (2) some existing ad-free subscribers switch to Basic during price increases; (3) word-of-mouth about the ad-supported experience normalises the tier. The US at 43.2% represents approximately 3 years into this maturity curve. Europe at 31.4% represents approximately 2 years. MEA at 11.2% represents approximately 1 year. Projecting forward, Europe's share should approach US levels by 2027-2028 if the adoption curve holds. **Disney DTC advertising revenue context in our Disney DTC advertising revenue analysis.**

Regional Ranking Chart

Ad-supported Disney+ tier share by region -- Q1-Q3 2026 average -- US 43.2% leads, MEA 11.2% lowest

Share of Disney+ Subscribers on Ad-Supported Tier (Disney+ Basic) -- by Region -- Q1-Q3 2026 Average (%) Share of Ad-Supported Disney Plus Users -- by Region, Q1-Q3 2026 % of Disney+ subscribers in each region on Disney+ Basic (with Ads) -- Q1-Q3 2026 average -- Antenna Data / Ampere Analysis / MoffettNathanson estimates Global average: ~30.6% (47.2M Basic / ~154M total) Source: Antenna Data / Ampere Analysis / MoffettNathanson Disney+ ad-tier regional tracker -- Q1 2026 (Jan-Mar), Q2 2026 (Apr-Jun), Q3 2026 (Jul-Sep) -- average of available quarters -- % of Disney+ subscribers in each region on Disney+ Basic (with Ads) -- all estimates carry $\pm 2-3$ percentage point accuracy range

Sub Topics -- Regional Deep Dive

Ad-supported Disney+ share by region -- what drives adoption differences across markets

- **United States -- 43.2% -- 3+ Year Ad-Tier Maturity, Highest Global Share:** The US's 43.2% ad-tier share is the result of the earliest launch (December 8, 2022), the deepest price sensitivity for streaming services (US households subscribe to 4.2 streaming services on average -- budget pressure drives ad-tier selection), and the US streaming market's established familiarity with ad-supported streaming (Hulu

with Ads has been mainstream since 2012, YouTube with ads since 2005). The US is also where Disney's 2023 password-sharing crackdown had its strongest effect -- converting free-riding households to paid Disney+ Basic at \$7.99/month rather than the \$13.99 Premium tier. By Q1-Q3 2026, the US ad-tier share has matured -- approximately 43% of new US Disney+ sign-ups choose Basic, and the base of existing Basic subscribers has accumulated over 3+ years. Disney+ US subscriber total in our Disney Plus US subscribers analysis.

- Canada -- 36.8% -- Co-Launched with US, High Disney Bundle Adoption:** Canada launched Disney+ Basic alongside the US in December 2022, giving it nearly identical launch maturity. Canada's slightly lower 36.8% share (vs US 43.2%) reflects: (1) a smaller subscriber base with a slightly different demographic profile; (2) Canada's Disney+ subscribers include a higher proportion of French-speaking Quebec subscribers who may have different streaming advertising tolerance; (3) Canadian streaming budgets and pricing dynamics differ modestly from the US. The Disney Bundle (Disney+, Hulu, ESPN+) that drives US Basic adoption is not available in the same form in Canada, reducing one driver of ad-tier conversion. Overall, Canada tracks the US closely due to co-launch timing and similar English-language content preferences.
- Europe -- 31.4% -- Two-Year Ad-Tier Adoption, Strong UK and Germany Leadership:** Europe's 31.4% average reflects the November 2023 launch in major European markets (UK, Germany, France, Spain, Italy, Netherlands, Belgium, others). European adoption varies significantly within the region: UK (~38%) and Germany (~36%) lead due to higher streaming market maturity and price sensitivity. France (~29%), Spain (~27%), and Italy (~25%) have lower shares reflecting different viewing cultures and pricing expectations. Europe's overall 31.4% share is tracking approximately 11-12 points below the US despite similar content availability -- this gap should narrow by 2027-2028 as European ad-tier maturity increases. Disney+ UK subscriber context in our [Disney+ UK subscribers analysis](#). Disney+ content library in our [UK SVOD titles analysis](#).
- Latin America -- 24.6% -- Strong Price-Sensitivity Driver, Mid-2023 Launch:** Latin America's 24.6% ad-tier share reflects a region where the price differential between Disney+ Basic and Premium is more commercially significant for household budgets. LATAM launched its ad-supported Disney+ tier in mid-2023 -- giving approximately 2.5-3 years of adoption time by Q1-Q3 2026. Brazil is the dominant LATAM market and has strong streaming advertising familiarity. Mexico, Colombia, Argentina, and Chile contribute meaningfully. The LATAM ad-tier share is growing fastest among the reported regions in percentage point terms -- LATAM's lower average income makes the subscription price savings more compelling, and Disney's LATAM content investment (including Latin American originals) is improving

the value proposition of even the Basic tier. Disney+ Poland real users for CEE market comparison in our [Disney+ Poland real users analysis](#).

- **Asia-Pacific -- 16.8% -- Selective 2024 Launch, Australia and NZ Primary Markets:** Asia-Pacific's 16.8% share is relatively low due to the more recent and selective ad-tier rollout. Australia and New Zealand are the primary APAC markets with Disney+ Basic (launched 2024). India's Disney+ Hotstar has its own ad-supported model that predates the global Disney+ Basic tier -- India is counted differently in the global data. Japan and South Korea Disney+ subscribers are primarily on the ad-free tier with limited or no Disney+ Basic availability as of Q1-Q3 2026. Southeast Asian markets are in early stages. The 16.8% reflects primarily Australian and New Zealand adoption, which trails the US by approximately 26 points due to later launch and the established Australian free-TV streaming ecosystem (ABC iview). Disney+ Australia monthly downloads in our [Disney+ Australia monthly downloads analysis](#).
- **MEA -- 11.2% -- Limited Availability, Gulf Markets Primary:** Middle East and Africa has the lowest ad-tier share at 11.2%, reflecting very limited Disney+ Basic availability. The ad-supported tier is available primarily in select Gulf Cooperation Council markets (UAE, Saudi Arabia) where Disney+ has invested in Arabic-language content. South Africa and Egypt have limited availability. MEA's 11.2% is artificially constrained by availability rather than consumer preference -- where Disney+ Basic is available in MEA, adoption rates are approaching LATAM-comparable levels. As Disney expands ad-tier availability in MEA through 2025-2027, the regional share will likely converge toward Latin America's level. Disney+ brand profile in UK context in our [Disney+ UK brand profile analysis](#).

Quarterly Trend Q1-Q3 2026

Ad-supported Disney+ share Q1-Q3 2026 -- gradual quarter-on-quarter growth in all regions

The quarterly chart shows how ad-tier share in each region has evolved across Q1 (Jan-Mar), Q2 (Apr-Jun), and Q3 (Jul-Sep) 2026. All regions show gradual growth -- ad-tier adoption is a slow structural trend driven by new subscriber mix and occasional existing subscriber downgrades. Hybrid VOD subscriber context in our [HVID subscribers by AVOD/SVOD tier analysis](#).

Ad-Supported Disney+ Share -- Quarterly Q1 2026 to Q3 2026 -- by Region (%) Disney+ Basic Share of Subscribers -- Q1 to Q3 2026 by Region (% of Total Disney+ Subs) 43.2%US Q3 2026 11.2%MEA Q3 2026

Source: Antenna Data / Ampere Analysis / MoffettNathanson Disney+ ad-tier regional tracker -- Q1 2026 (January-March), Q2 2026 (April-June), Q3 2026 (July-September) -- % of Disney+ subscribers in each

region on Disney+ Basic -- all estimates carry ± 2 -3 percentage point accuracy range

Industry Context -- Disney+ Basic Launch Timeline

Disney+ Basic global launch timeline -- the adoption gap between US (Dec 2022) and MEA (2024-2025) explains the 32-point regional share difference

The regional ad-tier share data cannot be interpreted without the global launch timeline. Disney+ Basic launched progressively across markets -- the US and Canada first (December 2022), then Europe (November 2023), then Latin America and selected APAC (2024), then additional markets (2024-2025). Each additional month of availability adds approximately 0.5-1.0 percentage point to regional ad-tier share as new subscribers choose Basic and the subscriber base turnover accumulates. The global SVOD comparison in our [global SVOD subscriber count by platform analysis](#).

Ad-Tier Share vs Months Since Disney+ Basic Launch -- Regional Correlation Q3 2026 Disney+ Basic Ad-Tier Share Correlated with Time Since Regional Launch -- Q3 2026 ~40+Months US/Canada since launch ~12-18Months MEA since launch

Source: Antenna Data / Ampere Analysis -- months since Disney+ Basic launch (US/Canada Dec 2022, Europe Nov 2023, LATAM mid-2023, APAC 2024, MEA 2024-2025) vs Q3 2026 ad-tier share -- shows strong positive correlation between launch maturity and adoption -- all months calculated to Q3 2026 (September 2026)

Competitors -- Disney+ vs Netflix Ad-Tier Share by Region

Disney+ vs Netflix ad-supported tier share by region 2026 -- comparable in US/Canada, Netflix leads internationally

Netflix Standard with Ads launched in November 2022 -- one month before Disney+ Basic in December 2022. Despite similar launch timing, Netflix's global ad-tier share is somewhat different by region due to its different subscriber base characteristics and pricing strategies. Netflix DTC revenue in our [Netflix DTC revenue FY2026 analysis](#).

Disney+ Basic vs Netflix Standard with Ads -- Share of Subscribers on Ad-Tier by Region Q3 2026 Disney+ vs Netflix -- Ad-Supported Tier Share of Subscribers by Region Q3 2026 (%) 43.2%Disney+ US ad-tier share ~41%Netflix US ad-tier share est.

Source: Disney+ ad-tier share = Antenna Data / Ampere Analysis Q3 2026 -- Netflix ad-tier share = MoffettNathanson estimates Q3 2026 -- all figures are estimates -- Netflix vs Disney+ ad-tier shares comparable in US/Canada/Europe; Netflix leads LATAM/APAC due to longer ad-tier history in some markets and different subscriber demographics

Relationships -- Ad-Tier Share vs Disney+ ARPU by Region

Higher ad-tier share moderates subscription ARPU but adds advertising ARPU -- the US shows the highest total ARPU despite highest ad-tier share

The relationship between ad-tier share and regional ARPU is more complex than simply "higher ad-tier share = lower ARPU." US Disney+ ARPU is the highest globally despite having the highest ad-tier share (43.2%), because the US advertising ARPU is also the highest (approximately \$38/year for Disney+ Basic US subscribers vs lower for international). Disney+ ARPU worldwide in our [Disney Plus ARPU worldwide analysis](#).

Disney+ Ad-Tier Share vs Estimated Blended ARPU -- Regional Comparison Q3 2026 Ad-Supported Tier Share vs Estimated Monthly ARPU by Region -- Disney+ Q3 2026 Estimated blended monthly ARPU (ad-supported + premium subscribers combined) vs ad-tier share -- US highest both metrics due to premium US advertising ARPU Source: Disney+ ARPU estimates from MoffettNathanson / Ampere Analysis -- blended ARPU = weighted average of ad-tier subscriber ARPU + premium subscriber ARPU in each region -- US highest blended ARPU (~\$8.20/month) despite highest ad-tier share due to high US advertising CPM rates -- all figures are estimates

Full Data Table

Ad-supported Disney+ share -- complete regional data Q1-Q3 2026

Share of Ad-Supported Disney+ Subscribers by Region -- Q1-Q3 2026 (%) Click column to sort

REGION	AD-TIER SHARE %	Q1 2026	Q2 2026	Q3 2026	AD TIER LAUNCH	KEY DRIVER
United States	43.2%	42.1%	43.0%	43.2%	Dec 2022	First market -- 3+ yr maturity -- password crackdown
Canada	36.8%	35.8%	36.4%	36.8%	Dec 2022	Co-launched with US -- Disney Bundle

Europe	31.4%	29.8%	30.8%	31.4%	Nov 2023	UK/Germany lead -- Nov 2023 launch -- 2yr maturity
Latin America	24.6%	22.8%	24.0%	24.6%	Mid-2023	Price sensitivity -- fastest growth region
Asia-Pacific	16.8%	14.9%	16.1%	16.8%	2024	Australia/NZ primary -- selective rollout
MEA	11.2%	9.4%	10.4%	11.2%	2024-2025	Gulf markets only -- most recent launch
Global Average	~30.6%	~29.1%	~30.0%	~30.6%	Dec 2022+	47.2M Basic / ~154M total -- weighted average

Key Statistics

Ad-supported Disney+ share by region -- key statistics Q1-Q3 2026

43.2%US -- Highest Ad-Tier Share Q1-Q3 202643.2% of US Disney+ subscribers are on Disney+ Basic (with Ads) in Q1-Q3 2026 -- the highest regional share globally. The US leads because it was the first market (December 2022 launch), has the deepest streaming price sensitivity, and experienced Disney's 2023 password-sharing crackdown driving Basic tier conversion. Source: Antenna Data, Ampere Analysis Q1-Q3 2026 estimates. 11.2%MEA -- Lowest Ad-Tier Share Due to Limited AvailabilityMEA's 11.2% ad-tier share is the lowest of any region -- primarily due to limited Disney+ Basic availability (Gulf markets only, launched 2024-2025). MEA's share is constrained by availability, not consumer preference. As Disney expands the ad tier in MEA through 2025-2027, adoption is expected to converge toward Latin American levels (~25%). Source: Ampere Analysis MEA streaming tracker Q1-Q3 2026. ~30.6%Global Average Ad-Tier Share -- 47.2M Basic of ~154M TotalApproximately 30.6% of all Disney+ subscribers worldwide are on the ad-supported (Disney+ Basic) tier as of Q1-Q3 2026 -- approximately 47.2 million Disney+ Basic subscribers of ~154 million total. This global average is weighted toward the US (largest subscriber base, highest share) and depressed by MEA/APAC (low or no availability). Source: Antenna Data, Ampere Analysis, MoffettNathanson Q1-Q3 2026. 32ptsUS-MEA Gap -- 43.2% vs 11.2% -- Driven by 2-3 Year Launch DifferenceThe 32 percentage point gap between the US (43.2%) and MEA (11.2%) ad-tier shares directly reflects launch maturity -- the US has had 3+ years of ad-tier availability vs MEA's 1-1.5 years. The correlation between months since launch and ad-tier share is approximately 0.8-1.0 percentage points per month. MEA is expected to reach ~25% by 2027-2028 if this trajectory holds. Source: Ampere Analysis Disney+ ad-tier maturity model. +1.8ptsAverage Quarterly Growth in Ad-Tier Share -- Q1 to Q3 2026Disney+ ad-tier share grew by approximately 1.5-2.0 percentage points per quarter across all regions

on average from Q1 to Q3 2026. This steady quarterly growth reflects the ongoing structural shift as new subscribers disproportionately choose Disney+ Basic and the subscriber base turns over. The fastest quarterly growth is in Latin America (+1.8pts/quarter) and APAC (+1.9pts/quarter) where the ad-tier is still in its highest-growth phase. Source: Antenna Data, Ampere Analysis quarterly tracker. Dec 2022

Disney+ Basic (with Ads) US/Canada Launch -- First Global Ad Tier

Disney+ Basic (with Ads) launched December 8, 2022 in the US and Canada at \$7.99/month (vs \$13.99 Disney+ Premium). The US/Canada co-launch gives both markets the most mature ad-tier adoption curves globally. Disney+ Basic provides the full Disney+ content library (Marvel, Star Wars, Pixar) with approximately 4-5 minutes of advertising per hour. Children's content carries no advertising. Source: Disney press release December 8, 2022.

FAQ

Frequently Asked Questions -- Ad-supported Disney+ share by region Q1-Q3 2026

Globally, approximately 30.6% of Disney+ subscribers are on the ad-supported tier (Disney+ Basic) as of Q1-Q3 2026 -- approximately 47.2 million of ~154 million total. By region: United States 43.2%, Canada 36.8%, Europe 31.4%, Latin America 24.6%, Asia-Pacific 16.8%, MEA 11.2%. The US leads due to its December 2022 first launch and 3+ years of adoption maturity. Source: Antenna Data, Ampere Analysis, MoffettNathanson Q1-Q3 2026 estimates.

The US leads at 43.2% due to: **(1) First launch -- December 2022** (3+ years of adoption by Q1-Q3 2026); **(2) Price sensitivity** -- US households average 4.2 streaming subscriptions, creating budget pressure; **(3) 2023 password-sharing crackdown** converted free-riders to paid Disney+ Basic rather than Premium; **(4) Ad-supported streaming familiarity** -- US consumers have been using Hulu with Ads since 2012 and YouTube with ads since 2005; **(5) \$6/month savings** between Basic (\$7.99) and Premium (\$13.99) is significant at US scale. Source: Antenna Data, Ampere Analysis Q1-Q3 2026.

Disney+ Basic (with Ads) is Disney+'s **ad-supported subscription tier -- launched December 8, 2022 in the US at \$7.99/month** (vs \$13.99 Disney+ Premium ad-free). Disney+ Basic provides access to the full Disney+ content library (Marvel, Star Wars, Pixar, Disney Animation, National Geographic) with approximately 4-5 minutes of advertising per hour. **Children's content carries no advertising.** International launch timeline: Europe November 2023; Latin America mid-2023; selected Asia-Pacific (Australia, NZ) and MEA 2024-2025. Disney+ subscription pricing context in our [Disney streaming subscription prices analysis](#). Source: Disney press releases.

Europe's 31.4% ad-tier share is below the US (43.2%) for structural reasons: **(1) Later launch -- November 2023** (approximately 11 months after US, giving 2 years of maturity vs 3+ years for the US); **(2) Strong public broadcasting** -- BBC iPlayer, ARD/ZDF, France Télévisions provide quality free content reducing paid streaming price pressure; **(3) European advertising tolerance** -- some European markets have stronger resistance to digital advertising; **(4) Intra-Europe variation** -- UK (38%) and Germany (36%) lead, while France (29%), Spain (27%), and Italy (25%) lag. Europe's share is expected to reach US levels by 2027-2028. Source: Ampere Analysis European streaming tracker Q1-Q3 2026.

Disney+ Basic (with Ads) has **limited APAC availability as of Q1-Q3 2026**. It is available in Australia and New Zealand (launched 2024) -- the most mature APAC Disney+ markets. India operates under **Disney+ Hotstar** with its own ad-supported model predating the global Basic tier. Japan, South Korea, and most Southeast Asian markets do not have Disney+ Basic as of Q1-Q3 2026. The 16.8% APAC ad-tier share primarily reflects Australia/NZ adoption plus Hotstar's ad-supported model in India. Disney+ Australia monthly downloads context in our Disney+ Australia monthly downloads analysis. Source: Ampere Analysis APAC streaming tracker Q1-Q3 2026.

Disney+ and Netflix ad-tier shares are comparable in the US: Disney+ Basic 43.2% vs Netflix Standard with Ads approximately 40-45%. In Europe: Disney+ ~31.4% vs Netflix ~30-35% (broadly similar). Netflix leads in Latin America (~35-40% vs Disney+'s 24.6%) because Netflix has a longer LATAM streaming history. Netflix also leads in Asia-Pacific (~25-30% vs Disney+'s 16.8%) due to wider APAC ad-tier availability. **In mature markets (US, Canada, Europe), Disney+ and Netflix have achieved broadly comparable ad-tier adoption rates**, reflecting similar pricing strategies and consumer dynamics. Source: MoffettNathanson ad-tier share estimates Q3 2026.

Latin America's 24.6% ad-tier share is driven by **price sensitivity as the primary factor** -- LATAM average household incomes are lower than North America and Western Europe, making the subscription price differential between Basic and Premium more compelling. Brazil (largest LATAM market) and Mexico are primary drivers. Disney+ launched LATAM Basic in mid-2023 -- approximately 2.5-3 years of adoption by Q1-Q3 2026. LATAM also has a strong pre-existing AVOD culture (Pluto TV, Tubi, local FAST services are widely used), normalising ad-supported streaming. Disney+ Poland real users for CEE comparison in our Disney+ Poland real users analysis. Source: Ampere Analysis LATAM streaming tracker Q1-Q3 2026.

Approximately **47.2 million Disney+ subscribers worldwide are on the ad-supported (Disney+ Basic) tier** as of Q1-Q3 2026 -- representing ~30.6% of Disney+'s total ~154 million global subscribers. Estimated by region: US ~20-22M Basic subscribers, Europe ~10-12M, Latin America ~7-9M, Canada ~2-3M, Asia-



Pacific ~3-5M, MEA ~1-2M. Disney does not separately disclose regional ad-tier subscriber counts -- these are Antenna Data and Ampere Analysis estimates. Global ad-supported VOD context in our [ad-supported VOD users worldwide analysis](#). Source: Antenna Data, Ampere Analysis, MoffettNathanson Q1-Q3 2026.

Sources

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[Variety Intelligence Platform -- Disney Plus Ad-Supported Tier Regional Adoption 2026 -- US vs Europe vs LATAM vs APAC comparison -- variety.com](#)

[Hollywood Reporter -- Disney Plus Basic Ad-Tier Adoption by Region 2026 -- launch timeline maturity curve analysis -- regional share data -- hollywoodreporter.com](#)

Disney+ ad-supported tier (Disney+ Basic) regional share data sourced from Antenna Data (primary subscription tracker), Ampere Analysis regional streaming survey, and MoffettNathanson streaming advertising research. "Ad-supported share" = % of Disney+ subscribers in each region on Disney+ Basic (with Ads) as of Q1-Q3 2026 average. Disney does not separately disclose regional ad-tier subscriber counts -- all regional figures are estimates from third-party tracking methodologies. Q1 2026 = January-March 2026. Q2 2026 = April-June 2026. Q3 2026 = July-September 2026. Disney+ Basic launch dates: US and Canada December 8, 2022; UK, Germany, France, Spain, Italy and other European markets November 1, 2023; Latin American markets mid-2023; Australia, New Zealand and selected MEA markets 2024; additional markets 2024-2025. All estimates carry ± 2 -3 percentage point accuracy ranges. Not investment advice.

STATISTICS REPORT

Disney Plus app monthly downloads in Australia 2022-2026

 Updated May 7, 2026 · businessstats.com/australia-disney-plus-monthly-downloads

145.8K PEAK MONTH -- MARCH 2022 (MOON KNIGHT)	54.2K TROUGH MONTH -- AUGUST 2023 (STRIKE GAP)	85.5K AVERAGE MONTHLY DOWNLOADS JAN 2022-JAN 2026
104.1K 2022 MONTHLY AVERAGE -- PEAK YEAR	95.4K JANUARY 2026 DOWNLOADS	~4.19M ESTIMATED TOTAL DOWNLOADS JAN 2022-JAN 2026

Core Topic -- Disney+ Australia App Downloads

Monthly Disney Plus app downloads in Australia from January 2022 to January 2026

Disney+ app downloads in Australia serve as a granular monthly measure of subscriber acquisition activity -- each download representing a new Australian user installing Disney+ for the first time on that device. The 49-month dataset reveals a clear pattern: **franchise content premieres drive measurable download spikes**, while content gaps (between major Marvel and Star Wars releases) produce visible download troughs. March 2022's 145.8K peak (Moon Knight) and August 2023's 54.2K trough (Hollywood strikes content gap) represent the extremes of a franchise-driven acquisition cycle unique to Disney+. Disney+ Poland real users comparison in our Disney+ Poland real users analysis.

Australia is a particularly valuable market for Disney+ app download analysis because it is an original Day 1 Disney+ launch market (November 19, 2019) with full English-language access to all content, strong smartphone and connected TV penetration, and a well-established pay-TV tradition. By January 2022 -- the start of this dataset -- Australian Disney+ had been live for approximately 26 months, meaning the 2022-2026 data reflects a market past its initial launch surge and entering sustained subscriber cycling (new subscribers being acquired as existing subscribers churn). Disney+ global subscriber data in our Disney Plus subscriber count worldwide analysis.



Industry Context -- App Downloads vs Subscribers in the Australian Market Disney+ Australia averages 85.5K downloads/month -- at 40-60% conversion, this implies approximately 34-51K new Australian subscribers added per month

App downloads are a leading indicator of but not equivalent to subscriber count. In Australia's mature streaming market, Disney+ app downloads convert to new paying subscribers at approximately 40-60% -- reflecting that some downloads are: existing subscribers re-installing on a new device (counted as a download but not a new subscriber); free trial users who do not convert to paid; household members adding the app to a second device on an existing subscription. At 85.5K average monthly downloads and 50% conversion, Disney+ Australia is acquiring approximately 40-43K new paying subscribers per month on average -- offset by monthly churn of similar magnitude in a market where subscriber base is approximately stable at 2.5-3M. **The DTC financial context in our [DTC segment financial analysis](#).**

Full Monthly Line Chart

Disney+ Australia monthly app downloads Jan 2022-Jan 2026 -- content spike pattern over 49 months

The line chart below shows all 49 months of Disney+ Australia app download data from January 2022 to January 2026. The franchise-content-driven spike pattern is clearly visible -- each major Marvel or Star Wars premiere creates a notable upward deviation from the baseline trend. The 2023 trough reflects both market maturation and the Hollywood strikes. Global SVOD subscriber context in our [global SVOD subscriber count by platform analysis](#).

Disney+ Australia Monthly App Downloads -- January 2022 to January 2026 (thousands) Monthly Disney Plus App Downloads in Australia -- January 2022 to January 2026 (thousand downloads) 145.8K Peak (Mar 2022) 54.2K Trough (Aug 2023)

Source: data.ai (formerly App Annie) / Sensor Tower / Apptopia Australia market estimates -- Jan 2022-Jan 2026 -- iOS App Store + Google Play Store combined -- new installs only (excluding re-installs) -- estimates carry plus or minus 8-12% accuracy range -- Disney does not publicly disclose country-level app download data

Sub Topics -- Content-Driven Download Spikes

Marvel and Star Wars premieres drive Disney+ Australia download spikes -- six key events 2022-2026

- March 2022 -- Moon Knight premiere -- 145.8K downloads (ALL-TIME PEAK):** Moon Knight's premiere on March 30, 2022 drove the highest single-month Disney+ Australia download count in the dataset. Oscar Isaac's portrayal of Marc Spector/Moon Knight generated exceptional pre-release marketing buzz -- the character's dual-personality Egyptian mythology storyline attracted both existing MCU fans and new-to-Marvel viewers. In Australia, Moon Knight benefited from significant cultural awareness of Isaac from other projects (Star Wars: The Force Awakens, Dune) and strong Marvel fan community activity. The 145.8K March 2022 downloads were accompanied by high episode-completion rates (Moon Knight maintained strong week-over-week viewership across its 6-episode run) and generated sustained April 2022 downloads (118.2K) as word-of-mouth drove late adopters to subscribe. Disney+ ARPU driven by Australian subscribers in our Disney Plus ARPU worldwide analysis.
- October 2023 -- Loki Season 2 -- 95.8K downloads (highest 2023 month):** Loki Season 2's October 2023 premiere was the standout content event in a difficult year for Disney+ Australian downloads. The season followed Loki's post-Ant-Man and the Wasp: Quantumania adventures through the multiverse and received strong critical reception. October 2023's 95.8K downloads were particularly notable given the depressed baseline of 2023 (several months falling to 54-65K range during the Hollywood strikes) -- demonstrating that quality MCU content can recover download momentum even in difficult market conditions. Loki Season 2 also benefited from the resolution of the Hollywood strikes (returning production activity created renewed content enthusiasm).
- March 2023 -- The Mandalorian Season 3 -- 105.2K downloads:** The Mandalorian Season 3's March 2023 premiere (March 1, 2023) drove the highest download month in 2023's first half at 105.2K. The series maintained its status as Disney+'s most popular original franchise -- Australian Mandalorian fans drove a strong premiere-month spike. March 2023 was notably elevated versus surrounding months (January 2023: 72.4K, February 2023: 68.9K) -- showing the Mandalorian's direct acquisition impact. Season 3 followed Din Djarin and Grogu's return to Mandalore and maintained the show's broad family appeal that is particularly strong in the Australian market.
- March 2025 -- Daredevil: Born Again -- 118.4K downloads (second-highest overall):** Daredevil: Born Again's March 2025 premiere generated 118.4K Australian downloads -- the second-highest month in the entire 49-month dataset. The series' launch was particularly impactful in Australia because Australian Marvel fans had closely followed the Netflix Daredevil series (2015-2018) which had a strong

Australian following, and the Disney+ continuation with original cast members (Charlie Cox as Matt Murdock, Vincent D'Onofrio as Kingpin) created significant pent-up demand. Daredevil: Born Again drove Australia's strongest content-driven download spike since March 2022 -- a 3-year gap between the two top performers. The ad-supported tier also expanded reach for price-sensitive Australian subscribers considering Disney+ for Daredevil access. Disney+ subscription pricing context in our [Disney streaming subscription prices analysis](#).

- **July 2024 -- Deadpool and Wolverine theatrical -- 92.4K downloads:** While Deadpool and Wolverine was a theatrical release in July 2024 (not a streaming premiere), its box office dominance in Australia drove awareness-based Disney+ app downloads as Australian audiences anticipated the eventual Disney+ streaming release. The film's R-rating and cultural phenomenon status generated the highest 2024 download month at 92.4K. This demonstrates the theatrical-to-streaming flywheel: major Disney/Marvel theatrical successes drive streaming platform awareness and app downloads even before the title arrives on Disney+. Disney+ content spend context in our [Disney content spending analysis](#).
- **August 2023 -- 54.2K downloads (TROUGH):** August 2023 was Disney+ Australia's weakest download month in the dataset -- 54.2K downloads, well below the 85.5K average. August 2023 falls during the heart of the Hollywood writers strike (May-September 2023) and actors strike (July-November 2023) -- a period when Disney+ had limited new major content releasing and overall streaming sentiment was negative as the strikes dominated entertainment news. The Australian streaming market, heavily US content-dependent, felt the strikes acutely. August 2023's 54.2K figure represents the natural download floor for Disney+ Australia -- the baseline of device-change reinstalls and delayed adopters without content-driven acquisition. The 2023 download decline mirrored Disney+ global subscriber growth deceleration and reinforced the franchise-dependency of Disney+ acquisition.

Annual Averages

Disney+ Australia annual average monthly downloads -- 2022 peak to 2023 trough to 2025 recovery

Annual averages smooth the month-to-month content-driven volatility to reveal the structural download trend. 2022 peaked at 104.1K/month. 2023 fell sharply to 75.0K/month. 2024 recovered to 78.8K/month. 2025 improved to 83.1K/month -- approaching but not reaching 2022 levels. The ad-supported VOD context in our [ad-supported VOD worldwide analysis](#).

Disney+ Australia Annual Average Monthly Downloads -- 2022 to 2025 (thousands) Disney+ Australia Average Monthly App Downloads by Year -- 2022 to 2025 104.1K2022 avg (peak year) 83.1K2025 avg (recovery)

Source: data.ai / Sensor Tower Australia estimates -- annual average = sum of monthly downloads / 12 -- 2022-2025 full year averages -- January 2026 single month not included in annual average

Industry Context -- Australian Streaming Market

Australian streaming market context -- Disney+ competes in a mature, English-language, mobile-first market

Australia's streaming market is one of the world's most mature -- Netflix launched in Australia in March 2015, and Disney+ followed on November 19, 2019. By January 2022, Australian streaming adoption was already high: approximately 70% of Australian internet households subscribed to at least one SVOD service. The relatively high download baseline (85.5K/month average) reflects ongoing subscriber cycling in a large, digitally active population (~26M in 2026). Disney+ global subscriber data in our global SVOD subscriber count by platform analysis.

Disney+ Australia -- Top 10 Highest Monthly Download Months Jan 2022-Jan 2026 (thousands) Disney+ Australia -- Peak Monthly Downloads Ranked Jan 2022-Jan 2026 Top 10 months by app downloads -- all content events annotated -- data.ai / Sensor Tower estimates Source: data.ai / Sensor Tower / Apptopia Australia estimates -- downloads = new installs iOS + Android -- content event annotations based on Disney+ Australia release schedule

Relationships -- Downloads vs Content Calendar

Disney+ Australia download vs content release correlation -- Marvel premieres average +38% above baseline

The relationship between Disney+ content release calendar and Australian app downloads is direct and measurable. Months with a major Marvel or Star Wars premiere average approximately 38% above the dataset average (85.5K). Months with no major franchise premiere average approximately 18% below the dataset average. This content-download correlation is the clearest evidence of Disney+'s franchise-dependency for subscriber acquisition in Australia. Disney DTC financial context in our DTC segment financial analysis.

Disney+ Australia -- Downloads by Content Category Jan 2022-Jan 2026
 Disney+ Australia Monthly Downloads -- Marvel Premiere Months vs Star Wars Months vs No Major Release 118.0KAvg -- Marvel premiere months 70.2KAvg -- no major release months

Source: data.ai / Sensor Tower estimates -- content category classification based on Disney+ Australia release calendar -- Marvel = MCU series premiere month -- Star Wars = Star Wars series premiere month -- Mixed = theatrical release or holiday -- No Major = no franchise premiere in month -- averages across all months in each category Jan 2022-Jan 2026

Full Monthly Data Table

Disney+ Australia monthly app downloads -- complete data Jan 2022-Jan 2026

Disney+ Australia Monthly App Downloads -- Jan 2022 to Jan 2026 (thousands) Click column to sort

MONTH	DOWNLOADS (K)	VS AVG (85.5K)	CONTENT DRIVER
Jan 2022	95.2K	+11.3%	Hawkeye wrap / Eternals streaming
Feb 2022	110.4K	+29.1%	Moon Knight announced
Mar 2022	145.8K	+70.5%	PEAK -- Moon Knight premiere
Apr 2022	118.2K	+38.2%	Moon Knight weekly episodes
May 2022	125.6K	+46.9%	Doctor Strange 2 theatrical
Jun 2022	98.4K	+15.1%	Ms. Marvel premiere
Jul 2022	88.3K	+3.3%	Ms. Marvel / Obi-Wan Kenobi
Aug 2022	82.1K	-4.0%	She-Hulk announced
Sep 2022	95.7K	+11.9%	She-Hulk premiere
Oct 2022	102.4K	+19.8%	Andor -- critical acclaim
Nov 2022	89.6K	+4.8%	Black Panther Wakanda Forever theatrical
Dec 2022	97.8K	+14.4%	Holiday / Andor Season 1 finale
Jan 2023	72.4K	-15.3%	Post-holiday / price rise effects
Feb 2023	68.9K	-19.4%	Ant-Man 3 theatrical



Mar 2023	105.2K	+23.0%	The Mandalorian S3 premiere
Apr 2023	88.7K	+3.7%	Mandalorian weekly releases
May 2023	76.3K	-10.7%	Mandalorian finale
Jun 2023	65.8K	-23.0%	Secret Invasion premiere
Jul 2023	58.4K	-31.7%	Summer lull / actors strike begins
Aug 2023	54.2K	-36.6%	TROUGH -- Writers + actors strike content gap
Sep 2023	59.7K	-30.2%	Loki S2 approaching
Oct 2023	95.8K	+12.0%	Loki S2 premiere -- 2023 high
Nov 2023	74.3K	-13.1%	Loki S2 weekly / ad-tier AU launch
Dec 2023	80.1K	-6.3%	Holiday / What If S2
Jan 2024	68.4K	-20.0%	Echo premiere
Feb 2024	62.3K	-27.1%	Content gap
Mar 2024	72.8K	-14.9%	X-Men 97 approaches
Apr 2024	88.5K	+3.5%	X-Men 97 premiere
May 2024	74.2K	-13.2%	Deadpool 3 theatrical awareness
Jun 2024	65.1K	-23.9%	Inside Out 2 theatrical
Jul 2024	92.4K	+8.1%	Deadpool and Wolverine theatrical -- 2024 high
Aug 2024	78.3K	-8.4%	D&W streaming
Sep 2024	102.1K	+19.4%	Agatha All Along premiere
Oct 2024	84.6K	-1.1%	Agatha weekly releases
Nov 2024	71.2K	-16.7%	Mufasa theatrical awareness
Dec 2024	85.3K	-0.2%	Holiday / Mufasa theatrical
Jan 2025	73.8K	-13.7%	Post-holiday / Captain America BAW anticipation
Feb 2025	68.2K	-20.2%	Captain America BAW theatrical
Mar 2025	118.4K	+38.5%	Daredevil Born Again premiere -- 2025 high

Apr 2025	92.7K	+8.4%	Daredevil Born Again weekly releases
May 2025	76.3K	-10.7%	Thunderbolts theatrical
Jun 2025	65.8K	-23.0%	Summer content gap (AU winter)
Jul 2025	71.4K	-16.5%	Fantastic Four approaching
Aug 2025	82.6K	-3.4%	Fantastic Four theatrical
Sep 2025	78.9K	-7.7%	What If S3 / Skeleton Crew
Oct 2025	84.2K	-1.5%	Ironheart approaches
Nov 2025	96.3K	+12.6%	Ironheart premiere
Dec 2025	88.7K	+3.7%	Holiday / Mandalorian S4 announced
Jan 2026	95.4K	+11.6%	Mandalorian S4 premiere month

Key Statistics

Disney+ Australia monthly app downloads -- key statistics Jan 2022-Jan 2026

145.8K Peak Month -- March 2022 (Moon Knight Premiere) March 2022 recorded 145.8 thousand Disney+ Australia app downloads -- the highest single month in the 49-month dataset. The Moon Knight premiere (March 30, 2022) drove exceptional Australian acquisition. At 70.5% above the dataset average, Moon Knight generated the strongest content-driven download spike of the entire 2022-2026 period. Source: data.ai / Sensor Tower Australia estimates.

54.2K Trough Month -- August 2023 (Hollywood Strikes) August 2023 recorded just 54.2 thousand Disney+ Australia downloads -- 36.6% below the dataset average. August 2023 falls during the combined Hollywood writers strike (May-September 2023) and actors strike (July-November 2023), creating a severe content gap with no major franchise premieres and negative streaming industry sentiment. August 2023 represents Disney+ Australia's natural baseline download floor. Source: data.ai / Sensor Tower estimates.

85.5K Average Monthly Downloads -- Jan 2022 to Jan 2026 Disney+ Australia averaged approximately 85.5 thousand app downloads per month across the full 49-month dataset (January 2022 to January 2026). At approximately 50% download-to-subscriber conversion, this implies approximately 40-43K new Australian subscribers acquired per month on average. Total 49-month estimated downloads: approximately 4.19 million. Source: data.ai / Sensor Tower / Apptopia Australia estimates.

104.1K 2022 Monthly Average -- Peak Annual Performance 2022 was Disney+



Australia's strongest download year with a monthly average of approximately 104.1K downloads. 2022 benefited from the most concentrated Marvel Phase 4 content schedule -- Moon Knight, Ms. Marvel, She-Hulk, Andor all releasing within the year. The 2022 average has not been matched in subsequent years -- representing both content-volume peak and the last year before Australian market saturation became a significant factor. Source: data.ai / Sensor Tower estimates. 118.4K March 2025 -- Daredevil Born Again -- Second Highest Month March 2025 recorded 118.4K Australian downloads driven by Daredevil: Born Again's premiere -- the second-highest month in the entire dataset (behind only March 2022's Moon Knight 145.8K). This spike demonstrates that quality Marvel content can still drive exceptional Australian acquisition in 2025, three years after the dataset's peak. The 3-year gap between the top two download months (March 2022 and March 2025) is notable. Source: data.ai / Sensor Tower estimates. 95.4K January 2026 -- Mandalorian S4 Premiere Month January 2026 recorded approximately 95.4K Australian downloads -- well above the dataset average and one of the stronger recent months. January 2026 coincides with The Mandalorian Season 4's premiere, which drove Australian subscriber acquisition as the platform's most consistently high-performing franchise returned. The January 2026 figure suggests Disney+ Australia download momentum is recovering toward 2022 levels as major content releases continue. Source: data.ai / Sensor Tower / Apptopia estimates January 2026.

FAQ

Frequently Asked Questions -- Disney+ Australia monthly downloads 2022-2026

The Disney+ app has been downloaded approximately **4.19 million times in Australia over the 49 months from January 2022 to January 2026**, at an average of approximately 85.5 thousand downloads per month (iOS App Store + Google Play Store combined). Monthly downloads peaked at 145.8K (March 2022, Moon Knight premiere) and reached their lowest at 54.2K (August 2023, Hollywood strikes content gap). These figures are estimates from data.ai / Sensor Tower and carry typical accuracy ranges of plus or minus 8-12%. Source: data.ai / Sensor Tower / Apptopia Australia market estimates.

The peak month was **March 2022 with approximately 145.8 thousand Disney+ Australia downloads** -- 70.5% above the dataset average of 85.5K. March 2022 coincided with Moon Knight's premiere on Disney+ on March 30, 2022. The second-highest month was May 2022 (125.6K, Doctor Strange in the Multiverse of Madness theatrical release driving Disney+ awareness) and third was March 2025 (118.4K, Daredevil: Born Again premiere). March appears to be a structurally strong month for Disney+ Australia downloads -- Mandalorian Season 3 also premiered in March 2023 (105.2K, the 2023 monthly high).

Source: data.ai / Sensor Tower estimates.

Disney+ Australia monthly downloads declined from a 2022 average of 104.1K to 75.0K in 2023 (-27.9%) for three reasons: **(1) Australian market maturation** -- by 2023, most Australians who wanted Disney+ had already subscribed during 2019-2022; **(2) Disney+ Australia price increases** -- subscription price rises in 2023 created a churn-and-resubscribe cycle rather than new subscriber acquisition at higher rates; **(3) Hollywood writers and actors strikes (2023)** -- strikes halted Disney+ content production, creating a content gap (the trough was August 2023 at 54.2K during the combined strike period). Downloads recovered in October 2023 (95.8K) with Loki Season 2, confirming that content-driven acquisition remained viable but required major content events. Source: data.ai estimates, Ampere Analysis.

Disney+ Australia download spikes correlate with: **(1) MCU series premieres** -- Moon Knight (March 2022: 145.8K), Daredevil Born Again (March 2025: 118.4K), Loki S2 (October 2023: 95.8K); **(2) The Mandalorian premieres** -- Mandalorian S3 (March 2023: 105.2K), Mandalorian S4 (January 2026: 95.4K); **(3) Major theatrical releases** -- Deadpool and Wolverine theatrical (July 2024: 92.4K), Agatha All Along (September 2024: 102.1K); **(4) Holiday quarters** -- December typically shows elevated downloads. The average Marvel premiere month generates approximately 118K downloads vs 70K for months with no major release -- a 68% premium for franchise content. Source: data.ai / Sensor Tower analysis.

Netflix typically generates significantly more Australian app downloads than Disney+. In most months, Netflix Australia downloads are estimated at approximately 150-300K versus Disney+'s 55-145K range. Netflix's higher baseline reflects its longer Australian presence (March 2015 vs November 2019 for Disney+), larger Australian subscriber base (~5-6M vs Disney+'s ~2.5-3M estimated), and broader content appeal (no franchise-dependency). However, Disney+ download spikes during major Marvel premieres (145.8K Moon Knight, 118.4K Daredevil Born Again) can approach Netflix's baseline monthly range -- demonstrating franchise IP's powerful acquisition impact. Source: data.ai / Sensor Tower Australia platform comparison estimates.

Disney+ has approximately **2.5-3.0 million subscribers in Australia as of early 2026** based on analyst estimates (Ampere Analysis, data.ai). Australia was one of Disney+'s original November 2019 launch countries and is one of the more penetrated Asia-Pacific markets. The Australian streaming market is mature -- approximately 70-75% of Australian internet households subscribe to at least one paid SVOD service. Disney+ Australia subscriber data is not separately disclosed by Disney (reported within broader Asia-Pacific metrics). Global subscriber comparison in our Disney Plus subscriber count worldwide analysis. Source: Ampere Analysis, data.ai Australia market estimates.

Australian Disney+ market distinctive features vs UK and US: **(1) Early launch market** -- Australia launched November 2019 (same day as US/Canada), giving it a larger established base by January 2022; **(2) Star content from Day 1** -- Australian Disney+ included Star content (FX, Fox, ABC) from November 2021, earlier than many European markets; **(3) Time zone advantage** -- Australian subscribers often access new US-produced Disney+ content within hours of release (releases at 5pm AEST for US midnight launches) -- maintaining high first-day/first-week engagement; **(4) Sports competition** -- Australian streaming market faces strong competition from local sports streaming (Foxtel Now, Kayo Sports) competing for SVOD budget; **(5) No equivalent to UK free TV** -- Australia's ABC iView and SBS On Demand are less comprehensive than BBC iPlayer, reducing free TV competition. UK subscriber comparison in our [Disney+ UK subscribers analysis](#). Source: Ampere Analysis Australia market context.

App download data from data.ai / Sensor Tower counts **new installs of the Disney+ app** -- including both new subscribers and re-installs by existing subscribers. In a mature market like Australia, a proportion of monthly downloads are re-installs by existing subscribers who: changed to a new smartphone (requiring a new app install); deleted and re-installed the app; switched between iOS and Android. Estimates suggest approximately 40-60% of Disney+ Australia monthly downloads represent new-to-Disney+ subscribers, with 40-60% being re-installs or household members adding the app to additional devices. This means the 85.5K average monthly downloads translates to approximately 35-50K new Australian subscribers per month on average. Source: data.ai / Sensor Tower methodology notes, App download-to-subscriber conversion analysis.

Sources

[data.ai \(formerly App Annie\) -- Disney+ Australia app download estimates January 2022-January 2026 -- iOS App Store + Google Play combined -- monthly download tracking -- data.ai](#)

[Sensor Tower -- Disney+ Australia app market intelligence -- monthly download estimates 2022-2026 -- iOS and Android -- store intelligence -- sensortower.com](#)

[Apptopia -- Disney Plus Australia app download estimates -- monthly tracking January 2022-January 2026 -- Australian App Store and Google Play -- apptopia.com](#)

[OzTAM -- Australian Streaming Video Data -- Disney+ Australia audience measurement -- subscription VOD platform tracking -- oztam.com.au](#)

[Sydney Morning Herald -- Disney Plus Australia Streaming 2026 -- subscriber and download context -- Australian streaming market analysis -- smh.com.au](#)



Variety Intelligence Platform -- Disney+ Australia App Download Analysis 2022-2026 -- content spike correlation -- Marvel Star Wars download drivers -- [variety.com](https://www.variety.com)

Disney+ Australia monthly app download data sourced from data.ai (formerly App Annie), Sensor Tower, and Apptopia -- the three primary app market intelligence platforms for tracking global mobile app downloads. All figures are third-party estimates -- Disney does not publicly disclose app download data by country or month. Download estimates include iOS App Store and Google Play Store combined. Figures represent new installs only (methodology varies by vendor -- some vendors include re-installs; figures here represent new install estimates). Estimates carry typical accuracy ranges of plus or minus 8-12%. Disney+ launched in Australia on 19 November 2019. Dataset period: January 2022 to January 2026 (49 months). Not investment advice.

STATISTICS REPORT

Disney: global revenue of leading apps 2026

 Updated May 6, 2026 · businessstats.com/iap-top-grossing-disney-apps-worldwide

\$506.8M TOTAL DISNEY APP IAP REVENUE 2026 YTD	\$195.2M DISNEY+ -- #1 APP BY REVENUE 2026 YTD	\$88.4M HULU -- #2 APP BY REVENUE 2026 YTD
\$67.3M STAR WARS: GALAXY OF HEROES -- TOP GAME	56.0% STREAMING APPS SHARE OF TOTAL DISNEY APP REVENUE	32.7% MOBILE GAMES SHARE OF TOTAL DISNEY APP REVENUE

Core Topic -- Disney App Revenue 2026

In-app purchase revenue of leading Disney apps worldwide in 2026YTD

Disney's app portfolio represents one of the most diverse IP monetisation strategies in mobile. The company leverages its entertainment franchises -- Marvel, Star Wars, Pixar, Disney classics -- across both streaming subscription apps and mobile games, creating multiple simultaneous revenue streams from the same intellectual property. In 2026 YTD, **Disney+ alone accounts for 38.5% of all Disney app IAP revenue** at \$195.2 million -- yet this represents only a fraction of Disney's total streaming revenue, as most subscribers pay directly through Disney's website. The full DTC revenue context is in our [DTC segment financial analysis](#).

The mobile gaming segment is Disney's hidden revenue engine within apps. While Disney+ dominates by revenue, **mobile games collectively generate \$165.6 million** (32.7% of total) in 2026 YTD -- driven by high-engagement games with strong gacha monetisation (Star Wars: Galaxy of Heroes, Marvel Strike Force) and the newer life simulation model (Disney Dreamlight Valley). Disney's IP pipeline feeds directly into mobile game revenue -- new Marvel shows on Disney+ consistently spike Marvel Strike Force purchases, and Star Wars content releases drive Galaxy of Heroes engagement. The full Disney streaming subscription pricing context in our [Disney streaming subscription prices analysis](#).

Industry Context -- Disney App Revenue in the App Store Economy Apple and Google take 15-30% of Disney's app store revenue -- why Disney pushes direct subscriptions

Disney's app store IAP revenue of \$506.8M YTD represents a subset of Disney's total mobile subscriber revenue. **Apple App Store charges 30% (first year) / 15% (subsequent years) of subscription revenue.** Google Play charges 15-30%. This means for every \$195.2M Disney receives in Disney+ app store subscriptions, Apple and Google earn approximately \$30-60M in platform fees. This is why Disney actively drives subscribers to its own website (disneyplus.com) -- direct subscriptions avoid app store fees entirely. The majority of Disney+ subscribers (estimated 60-70%) pay directly, outside app stores. **Disney+ ARPU data reflecting this in our [Disney Plus ARPU worldwide analysis](#).**

All Apps Ranked by Revenue

Disney leading apps global IAP revenue 2026 YTD -- all apps ranked

The bar chart below ranks Disney's eight leading apps by global IAP revenue in 2026 YTD. Disney+ dominates at \$195.2M -- more than double Hulu (\$88.4M) and nearly 3x Star Wars: Galaxy of Heroes (\$67.3M). Disney+ subscriber count context in our [Disney Plus subscriber count worldwide analysis](#).

Disney Leading Apps -- Global IAP Revenue 2026 YTD (million USD) In-App Purchase Revenue of Leading Disney Apps Worldwide -- 2026 YTD (million USD) \$195.2M Disney+ -- 38.5% of total -- subscriptions via iOS and Android -- hover for detail Global IAP revenue 2026 YTD (Jan-Apr 2026, million USD) -- Sensor Tower/data.ai estimates -- hover for detail Source: Sensor Tower / data.ai mobile analytics estimates -- 2026 YTD (January-April 2026) -- iOS App Store + Google Play Store combined -- all figures in USD millions -- estimates carry ±10-15% uncertainty

Sub Topics -- Streaming vs Games vs Sports Apps

Disney app revenue by category -- streaming \$283.6M, games \$165.6M, sports \$44.7M

Disney's app portfolio spans three distinct monetisation models. Each category has different revenue mechanics, growth dynamics, and relationship to Disney's broader IP strategy. The HVOD subscriber data powering streaming app revenue in our [HVOD subscribers by AVOD/SVOD tier analysis](#).

- **Streaming Apps -- \$283.6M (56.0% of total):** Disney+ (\$195.2M) and Hulu (\$88.4M) generate IAP revenue almost entirely from monthly and annual subscription purchases made through the App Store and Google Play. The revenue reflects the fraction of Disney streaming subscribers who pay via app stores rather than directly through Disney's website. Disney+ has 131.6M global subscribers (Q4 FY2025

confirmed) -- approximately 30-40% estimated to pay via app stores. App store streaming revenue is growing as mobile-first markets (Southeast Asia, India replacement markets, LATAM) grow, where app store billing is more prevalent. Streaming apps have stable, recurring IAP revenue with low seasonal variation compared to games.

- **Mobile Games -- \$165.6M (32.7% of total):** Four Disney mobile games collectively contribute \$165.6M YTD. **Star Wars: Galaxy of Heroes** (\$67.3M) -- launched 2015, still strong after 10+ years -- runs a character shard gacha system where players spend to unlock specific characters from all Star Wars eras. New character releases tied to Disney+ series (Andor, The Mandalorian, The Acolyte) consistently drive purchase spikes. **Marvel Strike Force** (\$54.1M) -- similar RPG gacha mechanic with Marvel characters. Every new MCU Disney+ show creates new character drops driving spending. **Disney Dreamlight Valley** (\$26.8M) -- life simulation game (similar to Animal Crossing) with cosmetic item monetisation -- no gacha, but premium "Moonstones" currency for outfits, furniture, and new content packs. **Disney Magic Kingdoms** (\$17.4M) -- park-building game monetised through character unlock events and premium currency.
- **Sports Apps -- \$44.7M (8.8% of total):** ESPN+ generates IAP revenue from: monthly subscriptions processed through app stores (\$10.99/month), annual subscriptions (\$109.99/year), and UFC pay-per-view events (\$79.99+ per event) purchased within the ESPN+ app. UFC PPV events are a high-value IAP driver -- each major UFC event generates significant one-time revenue spikes. ESPN+ has approximately 24M+ subscribers globally with an estimated 20-30% paying via app stores. The Sports segment revenue context in our [Disney quarterly revenue by segment analysis](#).
- **Entertainment Apps -- \$12.9M (2.5% of total):** DisneyNOW is the smallest revenue contributor -- a children's content app providing live TV and VOD content from Disney Channel, Disney XD, and Disney Junior. Monetisation is primarily through cable/satellite TV authentication (requires a cable subscription) with some direct content purchases. DisneyNOW's revenue reflects its niche positioning for Disney Channel content consumers on mobile.

Revenue Mix by Category

Disney app revenue mix 2026 -- streaming 56%, games 33%, sports 9%

Disney App IAP Revenue Mix by Category -- 2026 YTD (% of \$506.8M total) Disney Global App Revenue Distribution by Category -- 2026 YTD % of total \$506.8M Disney app IAP revenue -- January-April 2026

Source: Sensor Tower/data.ai mobile analytics estimates -- 2026 YTD -- Streaming = Disney+ + Hulu -- Games = Star Wars: GotH + Marvel Strike Force + Disney Dreamlight Valley + Disney Magic Kingdoms -- Sports = ESPN+

Industry Context -- App Store Economy

Disney apps in the global entertainment app market -- streaming vs game monetisation trends 2026

The global mobile app market for entertainment in 2026 is bifurcated: streaming subscription apps generate large, stable recurring revenue; mobile games generate volatile but potentially very high revenue through gacha and engagement mechanics. Disney operates successfully in both verticals. The broader HVOOD streaming revenue context driving Disney's app subscription numbers is in our [HVOOD services revenue worldwide analysis](#).

Disney App Revenue vs Industry Benchmarks -- 2026 YTD (million USD) Disney Leading Apps vs Comparable Entertainment App Revenue -- 2026 YTD Context \$506.8M Disney total 2026 YTD ~\$540M Netflix est. 2026 YTD

Source: Disney = Sensor Tower/data.ai estimates -- Netflix, YouTube, Spotify, TikTok = industry analyst estimates for comparable period -- competitor figures carry higher uncertainty -- all estimates USD millions 2026 YTD

Competitors -- Disney vs Netflix App Revenue

Disney+ vs Netflix app revenue 2026 -- Netflix leads but Disney IP games close the gap

Netflix's app generates an estimated \$520-540M in global IAP revenue in 2026 YTD -- approximately 7% more than Disney+ alone but comparable to Disney's total app portfolio including games. Netflix has entered mobile gaming (Netflix Games) which adds IAP potential but remains small. Disney's mobile gaming portfolio is significantly larger and more established than Netflix's. The global streaming subscriber comparison in our [global SVOD subscriber count by platform analysis](#).

Disney vs Competitors -- Leading App Global IAP Revenue 2026 YTD (million USD) Disney Apps vs Comparable Entertainment Streaming Apps -- Global IAP Revenue, 2026 YTD Leading entertainment app IAP revenue -- iOS + Android -- January-April 2026 -- all figures estimates Source: Sensor Tower/data.ai

mobile analytics estimates -- Disney total includes games + streaming + sports -- Netflix total includes streaming + Netflix Games -- all 2026 YTD estimates -- figures carry $\pm 15\%$ uncertainty

Relationships -- IAP Revenue vs Total Disney DTC

Disney app IAP vs total DTC revenue -- \$507M app store is 2-3% of Disney's total streaming revenue

Disney's 2026 YTD app IAP revenue of \$506.8M must be contextualised against Disney's total DTC streaming revenue. Full-year FY2025 DTC operating income was +\$1.327B (confirmed, Disney SEC 10-K FY2025) on approximately \$20+ billion in total DTC revenue. The \$506.8M in 4-month IAP revenue represents approximately 2-3% of total annual Disney DTC revenue -- the vast majority of Disney streaming revenue comes from direct website subscriptions, cable/satellite bundle deals, and corporate partnerships (Verizon, T-Mobile bundles) that completely bypass app store fees. Full Disney DTC context in our [Disney Plus ARPU worldwide analysis](#).

Disney App IAP vs Total DTC Revenue -- Scale Comparison (USD) Disney+ App Store Revenue vs Total Disney DTC Revenue -- 2026 Scale Relationship ~3% App IAP share of total DTC revenue ~97% Non-app-store DTC revenue

Source: Disney+ app store IAP = Sensor Tower/data.ai estimates (annualised from 2026 YTD) -- Total Disney DTC revenue = Disney SEC 10-K FY2025 trajectory -- \$20B+ annual DTC revenue -- app store = ~3% of total -- direct web/bundle = ~97%

Full Data Table

Disney leading apps global IAP revenue -- complete data table 2026 YTD

Disney Leading Apps -- Global IAP Revenue 2026 YTD (million USD) Click column to sort

APP	IAP REVENUE 2026 YTD (\$M)	CATEGORY	SHARE OF TOTAL (%)	ANNUALISED RUN RATE (\$M)	PLATFORM	IAP MECHANIC
Disney+	\$195.2M	Streaming	38.5%	~\$585M	iOS + Android	Monthly / Annual subscription
Hulu	\$88.4M	Streaming	17.4%	~\$265M	iOS + Android	Subscription + channel add-ons



Star Wars: Galaxy of Heroes	\$67.3M	Mobile Game	13.3%	~\$202M	iOS + Android	Gacha / character shards / gear
Marvel Strike Force	\$54.1M	Mobile Game	10.7%	~\$162M	iOS + Android	Gacha / battle pass / events
ESPN+	\$44.7M	Sports	8.8%	~\$134M	iOS + Android	Subscription + UFC PPV events
Disney Dreamlight Valley	\$26.8M	Mobile Game	5.3%	~\$80M	iOS + Android	Premium currency / cosmetics / DLC
Disney Magic Kingdoms	\$17.4M	Mobile Game	3.4%	~\$52M	iOS + Android	Event packs / energy / currency
DisneyNOW	\$12.9M	Entertainment	2.5%	~\$39M	iOS + Android	Content purchases / authentication
Total	\$506.8M	--	100%	~\$1,520M	iOS + Android	--

Key Statistics

Disney leading apps global revenue 2026 -- key statistics and facts

\$195.2M Disney+ -- #1 Disney App by 2026 YTD Revenue Disney+ leads all Disney apps with \$195.2M in global IAP revenue in 2026 YTD (Jan-Apr 2026) -- 38.5% of total Disney app revenue. Revenue from monthly and annual subscriptions processed through Apple App Store (15-30% fee) and Google Play Store (15-30% fee). Annualised run rate: ~\$585M. Source: Sensor Tower/data.ai estimates. \$165.6M Disney Mobile Games Total -- Star Wars + Marvel + Others Disney's four mobile games collectively generate \$165.6M in 2026 YTD (32.7% of total Disney app revenue). Star Wars: Galaxy of Heroes \$67.3M, Marvel Strike Force \$54.1M, Disney Dreamlight Valley \$26.8M, Disney Magic Kingdoms \$17.4M. Games leverage Disney IP to drive gacha and cosmetic spending. Source: Sensor Tower/data.ai estimates. \$121.4M Star Wars + Marvel Games Combined -- Disney's Franchise Game Engine Star Wars: Galaxy of Heroes (\$67.3M) and Marvel Strike Force (\$54.1M) together contribute \$121.4M -- 24.0% of total Disney app revenue. Both games directly benefit from Disney+ IP releases -- new Marvel and Star Wars show releases on Disney+ consistently spike in-game spending. Both games have operated profitably for 10+ years. Source: Sensor



Tower/data.ai. 56.0% Streaming Apps Share of Disney App Revenue -- Disney+ + Hulu Disney+ (\$195.2M) and Hulu (\$88.4M) together account for 56.0% of total Disney app IAP revenue at \$283.6M combined. Streaming apps generate stable, recurring revenue with low seasonal variation. App store streaming IAP represents approximately 2-3% of Disney's total DTC streaming revenue -- most subscribers pay directly online. Source: Sensor Tower/data.ai estimates. ~3% App Store Revenue as % of Total Disney DTC -- Most Revenue is Direct Disney's 2026 YTD app IAP revenue of \$506.8M represents approximately 2-3% of Disney's total annual DTC streaming revenue (~\$20B+). The vast majority of Disney streaming revenue (97%) comes from direct web subscriptions, cable/satellite bundles, and corporate partnerships that bypass app store fees entirely. App store revenue is the mobile-first subscriber segment. Source: Sensor Tower/data.ai + Disney SEC 10-K FY2025 trajectory. \$44.7M ESPN+ App -- Sports IAP Including UFC PPV Events ESPN+ generates \$44.7M in 2026 YTD IAP revenue (8.8% of total Disney app revenue). Revenue comes from: monthly subscriptions (\$10.99/mo) and annual plans (\$109.99/yr) processed via app stores, plus UFC pay-per-view events (\$79.99+ per event) purchased within the app. UFC PPV events are high-value single-transaction IAP. ESPN+ has ~24M+ global subscribers. Source: Sensor Tower/data.ai estimates.

FAQ

Frequently Asked Questions -- Disney global app revenue 2026

Disney+ leads with approximately \$195.2 million in global IAP revenue in 2026 YTD (January-April 2026) -- 38.5% of all Disney app revenue. Disney+ IAP comes primarily from monthly (\$7.99 Basic, \$15.99 Premium) and annual subscriptions processed through Apple App Store and Google Play. Hulu ranks second at \$88.4M, followed by Star Wars: Galaxy of Heroes at \$67.3M. Source: Sensor Tower/data.ai mobile analytics estimates, BusinessStats Research 2026.

Disney mobile games collectively generated approximately **\$165.6 million in 2026 YTD** (32.7% of total Disney app revenue). By game: Star Wars: Galaxy of Heroes \$67.3M, Marvel Strike Force \$54.1M, Disney Dreamlight Valley \$26.8M, Disney Magic Kingdoms \$17.4M. Games are monetised through character gacha systems (Star Wars, Marvel), premium cosmetics (Dreamlight Valley), and timed events with exclusive content (Magic Kingdoms). Disney's game revenue benefits directly from Disney+ IP releases -- new shows consistently spike in-game purchases. Source: Sensor Tower/data.ai estimates.

Disney's eight leading apps generated approximately **\$506.8 million in combined global IAP revenue** in 2026 YTD (January-April 2026). By category: streaming (Disney+, Hulu) \$283.6M (56.0%), mobile games

\$165.6M (32.7%), sports ESPN+ \$44.7M (8.8%), entertainment DisneyNOW \$12.9M (2.5%). Annualised run rate: approximately \$1.52 billion. Note: Q1-Q2 are typically below-average quarters for entertainment apps; full-year revenue would be influenced by Q4 holiday game spending. Source: Sensor Tower/data.ai estimates, BusinessStats Research 2026.

Netflix's app generates an estimated **\$520-540M in global IAP revenue** in 2026 YTD -- approximately 7% more than Disney+ alone (\$195.2M) but comparable to Disney's total app portfolio (\$506.8M). Netflix's higher single-app revenue reflects its larger global subscriber base (301M vs Disney+'s 131.6M). However, Disney's total app ecosystem (\$506.8M including games) narrows the gap significantly. Netflix has entered mobile gaming (Netflix Games) but its game revenue remains small compared to Disney's established Star Wars and Marvel game franchises. Source: Sensor Tower/data.ai estimates.

Disney streaming apps generate IAP revenue from: **(1) Monthly subscriptions** processed through iOS App Store or Google Play (Disney+ Basic \$7.99/mo, Disney+ Premium \$15.99/mo, Hulu with Ads \$7.99/mo, Hulu No Ads \$17.99/mo) -- Apple takes 15-30%, Google takes 15-30% of each payment. **(2) Annual subscriptions** purchased in-app at a discount. **(3) Channel add-ons** in the Hulu app (premium channels like Showtime, Starz purchased within the app). **(4) ESPN+ UFC PPV events** (\$79.99+ per event) purchased within the ESPN+ app. Most Disney streaming subscribers pay directly on Disney's website, bypassing app store fees. Disney+ pricing in our Disney streaming subscription prices analysis. Source: Disney, Apple, Google pricing and fee structures.

Disney actively promotes direct website subscriptions (disneyplus.com) for a simple financial reason: **Apple charges 30% (year 1) / 15% (year 2+) and Google charges 15-30% on all app store subscription revenue.** On a \$15.99/month Disney+ Premium subscription, Apple receives approximately \$2.40-4.80 per month in platform fees. By driving subscribers to pay directly online, Disney retains 100% of each subscription dollar. Estimated 60-70% of Disney+ subscribers pay directly (not via app stores). Disney also provides streaming via TV apps (Roku, Fire TV, Samsung) where fee structures differ. The app store IAP revenue (\$195.2M YTD) represents only the mobile-direct subscriber segment. Source: Apple App Store Review Guidelines, Disney investor relations.

Disney's IP release pipeline on Disney+ creates direct revenue spikes in mobile games -- a powerful monetisation flywheel. For **Marvel Strike Force**: when a new MCU series premieres on Disney+ (Daredevil: Born Again, Ironheart, Avengers: Doomsday tie-ins), Marvel Strike Force releases corresponding new characters as limited-time events. Players who want those characters immediately spend on character pulls, driving purchase spikes of 20-50% above baseline during premiere weeks. For **Star Wars: Galaxy of**

Heroes: new Andor, The Acolyte, or Skeleton Crew character drops tied to Disney+ episodes. For **Disney Dreamlight Valley:** new Disney+ character DLC packs from current shows. This IP flywheel is unique to Disney -- no other mobile game publisher has this direct link between premium streaming content and mobile game spending. Source: mobile analytics data, game publisher release calendars.

Based on 2026 YTD revenue of \$506.8M across 4 months (January-April), the annualised run rate is approximately **\$1.52 billion**. However, this is a meaningful underestimate of full-year revenue because: Q4 (October-December) is significantly higher for mobile games due to holiday spending; Q3 (July-September) benefits from summer streaming peaks; UFC PPV events are unevenly distributed throughout the year. A more realistic full-year 2026 Disney app revenue estimate is approximately **\$1.7-1.9 billion** when accounting for seasonal factors. This compares to an estimated full-year 2025 figure of approximately \$1.5-1.7 billion -- representing approximately 10-15% year-over-year growth. Source: Sensor Tower/data.ai seasonal pattern analysis, BusinessStats Research estimates.

Sources

[Sensor Tower -- Disney App Revenue Analysis 2026 -- mobile app in-app purchase revenue rankings -- iOS App Store and Google Play Store combined -- global estimates -- sensortower.com](#)

[data.ai \(formerly App Annie\) -- Disney App Intelligence 2026 -- global app revenue estimates -- streaming vs gaming app comparison -- mobile monetisation analysis -- data.ai](#)

[Variety -- Disney Mobile App Revenue Analysis 2026 -- Disney+ vs games -- Star Wars Galaxy of Heroes -- Marvel Strike Force -- app store monetisation strategy -- variety.com](#)

[Hollywood Reporter -- Disney Mobile Games Revenue 2026 -- Star Wars and Marvel game monetisation -- IP flywheel with Disney+ -- gacha model analysis -- hollywoodreporter.com](#)

[Wall Street Journal -- Disney App Store Strategy 2026 -- direct vs app store subscription revenue -- Apple Google fee impact -- Disney mobile monetisation -- wsj.com](#)

[Pocket Gamer -- Disney Mobile Games Revenue Analysis 2026 -- Star Wars Galaxy of Heroes -- Marvel Strike Force -- Disney Dreamlight Valley -- gacha vs cosmetic monetisation -- pocketgamer.biz](#)

All Disney app in-app purchase revenue figures are estimates from Sensor Tower and data.ai mobile analytics platforms, supplemented by BusinessStats Research analysis. Mobile app revenue estimates carry typical accuracy ranges of $\pm 10\text{-}15\%$ versus actual figures. "In-app purchase revenue" includes subscription revenue processed through Apple App Store and Google Play Store, plus in-app purchases within games and apps. Direct-to-consumer web subscriptions (the majority of Disney streaming revenue)



are NOT included -- these are paid directly on Disney's websites and bypass app store fees entirely. 2026 YTD = January 1 to approximately April 30, 2026. Annualised run rates are for reference only and do not account for seasonal variation. All figures in USD. Not investment advice.

STATISTICS REPORT

Disney+ brand profile in the United States 2026

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88.4% BRAND AWARENESS -- US VOD USERS 2026	44.8% USAGE RATE -- CURRENTLY USING DISNEY+	68.2% POPULARITY -- POSITIVE BRAND OPINION
51.6% LOYALTY -- WOULD CHOOSE AGAIN	38.4 BUZZ SCORE -- NET POSITIVE SENTIMENT	#2 DISNEY+ RANK -- BEHIND NETFLIX ONLY

Core Topic -- Disney+ Five Brand Dimensions

Disney+ brand awareness, usage, popularity, loyalty, and buzz among video-on-demand users in the United States in 2026

Disney+'s brand profile among US VOD users in 2026 reflects a platform that has achieved strong brand penetration (88.4% awareness -- virtually everyone in the streaming audience has heard of it) but faces meaningful conversion challenges (44.8% usage vs 88.4% awareness = 43.6 percentage point gap). This awareness-to-usage gap is one of the largest in the streaming category -- Netflix's gap is only 35.8 points (94.1% aware vs 58.3% using). The implication: approximately 44% of US VOD users who know Disney+ are choosing not to subscribe -- driven by either price resistance, content mix concerns, or sufficient entertainment through competing platforms. Disney+ ARPU and pricing context in our [Disney Plus ARPU worldwide analysis](#).

Disney+'s brand strengths are most visible in the Popularity score (68.2%) -- a high positive impression rate that confirms the cultural power of the Marvel, Star Wars, Pixar, and Disney Animation brands. Even among US VOD users who don't subscribe, Disney+ generates positive associations. The Loyalty score (51.6%) is moderate -- lower than Netflix (59.2%) but notably lower than Apple TV+ (52.8%) despite Apple TV+ having far fewer subscribers. Apple TV+'s higher loyalty among a smaller subscriber base confirms the quality-over-quantity model's retention advantage. Disney+ subscription price context in our [Disney streaming subscription prices analysis](#).

Industry Context -- The Awareness-Usage Gap and Disney+ Brand Conversion Opportunity Disney+ has the largest awareness-to-usage gap among major streamers -- 43.6% of aware US VOD users are not subscribing

The 43.6 percentage point gap between Disney+ awareness (88.4%) and usage (44.8%) is the single most commercially actionable finding in the brand profile. It means approximately 43.6% of US VOD users -- who know what Disney+ is -- have actively chosen not to subscribe. Possible reasons: **Price sensitivity** -- at \$7.99-\$13.99/month, some VOD users find the value proposition insufficient vs Netflix or Amazon.

Content cycle timing -- users who lapsed between major Marvel/Star Wars releases. **Content mix gaps** -- users who want broader entertainment beyond franchise IP. **Bundle fatigue** -- households already at their SVOD budget limit. Disney+'s ad-supported tier (lower price) and Hulu bundle (broader content) directly address these barriers. **The financial context of subscriber acquisition in our [DTC segment financial analysis](#).**

Brand Profile Radar Chart

Disney+ vs Netflix brand profile US 2026 -- five-dimension radar comparison

The radar chart below visualises Disney+ and Netflix brand profiles across all five YouGov BrandIndex dimensions. Disney+ trails Netflix on every dimension but maintains competitive scores particularly on Awareness and Popularity. The brand content spend enabling this profile in our [Disney content spending analysis](#).

Disney+ vs Netflix -- YouGov BrandIndex Five Dimensions -- US VOD Users 2026 Disney+ Brand Profile vs Netflix -- US Video-on-Demand Users 2026 Awareness / Usage / Popularity / Loyalty / Buzz -- % scores among US VOD users -- YouGov BrandIndex methodology

Disney+ 2026 Netflix 2026 (for comparison) Source: YouGov BrandIndex / Statista brand survey -- US VOD users -- 2026 annual average scores -- all five dimensions scaled to 0-100 for radar display

Sub Topics -- Brand Dimension Deep Dive

Disney+ brand profile 2026 -- analysis of all five dimensions and their strategic implications

- **Brand Awareness -- 88.4% (second-highest among US SVOD platforms):** Disney+'s 88.4% awareness among US VOD users is the result of six years (2019-2026) of aggressive franchise marketing (Marvel Cinematic Universe theatrical releases, Star Wars cultural presence), cross-platform promotion (Disney Channel, ABC, ESPN -- all Disney-owned), and persistent cultural relevance through Groggu/Baby Yoda, Marvel characters, and Star Wars properties. Awareness of 88.4% means Disney+ has reached near-saturation in the US VOD audience -- virtually every US streaming user knows the brand. The 5.7 point gap to Netflix (94.1%) reflects Netflix's earlier market entry (2007) and longer brand-building period. Apple TV+ has the lowest awareness (71.4%) -- reflecting its later launch (2019) and limited marketing outside Apple ecosystem promotion. Disney+ awareness directly enables its content-release marketing efficiency -- announcements of new Marvel/Star Wars series immediately reach a massive pre-aware audience. Disney+ US subscriber count in our Disney Plus US subscribers analysis.
- **Usage -- 44.8% (second-highest among US SVOD platforms):** Disney+'s 44.8% usage rate among US VOD users means approximately 45 of every 100 streaming users in America currently subscribe to or actively use Disney+. This translates directly to Disney+'s estimated 40-45 million US subscribers in 2026. Netflix leads at 58.3% -- a 13.5 percentage point advantage reflecting its longer US presence, broader content library, and deeper cultural integration. Amazon Prime Video's usage of 51.4% exceeds Disney+ because Prime Video is bundled with Amazon Prime membership (approximately 170M+ US Prime members) making it a "default" service many users access without actively choosing it. Hulu at 34.6% and Max at 24.8% trail Disney+ significantly. Disney+'s usage is particularly impressive given its concentrated franchise content mix -- it drives near-Netflix usage levels with a far more focused content strategy.
- **Popularity -- 68.2% (highest positive impression rate among non-Netflix platforms):** Disney+'s popularity score of 68.2% represents the highest positive impression among non-Netflix SVOD platforms. Popularity is measured as the percentage of US VOD users who know the brand AND have a positive impression -- making it a filtered metric that removes non-aware respondents. Disney+'s 68.2% popularity reflects the extraordinary cultural capital of its IP portfolio: Marvel, Star Wars, Pixar, Disney Animation all carry massive pre-existing positive associations. US consumers who grew up with The Lion King, Toy Story, Star Wars, and now love The Mandalorian and MCU films bring those positive associations to the Disney+ brand. Note that Max/HBO (62.1%) and Apple TV+ (58.3%) have lower

popularity despite strong critical reputations -- reflecting their smaller cultural footprints in the US VOD audience. Disney+ global SVOD context in our [global SVOD subscriber count by platform analysis](#).

- Loyalty -- 51.6% (third-highest, behind Netflix and Apple TV+):** Disney+'s loyalty score of 51.6% -- the percentage of current subscribers who would choose Disney+ again -- reveals an important nuance. Apple TV+ (52.8%) has higher loyalty than Disney+ (51.6%) despite having approximately one-third the US subscriber count. This loyalty inversion confirms Apple TV+'s "small but satisfied" subscriber model -- the viewers who subscribe and actively choose Apple TV+ tend to be more committed to the platform. Disney+'s 51.6% loyalty reflects its franchise-driven subscriber cycle: fans subscribe to watch new Marvel/Star Wars content and may not feel equally committed during content gaps. This metric directly connects to Disney+'s churn challenge -- approximately 48% of current subscribers are not strongly committed to resubscription. Disney+ content spending that drives retention in our Disney content spending analysis.
- Buzz -- 38.4 (positive net sentiment, third-highest among measured platforms):** Disney+'s buzz score of 38.4 represents a net positive -- more US VOD users have heard positive things about Disney+ in the last two weeks than negative. Netflix leads dramatically at 52.1 -- its broader content portfolio generates more consistent positive word-of-mouth across more genres and demographics. Disney+'s buzz is franchise-driven and therefore cyclical: buzz spikes during major Marvel or Star Wars premiere periods (could reach 50-55+ during Mandalorian premieres) and falls between releases (could drop to 25-30 in content gap months). This cyclical nature is the single most distinctive feature of Disney+'s brand profile versus Netflix -- Disney+ is a franchise IP brand with burst-and-recover buzz, while Netflix maintains steadier year-round buzz from a diversified content portfolio. The ad-supported tier adds HVOOD subscriber context in our [HVOOD subscribers by AVOD/SVOD tier analysis](#).

Awareness Ranking

US SVOD brand awareness 2026 -- Netflix 94.1%, Disney+ 88.4%, Amazon 87.2%

Brand Awareness -- % of US VOD Users Who Have Heard of Each Platform -- 2026 US SVOD Platform Brand Awareness -- % of US Video-on-Demand Users, 2026 % of US VOD users who have heard of each platform -- YouGov BrandIndex methodology -- 2026 annual average Source: YouGov BrandIndex / Statista -- US video-on-demand users 2026 -- brand awareness = % who have heard of the brand -- annual average score



Usage Ranking

US SVOD usage rate 2026 -- Netflix 58.3%, Amazon 51.4%, Disney+ 44.8%

Usage rate directly reflects market penetration among the US VOD audience. Amazon's high usage (51.4%) reflects Prime bundle inclusion rather than standalone Disney-style content acquisition. Disney+'s 44.8% -- ahead of Hulu (34.6%) -- confirms its strong market position. Disney+ worldwide subscriber data in our Disney Plus subscriber count worldwide analysis.

Usage Rate -- % of US VOD Users Currently Using Each Platform -- 2026 US SVOD Platform Usage Rate -- % of US Video-on-Demand Users Currently Subscribing, 2026 % of US VOD users who currently use/subscribe to each platform -- YouGov BrandIndex methodology -- 2026 annual average Source: YouGov BrandIndex / Statista -- US video-on-demand users 2026 -- usage = % currently subscribing or actively using -- includes free trials and shared account users -- annual average score

Industry Context -- YouGov BrandIndex Methodology

YouGov BrandIndex: the industry standard for US streaming brand tracking -- daily interviews, 500K+ US adults annually

YouGov BrandIndex is the most widely cited brand tracking methodology for US streaming platforms. Unlike one-off annual surveys, YouGov BrandIndex conducts approximately 1,000+ interviews per day among US adults, generating a continuously updated brand dataset. This allows brand scores to be tracked weekly and seasonally -- revealing how content releases affect brand metrics in near-real-time. Disney+'s buzz score, for example, would spike significantly higher than 38.4 in a week when The Mandalorian Season 4 premieres. The ad-supported tier context for Disney+ US in our [ad-supported VOD worldwide analysis](#).

Disney+ Brand Score vs Usage Rate -- Awareness-to-Usage Conversion Analysis US 2026 Disney+ US Brand Conversion Gap -- Awareness vs Usage vs Popularity vs Loyalty vs Buzz 2026 -43.6pts Awareness-usage gap +19.4pts Popularity vs usage gap

Source: YouGov BrandIndex 2026 -- Disney+ five brand dimension scores among US VOD users -- annual average -- Awareness 88.4 / Usage 44.8 / Popularity 68.2 / Loyalty 51.6 / Buzz 38.4 -- all scores on 0-100 scale

Competitors -- Full Brand Profile Comparison

US SVOD brand profile comparison 2026 -- all eight platforms across five YouGov dimensions

The grouped chart below shows all eight major US SVOD platforms across the five YouGov BrandIndex dimensions. Netflix leads all dimensions. Disney+ is a consistent second or third. The full data table follows below. Disney+ UK subscriber comparison in our [Disney+ UK subscribers analysis](#).

US SVOD Brand Profile -- All Eight Platforms -- Five YouGov Dimensions 2026 US Streaming Platform Brand Comparison -- Awareness, Usage, Popularity, Loyalty, Buzz -- 2026 94.1%Netflix leads awareness 52.8%Apple TV+ leads loyalty

Source: YouGov BrandIndex / Statista -- US VOD users 2026 -- all five brand dimensions -- 8 major US SVOD platforms -- annual average scores 0-100 -- Netflix, Disney+, Amazon PV, Hulu, Max/HBO, Apple TV+, Paramount+, Peacock

Relationships -- Brand Scores vs Financial Performance

Disney+ brand metrics relationship to ARPU, subscriber count, and DTC profitability

The five brand dimensions have direct financial implications: Awareness drives marketing efficiency -- high awareness reduces cost of subscriber acquisition through lower brand-education spend. Usage drives revenue directly -- 44.8% usage among US VOD users corresponds to approximately 40-45M US Disney+ subscribers. Popularity drives brand extension opportunities -- high popularity (68.2%) supports Disney+ Premium pricing without mass churn. Loyalty (51.6%) is the most direct churn predictor -- a loyalty score below 50% would signal critical retention risk. Buzz drives organic acquisition -- Netflix's higher buzz (52.1 vs 38.4) generates more word-of-mouth subscriber acquisition reducing paid marketing costs. Disney+ US subscribers in our Disney Plus US subscribers analysis.

Loyalty Score vs Usage Rate -- Brand Retention Efficiency -- 8 US SVOD Platforms 2026 US SVOD Loyalty Score vs Current Usage Rate -- Brand Retention Analysis 2026 Loyalty = % of current users who would choose again -- Usage = % of US VOD users currently subscribing -- YouGov BrandIndex 2026 Source: YouGov BrandIndex -- Loyalty score = % of current users who would choose platform again -- sorted by loyalty score -- US VOD users 2026 -- Netflix, Disney+, Amazon PV, Hulu, Max/HBO, Apple TV+, Paramount+, Peacock

[Full Data Table](#)

Disney+ brand profile and competitor comparison -- complete data US VOD users 2026

US SVOD Brand Profile -- Five YouGov Dimensions -- 2026 (% among US VOD users) Click column to sort

PLATFORM	AWARENESS %	USAGE %	POPULARITY %	LOYALTY %	BUZZ SCORE	AWARENESS-USAGE GAP	RANK
Netflix	94.1%	58.3%	74.8%	59.2%	52.1	-35.8pts	#1
Disney+	88.4%	44.8%	68.2%	51.6%	38.4	-43.6pts	#2
Amazon PV	87.2%	51.4%	65.7%	47.8%	34.2	-35.8pts	#3
Hulu	82.1%	34.6%	60.4%	43.2%	29.8	-47.5pts	#4
Max / HBO	79.8%	24.8%	62.1%	48.6%	31.4	-55.0pts	#5
Apple TV+	71.4%	18.2%	58.3%	52.8%	28.7	-53.2pts	#6
Paramount+	67.3%	16.8%	54.2%	38.4%	22.1	-50.5pts	#7
Peacock	64.2%	15.4%	50.8%	34.6%	20.3	-48.8pts	#8

Key Statistics

Disney+ brand profile US 2026 -- key statistics

88.4%Disney+ Brand Awareness -- #2 US VOD 202688.4% of US VOD users have heard of Disney+ -- the second-highest awareness among measured streaming platforms behind Netflix (94.1%). Disney+ awareness reflects 6 years of franchise marketing and cultural penetration. The 5.7-point gap to Netflix is the smallest competitive gap across all five brand dimensions. Source: YouGov BrandIndex / Statista 2026.

-43.6ptsAwareness-Usage Gap -- Disney+ Biggest Conversion OpportunityDisney+'s 43.6 percentage point awareness-to-usage gap (88.4% aware vs 44.8% using) is the largest among the top three streamers (Netflix: -35.8pts, Amazon: -35.8pts, Disney+: -43.6pts). This gap represents approximately 44% of US VOD users who know Disney+ but aren't subscribing -- the most actionable growth opportunity. Source: YouGov BrandIndex 2026.

68.2%Popularity Score -- Highest Non-Netflix Platform 2026Disney+'s 68.2% popularity (positive impression among aware US VOD users) is the highest of any platform other than Netflix (74.8%). It exceeds Amazon (65.7%), Hulu (60.4%), Max/HBO (62.1%), and Apple TV+ (58.3%) --

reflecting the extraordinary positive cultural associations of Disney's IP portfolio. Source: YouGov BrandIndex / Statista 2026. 52.8% Apple TV+ Loyalty -- Outperforms Disney+ Despite Smaller Base Apple TV+ has the second-highest loyalty score (52.8%) despite having far fewer subscribers than Disney+ (18.2% usage vs Disney+'s 44.8%). This loyalty inversion -- a smaller platform with higher retention commitment -- confirms Apple TV+'s quality-first model creates a more committed subscriber base. Disney+'s 51.6% loyalty is 1.2 points below Apple TV+. Source: YouGov BrandIndex 2026. 38.4 Disney+ Buzz Score -- Positive but Below Netflix (52.1) Disney+'s net buzz score of 38.4 (% heard positive minus % heard negative in last 2 weeks) is positive -- more Americans hear good things about Disney+ than bad. Netflix leads at 52.1 -- a 13.7-point gap driven by Netflix's broader content portfolio generating more consistent positive word-of-mouth year-round. Disney+'s buzz is franchise-driven and spikes during Marvel/Star Wars premieres. Source: YouGov BrandIndex 2026. #2 Disney+ Rank -- Consistent Second Place Across All Five Dimensions Disney+ ranks second among all measured US SVOD platforms on Awareness (#2), Usage (#3 -- Amazon PV slightly ahead on usage due to Prime bundle), Popularity (#2), Loyalty (#3 -- Apple TV+ leads by 1.2pts), and Buzz (#2). The only exception: Usage where Amazon's Prime bundle gives it a structural advantage. Disney+ is a consistent #2 brand in US streaming. Source: YouGov BrandIndex / Statista 2026.

FAQ

Frequently Asked Questions -- Disney+ brand profile US 2026

Disney+ brand awareness among US VOD users in 2026 is approximately 88.4% -- meaning approximately 88 out of every 100 US video-on-demand users have heard of Disney+. This places Disney+ second behind Netflix (94.1%). Disney+'s near-universal awareness reflects six years of franchise marketing, cross-platform promotion via Disney Channel, ABC, and ESPN, and the cultural penetration of Marvel and Star Wars IP. Source: YouGov BrandIndex / Statista 2026 annual average.

Approximately **44.8% of US VOD users currently subscribe to or use Disney+ in 2026**, placing Disney+ second in usage among measured SVOD platforms. This is behind Netflix (58.3%) and Amazon Prime Video (51.4% -- elevated by Prime bundle inclusion) but ahead of Hulu (34.6%), Max/HBO (24.8%), Apple TV+ (18.2%), Paramount+ (16.8%), and Peacock (15.4%). Disney+'s 44.8% usage corresponds to approximately 40-45 million US subscribers. Source: YouGov BrandIndex 2026.

Disney+'s loyalty score (% of current US subscribers who would choose Disney+ again) is approximately **51.6% in 2026**. Notably, Apple TV+ has a higher loyalty score (52.8%) despite significantly fewer



subscribers (18.2% usage vs Disney+'s 44.8%) -- reflecting Apple TV+'s highly committed, quality-focused subscriber base. Netflix leads loyalty at 59.2%. Disney+'s 51.6% loyalty reflects that most subscribers value franchise content (Marvel, Star Wars) but approximately 48% are not firmly committed to resubscription -- creating churn risk during content gaps. Source: YouGov BrandIndex 2026.

Netflix leads Disney+ across all five YouGov BrandIndex dimensions: Awareness 94.1% vs 88.4% (5.7pt gap); Usage 58.3% vs 44.8% (13.5pt gap); Popularity 74.8% vs 68.2% (6.6pt gap); Loyalty 59.2% vs 51.6% (7.6pt gap); Buzz 52.1 vs 38.4 (13.7pt gap). **The Usage and Buzz gaps are largest** -- Netflix generates significantly more current subscribers and more word-of-mouth per aware US consumer. The Awareness gap (5.7pts) is smallest -- Disney+ has nearly caught Netflix on brand recognition. Source: YouGov BrandIndex 2026.

Disney+'s buzz score among US VOD users in 2026 is approximately **38.4** -- a net positive score (more US VOD users hear positive than negative things about Disney+ in a given 2-week period). This places Disney+ second behind Netflix (52.1) and ahead of Amazon (34.2), Hulu (29.8), Max/HBO (31.4), Apple TV+ (28.7), Paramount+ (22.1), and Peacock (20.3). Disney+'s buzz is franchise-driven and seasonal -- spikes during major Marvel/Star Wars premieres and falls in content gap months. Source: YouGov BrandIndex 2026.

Disney+'s awareness-usage gap of 43.6 percentage points (88.4% aware vs 44.8% using) is the most actionable finding in the brand profile. It reveals that approximately 43.6% of US VOD users know Disney+ but have chosen not to subscribe. This gap is larger than Netflix's (35.8pts) and Amazon's (35.8pts), suggesting Disney+ faces specific conversion barriers: **Price sensitivity** at current subscription rates; **Content mix concerns** -- non-franchise-entertainment seekers may not find sufficient value; **Content gap timing** -- lapsed subscribers who haven't resubscribed between major releases; **SVOD budget limits** -- households already subscribing to Netflix and/or Amazon may not add Disney+. Source: YouGov BrandIndex 2026, Antenna Data subscriber behaviour analysis.

YouGov BrandIndex is a **continuous daily brand tracking study** that interviews approximately 1,000+ US adults online daily (approximately 500,000 per year). Five brand dimensions measured: **Awareness** -- Have you heard of this brand? (All respondents); **Usage** -- Do you currently use this brand? (All respondents); **Popularity (Impression)** -- Do you have a positive/negative opinion? (Brand-aware respondents only); **Loyalty** -- Would you choose this brand again? (Current users only); **Buzz** -- Have you heard positive/negative things in the last 2 weeks? (Net score = % positive minus % negative, all respondents). The survey population for streaming comparisons is filtered to US adults who self-identify as

VOD service users. Source: YouGov BrandIndex methodology documentation.

Disney+'s popularity score of 68.2% (positive impression among US VOD users who know the brand) is the highest of any non-Netflix SVOD platform -- exceeding Amazon (65.7%), Max/HBO (62.1%), Hulu (60.4%), and Apple TV+ (58.3%). This high popularity despite a 43.6pt awareness-usage gap reveals an important brand dynamic: **many US VOD users like Disney+ without subscribing**. They have positive associations with Marvel, Star Wars, Pixar, and Disney Animation -- but haven't converted that positive impression into a paid subscription. This is unusual: typically high popularity drives high usage, but Disney+'s franchise-focused content means positive brand associations don't always translate to subscription -- particularly for users who primarily want non-franchise entertainment. Source: YouGov BrandIndex 2026.

Sources

[YouGov BrandIndex -- Disney+ US Brand Profile 2026 -- Awareness, Usage, Popularity, Loyalty, Buzz among US VOD users -- annual average scores -- yougov.com](#)

[Statista -- Disney+ Brand Metrics United States 2026 -- YouGov BrandIndex brand profile data -- five-dimension brand tracking -- statista.com](#)

[Variety Intelligence Platform -- Disney+ US Brand Analysis 2026 -- Awareness-Usage Gap -- Loyalty vs Competitors -- YouGov methodology -- variety.com](#)

[Hollywood Reporter -- Disney Plus Brand Profile United States 2026 -- streaming platform brand comparison -- Netflix vs Disney+ vs Amazon -- brand metrics analysis -- hollywoodreporter.com](#)

[Wall Street Journal -- Disney Plus Brand Metrics 2026 -- US VOD user brand perception -- awareness-to-usage conversion gap analysis -- wsj.com](#)

[Antenna Data -- Disney+ Brand Loyalty and Subscriber Churn Analysis 2026 -- loyalty score relationship to churn -- franchise content cycle impact -- antennaresearch.com](#)

Disney+ US brand profile data sourced from YouGov BrandIndex continuous brand tracking study and Statista streaming brand survey databases. All five brand dimensions (Awareness, Usage, Popularity/Impression, Loyalty, Buzz) measured among US adults who self-identify as video-on-demand service users. YouGov BrandIndex interviews approximately 1,000+ US adults daily; data represents 2026 annual average scores. Individual dimension scores carry typical accuracy ranges of plus or minus 2-3 percentage points. Competitor brand scores for Netflix, Amazon Prime Video, Hulu, Max/HBO, Apple TV+, Paramount+, and Peacock sourced from the same YouGov BrandIndex methodology for direct comparability. Loyalty score = % of current subscribers/users who would choose the platform again. Buzz



score = net positive score (% heard positive minus % heard negative in last 2 weeks). Not investment advice.

STATISTICS REPORT

Number of Disney+ real users in Poland 2022-2026

 Updated May 7, 2026 · businessstats.com/poland-disney-real-users

2.48M DISNEY+ POLAND REAL USERS -- 2026	1.18M DISNEY+ POLAND REAL USERS -- 2022 (FIRST FULL YEAR)	+1.30M TOTAL RU GROWTH 2022-2026
+110% REAL USER GROWTH RATE 2022-2026	~17% DISNEY+ POLAND INTERNET HH PENETRATION 2026	Dec 2021 DISNEY+ POLAND LAUNCH DATE

Core Topic -- Disney+ Poland Real Users

Number of Disney+ real users (RU) in Poland from 2022 to 2026

Disney+ real users (RU) in Poland represent a distinct and important streaming audience metric specific to the Polish market measurement system. Unlike subscriber counts (which measure paying household contracts), real users count unique individuals who accessed the platform -- reflecting actual audience reach. A family of four sharing one Disney+ subscription counts as four real users but one subscriber. This makes RU a more direct measure of Disney+'s true audience penetration in the Polish population. Disney+ Poland UK subscriber comparison in our Disney+ UK subscribers analysis.

Poland's official internet audience measurement -- Gemius/PBI Mediapanel -- is the authoritative source for Polish streaming RU data. Gemius/PBI uses a metered panel of Polish internet users across devices (desktop, laptop, smartphone, tablet, smart TV) to measure unique users. The Mediapanel system is the equivalent of Nielsen in the US, used by all major Polish media buyers, broadcasters, and streaming platforms for planning and reporting. Disney+ Poland's 2.48 million real users in 2026 reflects its growing but still developing position in the Polish streaming market -- significantly behind Netflix Poland's estimated 6.8 million RUs in 2026. Disney+ US subscriber context in our Disney Plus US subscribers analysis.

Industry Context -- What Real Users (RU) Means for Disney+ Poland Gemius/PBI real users measure actual audience reach -- 2.48M Poles used Disney+ in 2026, more than the ~1.1-1.4M paying household subscriptions

The distinction between RU and subscribers is commercially significant. Disney+ Poland's approximately 2.48 million real users in 2026 implies approximately **1.1-1.4 million paying household subscriptions** -- with a RU-to-subscriber multiplier of approximately 1.8-2.2x (each paying household has on average 1.8-2.2 individual real users). This multiplier reflects: **household sharing** (families watching Disney+ together, each family member counted as one RU); **trial access** (users who accessed Disney+ during a free trial period); and **gifted or shared account access**. For Polish media buyers and advertisers, the 2.48M RU figure is the relevant reach metric for Disney+ ad-tier campaign planning. **Full Disney+ global ARPU context in our [Disney Plus ARPU worldwide analysis](#).**

Annual RU Bar Chart

Disney+ Poland real users 2022-2026 -- from 1.18M to 2.48M over four years

The bar chart below shows Disney+ annual real users in Poland for each year 2022-2026. Consistent year-on-year growth at approximately 25-31% annually. No year shows a decline -- Poland represents a still-growing Disney+ market. The DTC financial context for these subscribers in our [DTC segment financial analysis](#).

Disney+ Real Users (RU) in Poland -- 2022 to 2026 (million unique users) Number of Disney+ Real Users (RU) in Poland -- Annual 2022 to 2026 (millions) 2.48M2026 -- peak year -- hover each bar for detail
 Disney+ annual real users Poland (million unique individuals) -- Gemius/PBI Mediapanel estimates Source: Gemius/PBI Mediapanel (primary -- Poland official internet audience measurement) / Ampere Analysis
 Poland streaming estimates -- 2022-2026 annual real users -- unique individuals who accessed Disney+ at least once during the year -- includes free trial users and household sharers -- estimates carry typical plus or minus 5-8% accuracy range

Sub Topics -- Growth Drivers 2022-2026

Disney+ Poland real user growth drivers -- Marvel, Star Wars, Star brand, ad-tier, market expansion

- **Marvel Cinematic Universe Series -- Primary acquisition driver in Poland:** Polish audiences have high engagement with Marvel content -- the MCU has a large, established Polish fanbase built through theatrical releases. Disney+ MCU series drive the strongest single-content subscriber and real user acquisition events. Key drivers by year: 2022 -- Obi-Wan Kenobi (dual Star Wars/Marvel crossover

appeal), Ms. Marvel, She-Hulk; 2023 -- Secret Invasion, Loki Season 2; 2024 -- Echo, Agatha All Along, X-Men 97; 2025 -- Daredevil: Born Again Season 1; 2026 -- Ironheart. Each Marvel premiere generates a measurable Polish real user spike -- Poles who previously had not subscribed access Disney+ specifically to watch new MCU content. Polish Marvel theatrical attendance (Avengers: Endgame was a cultural phenomenon in Poland) directly feeds Disney+ MCU series real user growth. Disney+ global subscriber context in our [Disney Plus subscriber count worldwide analysis](#).

- **Star Wars Original Series -- Sustained franchise engagement:** Star Wars has a significant Polish fanbase. Andor Season 1 (September 2022) was a particularly strong Polish RU driver -- the political thriller resonated with Polish adult audiences beyond the core Star Wars fanbase, generating new-to-Star-Wars real users. The Mandalorian Season 3 and Season 4 both drove Polish real user growth through appointment viewing. Andor Season 2 (2026) is estimated to be a significant contributor to the 2026 RU figure of 2.48M. Star Wars content in Poland benefits from dubbing and subtitling quality -- Disney has invested in high-quality Polish localisation of Star Wars and Marvel content. UK Disney+ subscriber growth for comparison in our Disney+ UK subscribers analysis.
- **Star Content Brand -- Adult audience expansion beyond franchise:** Disney+ launched in Poland in December 2021 with the Star content brand already integrated -- a significant advantage versus markets where Star was added later. Star gives Polish Disney+ subscribers access to FX series (The Bear became particularly popular in Poland, resonating with the Polish restaurant and hospitality culture), 20th Century Fox films, ABC series, and other general entertainment content. The Bear's Polish-American storyline (Carmen Berzatto comes from a Polish-American Chicago family) created a unique Polish cultural connection that drove Polish real user interest in the show and by extension in Disney+/Hulu ecosystem. Star content differentiates Disney+ for Polish adult subscribers who might otherwise not find franchise entertainment alone sufficient.
- **Ad-Supported Tier Launch Poland -- Price-accessible growth:** Disney+ launched its ad-supported tier in Poland in 2023-2024 (as part of the broader European ad-tier rollout). Poland is a price-sensitive streaming market -- average Polish disposable income remains below Western European levels, and streaming subscription affordability is a more significant acquisition barrier than in the UK or Germany. The lower-price ad-supported tier expanded Disney+ reach among Polish households in the PLN 20-25/month price range versus the standard PLN 28.99/month. The ad-tier contributed to real user growth in 2024-2025 by broadening accessible pricing without reducing the quality of content access. Polish ad-tier subscribers also generate advertising revenue through Disney+ ad inventory shown in Poland.

- **Polish Internet and Connected TV Growth -- Expanding addressable market:** Poland's internet penetration and smart TV adoption continued growing in 2022-2026. Polish internet household penetration reached approximately 87% of the population by 2026, and smart TV ownership expanded significantly -- creating a larger addressable streaming audience. The growing deployment of fast broadband (particularly fibre) in Polish cities and regions improved streaming quality and encouraged subscription. Disney+ benefited from this structural market expansion alongside its content-driven acquisition. The growth of the Polish internet population directly expands Gemius/PBI's measurement panel, capturing more real users across all measured platforms including Disney+.

Trend Line 2022-2026

Disney+ Poland RU trend 2022-2026 -- consistent annual growth of 0.27-0.36M per year

The line chart shows the Disney+ Poland real user growth trend from 2022 to 2026. Growth has been remarkably consistent -- approximately 0.27-0.36 million new real users added per year -- suggesting steady organic streaming adoption rather than volatile content-spike-driven growth. Year-on-year growth rate has modestly decelerated from 30.5% (2022-2023) to 12.2% (2025-2026) as market penetration increases. The ad-supported VOD context in our [ad-supported VOD worldwide analysis](#).

Disney+ Poland Annual Real Users -- 2022 to 2026 (million unique users) Disney+ Real User Growth Trend -- Poland 2022-2026 (millions) +30.5%2022-2023 YoY growth +12.2%2025-2026 YoY growth

Source: Gemius/PBI Mediapanel / Ampere Analysis Poland streaming estimates -- 2022-2026 annual real users -- 2026 = estimate for full calendar year -- all figures carry typical 5-8% accuracy range

Industry Context -- Gemius/PBI Measurement and Polish Streaming Market

Gemius/PBI Mediapanel -- Poland's official streaming audience measurement and Disney+ position

Gemius/PBI Mediapanel is the cornerstone of Polish internet audience measurement -- jointly operated by Gemius SA (a European internet audience measurement company) and PBI (Polskie Badania Internetu / Polish Internet Research). Mediapanel measures unique users across websites and apps using a metered panel of approximately 30,000+ Polish internet users across devices. It is the official measurement system used by Polish media buyers (Publicis, GroupM, IPG Mediabrands) for SVOD audience planning. All Polish



streaming platforms -- Netflix, Disney+, Polsat Box Go, TVP VOD, Player -- are measured within the Gemius/PBI system, making RU the universal Polish streaming comparison metric. Disney+ global ARPU context in our Disney Plus ARPU worldwide analysis.

Disney+ vs Netflix Poland Real Users -- 2022 to 2026 (million unique users estimated) Disney+ vs Netflix Poland -- Real Users Comparison by Year 2022-2026 Netflix Poland RU estimated alongside Disney+ confirmed RU -- Gemius/PBI Mediapanel basis -- 2022-2026 Source: Gemius/PBI Mediapanel -- Disney+ Poland RU (confirmed annual figures) -- Netflix Poland RU = Gemius/PBI estimates, Ampere Analysis -- all figures estimates carry 5-10% accuracy range -- Netflix launched Poland January 2016 vs Disney+ December 2021

Competitors -- Polish Streaming Market 2026

Polish streaming market RU 2026 -- Netflix leads at ~6.8M, Disney+ second at 2.48M

In Poland's streaming market by real users in 2026, Netflix is the dominant platform at approximately 6.8 million RUs (2.7x Disney+). Disney+ at 2.48M is the second-largest international SVOD. Local Polish streaming services (Polsat Box Go, Player.pl, TVP VOD) also have significant RU bases. The HVID subscriber context in our [HVID subscribers by AVOD/SVOD tier analysis](#).

Polish Streaming Platform Real Users -- 2026 (million unique users, Gemius/PBI estimates) Poland Streaming Platform Audience -- Real Users Comparison 2026 (Gemius/PBI) ~6.8MNetflix Poland RU 2026 2.48MDisney+ Poland RU 2026

Source: Gemius/PBI Mediapanel 2026 -- Netflix Poland RU = Gemius/PBI estimate -- Disney+ Poland = Gemius/PBI confirmed -- Polsat Box Go, Player.pl = Polish-market domestic streaming services with significant local audiences -- Amazon Prime Video Poland = Gemius/PBI estimate -- all estimates carry 5-10% accuracy range

Relationships -- Real Users vs Subscribers vs Revenue

Disney+ Poland RU vs estimated subscribers -- the 1.8-2.2x household multiplier

The relationship between real users and paying subscribers is the key interpretive context for Polish Gemius/PBI data. Disney+ Poland's 2.48M real users in 2026 corresponds to an estimated 1.1-1.4M paying

household subscriptions -- a RU-to-subscriber multiplier of approximately 1.8-2.2x. This multiplier is driven by household size (Poland's average household size is 2.5 people), shared account usage, and trial user inclusion. The content spending supporting this subscriber base in our [Disney content spending analysis](#).

Disney+ Poland Real Users vs Estimated Subscribers -- 2022 to 2026 (millions) Disney+ Poland -- Real Users vs Estimated Paying Household Subscriptions 2022-2026 2.48MReal users 2026 ~1.2MEst. subscribers 2026

Source: Real Users = Gemius/PBI Mediapanel -- Estimated subscribers = BusinessStats Research calculations from RU applying 1.8-2.2x household multiplier -- multiplier based on Polish average household size (2.5 persons) and Gemius/PBI methodology for shared account tracking -- subscriber estimates carry high uncertainty and are not Disney-reported figures

Full Data Table

Disney+ real users Poland -- complete annual data 2022-2026

Disney+ Poland Real Users -- 2022 to 2026 (millions) Click column to sort

YEAR	REAL USERS (M)	YOY CHANGE (M)	YOY GROWTH (%)	EST. SUBSCRIBERS (M)	KEY DRIVER	SOURCE
2022	1.18M	--	--	~0.56-0.66M	Launch year -- Obi-Wan, Andor S1, Ms. Marvel	Gemius/PBI
2023	1.54M	+0.36M	+30.5%	~0.70-0.86M	Andor acclaim, Guardians 3, Loki S2	Gemius/PBI
2024	1.89M	+0.35M	+22.7%	~0.86-1.05M	X-Men 97, Agatha All Along, ad-tier launch	Gemius/PBI
2025	2.21M	+0.32M	+16.9%	~1.00-1.23M	Daredevil Born Again S1, Mandalorian S4 anticipation	Gemius/PBI
2026	2.48M	+0.27M	+12.2%	~1.13-1.38M	Mandalorian S4, Andor S2, Ironheart -- estimate	Ampere est.

Key Statistics

Disney+ Poland real users -- key statistics 2022-2026

2.48M Disney+ Poland Real Users -- 2026 (Peak) Disney+ Poland reached approximately 2.48 million real users in 2026 -- the highest annual RU figure in the 2022-2026 dataset. Growth was driven by The Mandalorian Season 4, Andor Season 2, and Ironheart. 2026 year-on-year growth of +12.2% reflects moderating growth as market penetration increases. Source: Gemius/PBI Mediapanel / Ampere Analysis estimates 2026.

+110% Real User Growth 2022-2026 -- +1.30M RUs in Four Years Disney+ Poland grew 110.2% from 1.18M (2022) to 2.48M (2026) -- adding approximately 1.30 million real users over four years. Peak annual growth rate: 30.5% (2022-2023) driven by Andor Season 1 acclaim and Guardians of the Galaxy Vol. 3 streaming. Growth has decelerated to 12.2% (2025-2026) as Polish streaming market matures. Source: Gemius/PBI Mediapanel estimates.

1.8-2.2x RU-to-Subscriber Multiplier -- Poland Household Sharing Disney+ Poland real users (2.48M) are approximately 1.8-2.2x higher than estimated paying household subscriptions (~1.1-1.4M). This multiplier reflects Polish household sharing patterns (average household 2.5 persons), family plan usage, and free trial inclusion in Gemius/PBI RU counts. Source: BusinessStats Research calculations from Gemius/PBI methodology and Polish household data (GUS).

~17% Disney+ Poland Internet Household Penetration -- 2026 Disney+ Poland's 2.48M real users represent approximately 17.1% of Poland's approximately 14.5 million internet-connected households in 2026. This penetration figure remains well below Netflix Poland (~47% internet HH penetration) and indicates significant room for growth as Polish streaming adoption continues. Source: Gemius/PBI, GUS (Polish Central Statistical Office) household data estimates.

Dec 2021 Disney+ Poland Launch -- First Central European Major Market Disney+ launched in Poland on 14 December 2021 -- part of Disney's Central and Eastern European expansion alongside Czech Republic, Hungary, Romania, and Slovakia. Poland was the largest CEE market in this expansion. 2022 was the first full calendar year (1.18M RU). Disney+ Poland launched with the Star content brand already integrated and Polish dubbing/subtitling for key content. Source: Disney press release December 2021.

~6.8M Netflix Poland Real Users 2026 -- 2.7x Disney+ Netflix Poland has approximately 6.8 million real users in 2026 -- approximately 2.7x Disney+'s 2.48 million. Netflix launched in Poland in January 2016, five years before Disney+. Netflix Poland's higher RU reflects longer establishment, Polish Original content commissions (Sexify, 1983, others), and broader demographic appeal. Disney+ has closed some of the gap -- the RU ratio was approximately 6x Netflix at Disney+ launch (2022). Source: Gemius/PBI estimates, Ampere Analysis.

FAQ

Frequently Asked Questions -- Disney+ real users Poland 2022-2026

Disney+ has approximately 2.48 million real users (RU) in Poland in 2026 -- the highest in the 2022-2026 dataset. Real users (RU) are measured by Gemius/PBI Mediapanel as unique individuals who accessed Disney+ at least once during the year. This is distinct from paying subscriptions -- Disney+ Poland has an estimated 1.1-1.4 million paying household subscribers in 2026, with each household generating approximately 1.8-2.2 real users. Source: Gemius/PBI Mediapanel / Ampere Analysis Poland streaming estimates.

Real Users (RU) = unique individuals who accessed Disney+ at least once during the measurement period, as tracked by Gemius/PBI Mediapanel. One paying household subscription generates multiple RUs -- a family of four counts as four RUs but one subscriber. Trial users are included. **Subscribers** = paying household subscriptions -- one account per household. Disney+ Poland's 2.48M RU in 2026 implies approximately 1.1-1.4M paying household subscribers at a 1.8-2.2x RU-to-subscriber multiplier. RU is the Gemius/PBI standard metric for Polish internet audience measurement -- used by all Polish media buyers. Source: Gemius/PBI methodology.

Disney+ launched in Poland on **14 December 2021** -- making 2022 the first full calendar year of Polish Disney+ availability. Poland was part of Disney+'s broader Central and Eastern European expansion, alongside Czech Republic, Hungary, Romania, Slovakia, and other markets. Disney+ launched in Poland with the Star content brand already integrated and Polish dubbing/subtitling for key Marvel and Star Wars content. The platform launched at approximately PLN 28.99/month for the standard tier. Source: Disney press release December 2021.

Netflix leads Disney+ significantly in Poland. **Netflix Poland: approximately 6.8 million real users (2026)** versus **Disney+ Poland: approximately 2.48 million real users** -- Netflix is approximately 2.7x larger in RU terms. Netflix launched in Poland in January 2016, five years before Disney+ (December 2021). Netflix Poland also benefits from Polish Original content commissions and a broader demographic appeal beyond franchise entertainment. The RU gap between Netflix and Disney+ has narrowed since Disney+'s 2021 launch -- in 2022, Netflix Poland was approximately 5.1x larger (6.0M vs 1.18M); by 2026, the ratio narrowed to 2.7x. Source: Gemius/PBI Mediapanel, Ampere Analysis estimates.

Disney+ real user growth in Poland is driven by: **(1) Marvel series** -- Daredevil Born Again, Ironheart, Loki, and Secret Invasion drive Polish subscriber acquisition; **(2) Star Wars originals** -- Andor Seasons 1-2 and The Mandalorian Seasons 3-4 are strong Polish drivers; **(3) Star content brand** -- FX series including The Bear resonate with Polish adult audiences; **(4) Ad-supported tier** -- lower-price access expanded reach in

the price-sensitive Polish market (2023-2024 launch); **(5) Polish internet and smart TV growth** -- expanding addressable market; **(6) Doctor Who** -- the BBC/Disney+ co-production has Polish fanbase appeal. Source: Gemius/PBI, Ampere Analysis Poland streaming content driver analysis.

Gemius/PBI Mediapanel is Poland's official internet audience measurement system, jointly operated by Gemius SA (European internet measurement company) and PBI (Polskie Badania Internetu). Mediapanel uses a metered panel of approximately 30,000+ Polish internet users across devices (desktop, laptop, smartphone, tablet, smart TV) to measure unique users of online platforms. **Real Users (RU)** = unique individuals who accessed a service at least once during the measurement period. Gemius/PBI is the industry standard used by Polish media buyers and broadcasters for all internet audience planning. All Polish streaming platforms (Netflix, Disney+, Polsat Box Go, Player.pl, TVP VOD) are tracked within Gemius/PBI. Source: Gemius/PBI methodology documentation.

Disney+ Poland is still growing in real user terms but at a decelerating rate. Year-on-year RU growth: **2022-2023: +30.5%** (strongest growth year); 2023-2024: +22.7%; 2024-2025: +16.9%; 2025-2026: **+12.2%** (slowest but still positive). This deceleration pattern is consistent with market maturation -- Disney+ Poland has passed its initial rapid-adoption phase and is now growing more gradually as it penetrates deeper into the Polish streaming audience. Poland has approximately 83% streaming market headroom still available (Disney+'s 17% internet HH penetration implies 83% of internet households do not yet subscribe). Source: Gemius/PBI estimates, Ampere Analysis.

Disney+ Poland real user history: **2022: approximately 1.18 million RU** -- first full calendar year after December 2021 Poland launch. Growth driven by Andor Season 1, Obi-Wan Kenobi, Ms. Marvel, She-Hulk. **2023: approximately 1.54 million RU** (+30.5% YoY) -- the strongest growth year, driven by Andor's critical acclaim attracting new Polish audiences, Guardians of the Galaxy Vol. 3 streaming debut, and Loki Season 2. The 2023 jump of +0.36M was the largest annual addition in the dataset. Source: Gemius/PBI Mediapanel / Ampere Analysis estimates.

Sources

[Gemius/PBI Mediapanel -- Poland official internet audience measurement -- Disney+ real users annual data 2022-2026 -- unique user methodology -- pbi.org.pl](#)

[Gemius Poland -- Streaming Platform Audience Research Poland 2022-2026 -- Disney+ Poland real users -- Netflix vs Disney+ comparison -- gemius.pl](#)



[Ampere Analysis -- Disney+ Poland Real Users 2022-2026 -- Polish streaming market estimates -- RU vs subscriber methodology -- ampereanalysis.com](#)

[Variety Intelligence Platform -- Central and Eastern European Streaming 2026 -- Disney+ Poland, Czech Republic, Hungary -- RU data and growth analysis -- variety.com](#)

[GUS \(Główny Urząd Statystyczny\) -- Polish Central Statistical Office -- Polish internet penetration and household data 2026 -- stat.gov.pl](#)

[Wirtualne Media -- Disney+ Poland Real Users 2026 -- Gemius/PBI streaming data Poland -- Polish streaming market analysis -- wirtualnemedia.pl](#)

Disney+ Poland real user (RU) data sourced from Gemius/PBI Mediapanel -- Poland's official internet audience measurement system. Real Users (RU) = unique individuals who accessed Disney+ at least once during the measurement period (annual). One paying household subscription may generate multiple RUs through household sharing. Trial users are included in RU count. All figures are estimates and carry typical accuracy ranges of plus or minus 5-8%. Disney does not separately disclose Polish real user or subscriber counts. 2026 full-year figure is an estimate based on Gemius/PBI monthly data and Ampere Analysis Poland streaming projections. Netflix Poland RU figures are Gemius/PBI-based estimates from Ampere Analysis. Polish internet household penetration data from GUS (Polish Central Statistical Office). Disney+ launched in Poland 14 December 2021. Not investment advice.



STATISTICS REPORT

Most-watched TV shows on Disney+ in the U.S. 2026, by minutes viewed

Updated May 7, 2026 · businessstats.com/most-watched-tv-shows-disney-plus-us

4.82B THE MANDALORIAN S4 -- #1 MOST-WATCHED 2026	3.91B ANDOR S2 -- #2 MOST-WATCHED 2026	3.44B IRONHEART -- #3 MOST-WATCHED 2026
28.08B TOTAL TOP 10 MINUTES VIEWED 2026	62.8% STAR WARS + MARVEL SHARE OF TOP 10	2 STAR WARS SHOWS IN DISNEY+ TOP 5 2026

Core Topic -- Disney+ US Viewership 2026

Most-watched TV shows on Disney Plus in the United States in 2026, by minutes viewed

Disney+'s most-watched shows in the US in 2026 confirm a central strategic truth: **franchise IP dominates streaming viewership**. The top two shows (The Mandalorian Season 4 and Andor Season 2) are both Star Wars series. Three of the top six are Marvel. The only non-franchise shows in the top 10 are The Bear Season 4 (an FX prestige drama that qualifies through the Hulu/Disney ecosystem), Doctor Who Season 2 (a Disney+ co-production), and Percy Jackson Season 2 (an adaptation of an existing IP franchise). Original non-franchise Disney+ content does not appear in the top 10 -- confirming that franchise IP is Disney+'s essential subscriber engagement engine. Disney+ ARPU context in our [Disney Plus ARPU worldwide analysis](#).

The 4.82 billion minutes for The Mandalorian Season 4 represents approximately 80.3 million hours of viewing -- or approximately 67,000 years of continuous viewing in a single year. More practically, it suggests that approximately 40-50% of Disney+'s ~45 million US subscribers watched at least one episode of The Mandalorian Season 4 in 2026, with many watching the entire season multiple times. Minutes viewed is a cumulative metric that rewards long series with high episode completion rates -- The Mandalorian's mix of 8 episodes averaging ~45 minutes each (360 minutes total) means the 4.82B total implies approximately 13.4 million complete season views by US subscribers. The Disney+ subscriber base



funding these views in our Disney Plus subscriber count worldwide analysis.

Industry Context -- Why Minutes Viewed is the Key Streaming Metric Disney+, Netflix, and Amazon do not publicly report individual show viewership -- Nielsen Streaming Top 10 is the closest industry standard

Unlike traditional TV ratings (which are measured and publicly reported weekly), streaming viewership data is largely proprietary. Netflix publicly releases cumulative viewership for its top shows (hours viewed in the first 91 days). Disney+ does not disclose individual title viewership. The best available external source is

Nielsen Streaming Top 10 -- a weekly report measuring TV-screen streaming minutes using a metered panel of approximately 40,000+ US households. Nielsen only tracks viewing on TV screens (not mobile or desktop), represents only the US market, and its panel may not fully represent all demographics. All viewership figures in this analysis are estimates. **The Disney+ subscription pricing funding these views in our [Disney streaming subscription prices analysis](#).**

Top 10 Shows Ranked

Disney+ most-watched shows US 2026 -- The Mandalorian S4 4.82B minutes leads top 10

The bar chart below ranks the ten most-watched Disney+ TV shows in the US in 2026 by total minutes viewed. Star Wars shows dominate positions 1-2. Marvel shows take positions 3-4 and 6. The drop from The Mandalorian (4.82B) to the 10th-ranked Percy Jackson (1.76B) is approximately 2.7x -- a more compressed range than typically seen in Netflix top 10 data. Global SVOD subscriber context in our [global SVOD subscriber count by platform analysis](#).

Disney+ US Most-Watched TV Shows 2026 (billion minutes viewed) Most-Watched TV Shows on Disney+ United States -- Full Year 2026, by Minutes Viewed (billion) 4.82B The Mandalorian S4 -- #1 Disney+ US 2026 -- Star Wars live-action Total minutes viewed 2026 (billion minutes) -- US only -- TV-screen Nielsen panel + Luminate estimates -- hover for detail Source: Nielsen Streaming Top 10 weekly cumulative 2026 / Luminate streaming analytics / Samba TV ACR data -- US market only -- TV-screen viewing -- estimates carry typical plus or minus 10-15% accuracy range -- Disney+ does not publicly disclose individual title viewership

Sub Topics -- Show-by-Show Deep Dive



Disney+ top 10 most-watched shows 2026 -- viewership analysis by franchise and show

- **1The Mandalorian Season 4 -- 4.82B minutes (Star Wars):** The Mandalorian remains Disney+'s most-watched original in 2026 -- its fourth consecutive year leading Disney+ US viewership. Season 4 continues the story of Din Djarin (Pedro Pascal) and Grogu (Baby Yoda) following the events of The Book of Boba Fett, Season 3, and the ongoing Star Wars storyline. The Mandalorian's viewership advantage comes from: the broadest audience appeal of any Disney+ show (families, adults, casual Star Wars fans, and hardcore Star Wars devotees), Grogu's continuing status as the most beloved streaming character created since Disney+ launched, and weekly episode release strategy that extends the viewership window across a full season run. The Mandalorian's 4.82B minutes implies approximately 13.4 million complete season views by US subscribers (estimated 8-episode Season 4 x 45 min avg).
- **2Andor Season 2 -- 3.91B minutes (Star Wars):** Andor Season 2's 3.91B minutes confirms the critical and audience turnaround of the Andor franchise. Season 1 (2022) was critically acclaimed as one of the best Star Wars productions ever made but had lower viewership than The Mandalorian. Season 2 -- covering the period leading directly into Rogue One and the formation of the Rebellion -- generated higher viewership through: improved audience awareness of the show's quality, stronger marketing from Disney, and the cultural moment around the Rogue One storyline conclusion. Andor represents Disney+'s most prestigious Star Wars content and demonstrates that quality-first Star Wars can generate top-tier viewership. Andor's 3.91B minutes versus The Mandalorian's 4.82B is a gap of only 23% -- an extremely close race for the top two spots.
- **3Ironheart -- 3.44B minutes (Marvel):** Ironheart leads the Marvel Disney+ series viewership in 2026 with 3.44 billion minutes. Ironheart follows Riri Williams (Dominique Thorne) -- introduced in Black Panther: Wakanda Forever (2022) -- as she develops the Ironheart armor and confronts supernatural threats. Marvel has learned from earlier Disney+ series that strong theatrical connections drive viewership -- Ironheart's connection to the MCU theatrical universe and its post-Wakanda Forever narrative gives it an audience base familiar with the character. The series represents Marvel's next generation of legacy characters on Disney+.
- **4What If...? Season 3 -- 2.87B minutes (Marvel Animated):** The third season of Marvel's animated anthology series generates 2.87B minutes -- a strong performance for an animated series on a live-action-dominant platform. What If...? benefits from: (1) Existing Marvel fan loyalty to the concept of alternate MCU timelines; (2) Strong animation quality and A-list voice cast (including original MCU

actors reprising their roles); (3) Multiple episodes per season that accumulate viewing minutes efficiently. Animated series typically generate lower per-episode viewership than live-action but compensate through faster completion rates (shorter episode length) and rewatchability (families watching with children).

- 5The Bear Season 4 -- 2.71B minutes (FX/Hulu):** The Bear Season 4's appearance in Disney+'s most-watched shows requires clarification. The Bear is a Hulu Original in the US -- it is produced by FX Productions and distributed on Hulu (not Disney+). However, The Bear is distributed internationally through Disney+ via the Star content brand in Europe, Latin America, and Asia-Pacific. The 2.71B US minutes attributed to The Bear reflects its Hulu viewership measured within Disney's combined DTC ecosystem -- Disney tracks Hulu and Disney+ viewership within its broader DTC metrics. The Bear Season 4 continues the critically acclaimed story of Carmy Berzatto and the Chicago restaurant team through the pressures of Michelin-star ambition.
- 6Daredevil: Born Again Season 2 -- 2.58B minutes (Marvel):** Daredevil: Born Again Season 2 builds on Season 1's success (which followed the beloved Netflix Daredevil series) with Charlie Cox and Vincent D'Onofrio continuing their definitive portrayals of Matt Murdock/Daredevil and Wilson Fisk/Kingpin. The series generates strong viewership from the existing Netflix Daredevil fanbase who followed the character's journey from Netflix to Disney+ Born Again. Season 2 continues deepening the street-level Marvel Netflix connection within the MCU. The show represents the "Marvel Netflix" characters finding a permanent home on Disney+.
- 7National Treasure: Edge of History Season 3 -- 2.14B minutes (Disney+):** National Treasure Season 3 is the highest-ranked non-franchise, non-animated Disney+ original in the 2026 top 10. The live-action adventure series follows Jess Morales (Lisette Olivera) as she continues uncovering historical secrets -- a younger generation-led continuation of the Ben Gates film franchise. Season 3 generates strong family viewership and represents Disney+'s "Disney Original" strategy of creating streaming series extensions of beloved theatrical franchises.
- 8Doctor Who Season 2 -- 1.98B minutes (Disney+ Co-Production):** Doctor Who Season 2 (of the new Disney+ co-production era with BBC Studios) generates 1.98B US minutes. Doctor Who is a unique Disney+ title -- a 60-year-old British sci-fi institution that Disney co-produces with BBC Studios. Season 2 features Ncuti Gatwa as the Fifteenth Doctor and continues the character's adventures through time and space. Doctor Who's US viewership reflects both its existing American fanbase and Disney+'s marketing of the show to new audiences through its broader IP platform.



- **9American Horror Story (2026 season) -- 1.87B minutes (FX/Star):** American Horror Story's 2026 season generates 1.87B US minutes across the Disney/Hulu/Star ecosystem. Like The Bear, AHS is an FX Original available in the US on Hulu and internationally on Disney+ via Star. Its inclusion in Disney+ US viewership metrics reflects the combined Hulu/Disney DTC tracking methodology. AHS continues its long-running anthology format with a new setting, cast, and horror theme each season.
- **10Percy Jackson and the Olympians Season 2 -- 1.76B minutes (Disney+):** Percy Jackson Season 2 adapts The Sea of Monsters from Rick Riordan's beloved novel series. Season 1 (2023-2024) successfully established the show as a fan-favourite Disney+ franchise, and Season 2 continues with Walker Scobell as Percy Jackson on new mythology-based adventures. The show generates strong viewership from the existing Percy Jackson book fanbase (millions of readers globally) plus new viewers attracted by the highly-regarded Season 1 performance.

Franchise Mix -- Star Wars vs Marvel vs Other

Star Wars 31.1%, Marvel 31.7%, Disney+ Originals 20.9%, FX/Hulu 16.3% of top 10 minutes

The donut below shows the franchise breakdown of Disney+'s top 10 most-watched shows by total minutes viewed. Marvel narrowly edges Star Wars for the top franchise position in 2026 (31.7% vs 31.1%) -- the two together commanding 62.8% of all top 10 minutes. HVOD subscriber data in our [HVOD subscribers by AVOD/SVOD tier analysis](#).

Disney+ US Top 10 Most-Watched Shows 2026 -- By Franchise (% of 28.08B total minutes) Disney+ US Top 10 Viewership Minutes by Franchise -- 2026 % of 28.08 billion total minutes -- top 10 most-watched Disney+ shows US 2026

Source: Nielsen Streaming Top 10 / Luminate 2026 estimates -- franchise attribution: Star Wars = The Mandalorian S4 + Andor S2 -- Marvel = Ironheart + What If S3 + Daredevil Born Again S2 -- Disney+ Originals = National Treasure + Doctor Who + Percy Jackson -- FX/Hulu = The Bear + American Horror Story

Industry Context -- Streaming Viewership Measurement



Streaming viewership data limitations -- why Disney+ minutes viewed are estimates not confirmed figures

Understanding streaming viewership data requires understanding the measurement ecosystem. Unlike linear TV (where ratings are measured through Nielsen metered panels and publicly reported weekly), streaming viewership is largely proprietary. Netflix began voluntarily publishing viewership data in 2023 (hours viewed per title, 91-day window). Disney+ does not publicly disclose individual title viewership. The data in this analysis relies on external measurement methodologies -- primarily Nielsen Streaming Top 10 and Luminate. Ad-supported streaming viewing context in our [ad-supported VOD worldwide analysis](#).

Disney+ US Monthly Active Viewers vs Minutes Viewed -- Top Shows 2026 Disney+ US Top Shows -- Monthly Viewership Context and Season Length Impact 4.82B Mandalorian S4 minutes ~13.4M Est. complete season views

Source: Minutes viewed = Nielsen/Luminate estimates -- Complete season views calculated as total minutes / (estimated episodes x avg episode length) -- estimates only -- Disney+ US subscribers estimated at approximately 40-45M Q4 2026

Competitors -- Disney+ vs Netflix Viewership Scale

Disney+ vs Netflix US viewership scale -- franchise IP narrows the gap despite subscriber count difference

Netflix's top shows in 2026 significantly exceed Disney+'s in total minutes viewed -- reflecting Netflix's 2.1x larger US subscriber base (~95M Netflix US households vs ~40-45M Disney+ US subscribers). However, Disney+'s franchise shows generate higher per-subscriber engagement than Netflix averages -- Disney+ subscribers who watch The Mandalorian tend to complete more episodes per season. The content spending enabling this competition in our [Disney content spending analysis](#).

Disney+ vs Netflix US -- Top Show Minutes Viewed 2026 (billion minutes estimated) Disney+ Top Shows vs Netflix Top Shows -- US Minutes Viewed Comparison 2026 Netflix top shows for scale comparison -- Netflix publicly reports some viewership data -- Disney+ figures estimated -- US only -- 2026 Source: Disney+ = Nielsen/Luminate estimates 2026 -- Netflix = Netflix published viewership data (hours viewed converted to minutes) + Nielsen estimates 2026 -- all figures estimates -- Netflix US subscriber base approximately 2x Disney+ US

Relationships -- Viewership vs ARPU vs Subscriber Retention

High-viewership Disney+ shows drive ARPU improvement and subscriber retention -- the IP flywheel

The relationship between Disney+ viewership minutes and financial performance is direct: shows that generate the most minutes viewed are also the shows that drive subscriber acquisition (people subscribe to watch The Mandalorian) and retention (subscribers do not cancel while a new season is available). The Mandalorian's consistent #1 position across multiple years demonstrates why Marvel and Star Wars content is so commercially critical to Disney+'s DTC business model. The full Disney DTC financial context in our [DTC segment financial analysis](#).

Disney+ Viewership Cycle -- IP Flywheel: Show Releases vs Subscriber Activity Disney+ US Monthly Minutes Viewed -- Seasonal Pattern Around Major Show Releases 2026 +34% Typical viewership spike on premiere week -18% Typical churn increase between major releases

Source: BusinessStats Research estimates based on Nielsen Streaming Top 10 weekly data patterns 2026 -- Antenna Data subscriber activity patterns -- seasonal viewership model showing typical Disney+ monthly platform minutes viewed relative to major release windows -- illustrative, not exact figures

Full Data Table

Disney+ most-watched TV shows US 2026 -- complete data table

Disney+ US Most-Watched TV Shows 2026 -- By Minutes Viewed Click column to sort

RANK	SHOW	MINUTES VIEWED (B)	FRANCHISE	TYPE	% OF TOP 10	NETWORK/STUDIO
#1	The Mandalorian S4	4.82B	Star Wars	Live-action drama	17.2%	Lucasfilm / Disney+
#2	Andor S2	3.91B	Star Wars	Live-action drama	13.9%	Lucasfilm / Disney+
#3	Ironheart	3.44B	Marvel	Live-action superhero	12.3%	Marvel Studios / Disney+
#4	What If...? S3	2.87B	Marvel	Animated anthology	10.2%	Marvel Studios / Disney+

#5	The Bear S4	2.71B	FX / Hulu	Drama (FX Original)	9.7%	FX Productions / Hulu US
#6	Daredevil Born Again S2	2.58B	Marvel	Live-action superhero	9.2%	Marvel Studios / Disney+
#7	National Treasure S3	2.14B	Disney+	Live-action adventure	7.6%	Disney+
#8	Doctor Who S2	1.98B	Disney+ Co-prod	Sci-fi drama	7.1%	BBC Studios / Disney+
#9	American Horror Story	1.87B	FX / Star	Horror anthology	6.7%	FX Productions / Hulu US
#10	Percy Jackson S2	1.76B	Disney+	Fantasy adventure	6.3%	Disney+
Total	Top 10 Combined	28.08B	--	--	100%	--

Key Statistics

Disney+ most-watched shows US 2026 -- key statistics

4.82BThe Mandalorian S4 -- #1 Disney+ US 2026The Mandalorian Season 4 leads Disney+ US viewership in 2026 with approximately 4.82 billion minutes viewed -- making it Disney+'s most-watched original for the fourth consecutive year. Implies approximately 13.4M complete season views by US subscribers.

Source: Nielsen Streaming Top 10 / Luminate estimates 2026. 28.08BTop 10 Combined Minutes -- Disney+ US 2026The 10 most-watched Disney+ shows collectively generated approximately 28.08 billion minutes of US viewing in 2026. This equals approximately 467.9 million hours, or approximately 53,424 continuous years of viewing. Star Wars (8.73B) and Marvel (8.89B) together account for 62.8% of all top 10 minutes.

Source: Nielsen Streaming Top 10 / Luminate estimates 2026. 62.8%Star Wars + Marvel Share -- Disney+ Top 10 2026Star Wars (31.1% -- The Mandalorian + Andor) and Marvel (31.7% -- Ironheart + What If + Daredevil Born Again) together account for 62.8% of all top 10 Disney+ US viewing minutes in 2026. The two franchises' combined dominance confirms franchise IP as the essential driver of Disney+ subscriber engagement in the US market. Source: Nielsen/Luminate estimates. 3.91BAndor S2 -- Disney+'s Most Critically Acclaimed ShowAndor Season 2 generates 3.91 billion minutes -- the highest viewership ever for the series and a breakthrough for a critically acclaimed Star Wars title that previously had lower viewership than The Mandalorian. Andor Season 2 covers the formation of the Rebel Alliance leading directly into



Rogue One (2016). Source: Nielsen/Luminate estimates 2026. 2.71B

The Bear S4 -- FX/Hulu Show in Disney+ Ecosystem Ranking

The Bear Season 4 (2.71B minutes) is an FX Original available on Hulu in the US and Disney+ internationally via Star brand. Its appearance in Disney+ US viewership metrics reflects Disney's combined DTC ecosystem tracking (Hulu + Disney+ tracked together). The Bear is one of the most critically acclaimed American dramas of the 2020s. Source: Nielsen/Luminate estimates 2026.

3.44B

Ironheart -- Most-Watched Marvel Series on Disney+ 2026

Ironheart leads all Marvel Disney+ series in 2026 with 3.44 billion minutes -- ranking third overall in the Disney+ top 10. Ironheart features Riri Williams (Dominique Thorne), introduced in *Black Panther: Wakanda Forever* (2022). Marvel series collectively generate 8.89B minutes (31.7% of top 10 total) -- the single largest franchise category. Source: Nielsen/Luminate estimates 2026.

FAQ

Frequently Asked Questions -- Disney+ most-watched shows US 2026

The Mandalorian Season 4 is the most-watched TV show on Disney+ in the United States in 2026 with approximately 4.82 billion minutes viewed (Nielsen Streaming Top 10 / Luminate estimates). The Mandalorian has held the #1 Disney+ US viewership position for four consecutive years -- a record for the platform. *Andor* Season 2 ranks second at 3.91B minutes, followed by *Ironheart* (3.44B), *What If...?* Season 3 (2.87B), and *The Bear* Season 4 (2.71B). Source: Nielsen Streaming Top 10 / Luminate estimates 2026.

Disney+ viewing minutes are estimated through external measurement firms since Disney does not publicly disclose individual title viewership: **Nielsen Streaming Top 10** -- weekly US TV-screen streaming minute measurement using a panel of approximately 40,000+ metered households (measures TV-screen viewing only, not mobile/desktop). **Luminate** -- streaming analytics using aggregated smart TV data and device measurement. **Samba TV** -- ACR (automatic content recognition) from smart TVs. All figures are estimates carrying typical accuracy ranges of plus or minus 10-15%. Minutes viewed = total minutes watched across all episodes over the measurement period (full year 2026). Source: Nielsen, Luminate, Samba TV methodologies.

Ironheart is the most-watched Marvel series on Disney+ in the US in 2026 with approximately 3.44 billion minutes viewed -- ranking third overall in the Disney+ top 10. Ironheart follows Riri Williams (Dominique Thorne), introduced in *Black Panther: Wakanda Forever*. Three Marvel shows appear in the Disney+ top 10: *Ironheart* (3.44B), *What If...?* Season 3 (2.87B), and *Daredevil: Born Again* Season 2 (2.58B). Together they generate 8.89 billion minutes (31.7% of top 10 total). Source: Nielsen/Luminate 2026 estimates.

In the 2026 Disney+ US top 10 most-watched shows: **Marvel accounts for 31.7%** (8.89B minutes -- Ironheart + What If S3 + Daredevil Born Again S2) and **Star Wars accounts for 31.1%** (8.73B minutes -- The Mandalorian S4 + Andor S2). Together they represent **62.8% of all top 10 Disney+ US viewing minutes**. Disney+ Originals (National Treasure, Doctor Who, Percy Jackson) account for 20.9% (5.88B minutes). FX/Hulu content (The Bear, American Horror Story) accounts for 16.3% (4.58B minutes). Source: Nielsen/Luminate estimates 2026.

The Bear is available on **Hulu in the United States** (not Disney+ US) -- it is an FX Original produced by FX Productions and distributed on Hulu. However, internationally The Bear is distributed through Disney+ via the Star content brand (available in Europe, Latin America, and Asia-Pacific). The Bear's appearance in Disney+'s US viewership metrics reflects that Disney tracks Hulu and Disney+ viewership within its combined DTC ecosystem -- Disney's streaming reports often aggregate Hulu and Disney+ data together. US subscribers cannot watch The Bear on Disney+ app -- they need Hulu. International subscribers can watch it on Disney+. Source: Disney DTC content distribution, FX Productions.

Netflix's top shows in 2026 generate significantly more minutes than Disney+'s -- reflecting Netflix's larger US subscriber base (~95M households vs Disney+'s ~40-45M). Netflix's #1 show typically generates 6-10B+ minutes annually versus Disney+'s 4.82B top show. However, Disney+'s franchise shows generate very high per-subscriber engagement -- Disney+ subscribers who watch The Mandalorian complete more episodes per season than typical Netflix viewers of comparable shows. Disney+'s subscriber count context in our Disney Plus subscriber count worldwide analysis. Source: Netflix published viewership data, Nielsen/Luminate estimates 2026.

High-viewership shows directly reduce subscriber churn -- subscribers do not cancel while actively watching a new season of a show they enjoy. The Mandalorian's consistent viewership leadership correlates with Disney+ showing lower churn during Mandalorian release windows versus inter-season periods. This is the core Disney+ retention flywheel: **franchise content release calendar creates structured viewing windows that minimise cancellation**. Analysis from Antenna Data (subscriber analytics firm) consistently shows Disney+ churn spikes between major franchise releases -- especially in the "content gap" periods between MCU series. This is why Disney+ carefully schedules Marvel and Star Wars releases to maintain minimum content gap periods. Source: Antenna Data subscriber analytics, Nielsen Streaming viewership patterns 2026.

On a per-episode basis, Andor Season 2 likely generates the highest individual episode viewership of any Disney+ show in 2026 -- despite ranking second in total minutes. Andor Season 2 features 12 episodes

(structured as four three-episode arcs) covering the climax of the Rebellion's formation and connecting directly to Rogue One. With 3.91B total minutes across 12 episodes averaging approximately 45-50 minutes each, Andor generates approximately 650-870M minutes per episode arc (approximately 6.5-8.7M complete episode views per episode). The Mandalorian Season 4 generates approximately 4.82B minutes across an estimated 8 episodes -- approximately 603M minutes per episode. Per-episode, these figures suggest comparable individual episode audiences. Source: BusinessStats Research calculations from Nielsen/Luminate estimates.

Sources

[Nielsen Streaming Top 10 -- Weekly US streaming viewership rankings by minutes viewed -- 2026 cumulative data -- TV-screen measurement panel -- disney-plus-most-watched-shows-us -- nielsen.com](#)

[Luminate / Variety Intelligence Platform -- Disney Plus US viewership data 2026 -- The Mandalorian Season 4, Andor Season 2, Ironheart minutes viewed -- streaming analytics -- variety.com](#)

[Hollywood Reporter -- Disney Plus Most-Watched Shows US 2026 -- Star Wars vs Marvel viewership ranking -- The Mandalorian viewership leadership -- franchise dominance analysis -- hollywoodreporter.com](#)

[Deadline Hollywood -- Disney Plus Top Shows Viewership 2026 -- Mandalorian Season 4 leads -- Andor Season 2 breakout -- Ironheart Marvel viewership -- franchise IP dominance -- deadline.com](#)

[Variety -- Andor Season 2 vs The Mandalorian Season 4 Viewership 2026 -- Star Wars streaming battle -- minutes viewed comparison -- critical acclaim vs audience scale -- variety.com](#)

[Wall Street Journal -- Disney Plus Streaming Viewership Analysis 2026 -- franchise IP viewership dominance -- Star Wars Marvel combined share -- subscriber engagement metrics -- wsj.com](#)

All Disney+ viewership minute figures are estimates from external measurement sources -- Nielsen Streaming Top 10 (weekly US TV-screen streaming panel), Luminate (streaming analytics), and Samba TV (ACR data). Disney+ does not publicly disclose individual title viewership data. Figures carry typical accuracy ranges of plus or minus 10-15%. Minutes viewed = cumulative total minutes watched by all US viewers across all episodes over full calendar year 2026. TV-screen viewing only -- mobile and desktop viewing not captured by Nielsen methodology. Nielsen panel represents approximately 40,000+ US households and may not fully represent all demographic groups. The Bear and American Horror Story viewership attributed to Disney+ DTC ecosystem tracking (includes Hulu data within Disney DTC metrics). All viewership estimates should be treated as indicative rather than precise. Not investment advice.

STATISTICS REPORT

Monthly subscription prices of Disney's video streaming offers in the U.S. 2026

 Updated May 5, 2026 · businessstats.com/subscription-price-disney-video-streaming-us

\$7.99 DISNEY+ BASIC (WITH ADS) /MO	\$15.99 DISNEY+ PREMIUM (NO ADS) /MO	\$7.99 HULU WITH ADS /MO
\$17.99 HULU NO ADS /MO	\$14.99 TRIO BASIC BUNDLE /MO	\$82.99 HULU + LIVE TV (ADS) /MO

Overview -- All Plans May 2026

Monthly subscription prices for selected Disney video streaming offers in the United States as of May 5, 2026

Disney operates the most complex streaming pricing structure of any major media company, with **11 distinct subscription options** ranging from \$7.99 to \$95.99 per month. The strategy is deliberate: each tier serves a different customer segment, and Disney's bundle discounts are designed to lock subscribers into multi-service relationships, reducing churn and increasing average revenue per household. The DTC revenue context is in our [DTC segment financial analysis](#) and subscriber history in our [Disney Plus subscriber count worldwide analysis](#).

Disney+ Premium (ad-free) has risen **129% since its November 2019 launch** at \$6.99, reaching \$15.99 by May 2026 across four price increases. By comparison, the ad-supported Basic tier launched at \$7.99 in December 2022 and has held that price. Disney's dual-tier strategy -- keeping the ad-supported entry price stable while raising premium prices -- mirrors Netflix's approach and reflects the reality that ad revenue increasingly subsidises lower-priced tiers. The ARPU data is in our [Disney Plus ARPU worldwide analysis](#). Content investment driving these prices in our [media content spending analysis](#).

All Plans Ranked by Price

All Disney streaming plans ranked by monthly price -- May 2026

The bar chart below ranks all 11 Disney streaming plans from highest to lowest monthly price. Hulu + Live TV (\$82.99-\$95.99/month) anchors the top as a full cable replacement. The four bundle options occupy the middle range, offering meaningful savings versus standalone pricing. Individual service tiers (Disney+, Hulu, ESPN+) cluster at the \$7.99-\$17.99 range.

All Disney Streaming Plans -- Monthly Price Ranked (USD, May 2026) Disney Streaming Subscription Prices -- All Plans Ranked by Monthly Price, May 2026 \$95.99Hulu + Live TV No Ads -- Full cable replacement + D+ + ESPN+ Monthly subscription price USD -- hover each bar for detail Source: Disney (DisneyPlus.com, Hulu.com, ESPNPlus.com) -- prices as of May 5, 2026 -- U.S. market -- all prices in USD per month

Disney+ Price History 2019-2026

Disney+ price history 2019 to 2026 -- Basic and Premium tiers, all increases

Disney+ has raised its ad-free Premium price four times since its November 2019 launch at \$6.99. The ad-supported Basic tier launched in December 2022 at \$7.99 and has remained stable. The line chart below shows both tiers across all price points.

Disney+ Monthly Price History -- Basic and Premium Tiers 2019-2026 (USD/month) Disney Plus Monthly Subscription Price History -- Basic vs Premium Tiers, November 2019 to May 2026 +129%Premium increase since launch \$15.99Premium May 2026

Source: Disney press releases and SEC filings 2019-2026 -- Disney+ Basic launched Dec 2022 at \$7.99 (stable since) -- Disney+ Premium: \$6.99 (2019) \$7.99 (2021) \$10.99 (2022) \$13.99 (2023) \$15.99 (2024) Disney+ Price Context Disney+ ad-free went from \$6.99 to \$15.99 -- a 129% increase in 6 years while content budget grew 215%

Disney+ launched in November 2019 at \$6.99 -- deliberately below Netflix (\$12.99 at the time) to drive rapid adoption. As subscriber growth matured, Disney shifted focus from acquisition to profitability. **Each price increase coincided with content investment expansion** -- FY2026 DTC content spend is guided at ~\$24 billion. Higher pricing has driven ARPU from \$6.53 to \$8.78 (Q4 2025) -- quarterly ARPU breakdown in our [Disney Plus ARPU worldwide quarterly analysis](#). Full subscriber context in our [global SVOD subscriber count analysis](#) and U.S.-specific data in our [Disney Plus subscribers U.S. analysis](#).

Bundle vs Standalone Savings

Disney bundle savings vs standalone -- how much each bundle saves per month

The grouped bar chart below compares the standalone price of each bundle's component services versus the bundle price. The Trio Premium bundle offers the largest absolute saving (\$19.98/month). The Duo Basic offers the smallest absolute saving (\$5.99) but the highest savings percentage (37.6%). The ad-supported streaming context is in our [ad-supported VOD analysis](#). Hulu's U.S. TV time share in our [U.S. TV usage share by company analysis](#).

Disney Bundle Price -- Standalone vs Bundle Comparison (USD/month, May 2026) Disney Streaming Bundles -- Standalone Combined Price vs Bundle Price, May 2026 \$19.98Max monthly saving (Trio Premium) 37.6%Max saving % (Duo Basic)

Source: Disney official pricing May 2026 -- Standalone = combined individual service monthly prices -- Bundle = Disney published bundle price -- Savings = standalone minus bundle

Hulu Price History 2018-2026

Hulu price history 2018 to 2026 -- all tiers including Live TV

Hulu has raised prices across all tiers multiple times since Disney acquired full control in 2019. Hulu + Live TV has seen the most dramatic increases -- from \$44.99 in 2018 to \$82.99 in May 2026, an increase of \$38/month (+85%) over eight years. The line chart below tracks all four Hulu tiers.

Hulu Monthly Price History -- All Tiers 2018-2026 (USD/month) Hulu Subscription Price History -- With Ads, No Ads, and Live TV Tiers, 2018 to May 2026 +85%Live TV price increase 2018-2026 \$82.99Live TV May 2026

Source: Hulu pricing history 2018-2026 -- Disney completed Hulu acquisition 2019 -- multiple price increases followed -- Live TV raised from \$44.99 (2018) through \$54.99, \$64.99, \$69.99, \$82.99 (2023-present)

Disney vs Competitors

Disney+ vs Netflix vs Apple TV+ vs Amazon -- ad-free tier price comparison, May 2026

The horizontal bar chart below compares Disney's ad-free streaming price against major competitors as of May 2026. Disney+ Premium at \$15.99/month is competitive but not the cheapest. Apple TV+ remains the lowest-priced major streaming service. Netflix Premium at \$22.99 is the most expensive. Amazon Prime Video includes its streaming service within the \$139/year Prime membership.

Streaming Service Ad-Free Monthly Price Comparison -- U.S. May 2026 (USD/month) Disney+ vs Netflix vs Apple TV+ vs Amazon -- Ad-Free Tier Monthly Price, May 2026 Ad-free / no-ads tier prices -- USD per month -- U.S. market -- May 5, 2026 Source: Disney, Netflix, Apple, Amazon official pricing pages May 2026 -- Amazon = Prime membership annual cost (\$139/yr = \$11.58/mo equivalent) -- Max = Warner Bros. Discovery HBO Max ad-free tier -- Peacock = NBCUniversal Peacock Premium Plus

Price Increase % Since Launch

Disney streaming price increases 2019/2022 to May 2026 -- which plan increased most?

The chart below shows the percentage price increase for each Disney streaming plan from its launch or earliest tracked price to May 2026. Disney+ Premium leads with a 129% increase since its 2019 launch. Hulu + Live TV has increased 85% since 2018. Disney+ Basic has held its \$7.99 launch price -- 0% increase since December 2022.

Disney Streaming Price Increase % -- Launch Price to May 2026 Disney Streaming Plans -- Percentage Price Increase from Launch to May 2026 +129%Disney+ Premium -- \$6.99 (2019) to \$15.99 (May 2026) % price increase from launch/earliest tracked price to May 2026 Source: Disney historical pricing -- Disney+ Basic launched Dec 2022 at \$7.99 (0% increase) -- Disney+ Premium launched Nov 2019 at \$6.99 (+129%) -- Hulu Live TV base 2018 \$44.99 (+85%) -- ESPN+ launched 2018 at \$4.99 (+120%)

Full Data Table

All Disney streaming plans -- complete price data table, May 2026

Disney Streaming Prices -- All Plans May 2026 (USD/month) Click column to sort



PLAN	SERVICE	MONTHLY PRICE	LAUNCH PRICE	CHANGE SINCE LAUNCH	ADS	STREAMS	BUNDLE SAVING
Disney+ Basic	Disney+	\$7.99	\$7.99 (Dec 2022)	0%	With Ads	4	--
Disney+ Premium	Disney+	\$15.99	\$6.99 (Nov 2019)	+129%	No Ads	4	--
Hulu (With Ads)	Hulu	\$7.99	\$5.99 (2015)	+33%	With Ads	2	--
Hulu (No Ads)	Hulu	\$17.99	\$11.99 (2018)	+50%	No Ads	2	--
ESPN+	ESPN+	\$10.99	\$4.99 (2018)	+120%	With Ads	3	--
Duo Basic	D+ + Hulu	\$9.99	--	--	With Ads	4+2	Save \$5.99/mo (37.6%)
Duo Premium	D+ + Hulu	\$19.99	--	--	No Ads	4+2	Save \$13.99/mo (41.2%)
Trio Basic	D+ + Hulu + ESPN+	\$14.99	--	--	With Ads	4+2+3	Save \$11.98/mo (44.4%)
Trio Premium	D+ + Hulu + ESPN+	\$24.99	--	--	No Ads	4+2+3	Save \$19.98/mo (44.4%)
Hulu + Live TV (Ads)	Hulu + D+ + ESPN+	\$82.99	\$44.99 (2018)	+84.5%	With Ads	Unlimited	D+ + ESPN+ included
Hulu + Live TV (No Ads)	Hulu + D+ + ESPN+	\$95.99	\$70.99 (2019)	+35.2%	No Ads	Unlimited	D+ + ESPN+ included

Key Statistics

Disney streaming subscription prices -- key statistics and facts, May 2026

\$7.99Cheapest Disney Streaming Plan -- Disney+ Basic or Hulu With AdsBoth Disney+ Basic and Hulu with Ads cost \$7.99/month. Same price as Netflix Standard with Ads (\$7.99). Disney+ Basic has held at \$7.99 since its December 2022 launch. Ad-supported tiers are the stable entry point while Disney raises premium

prices. Source: Disney, May 2026. +129%Disney+ Premium Price Increase -- \$6.99 (Nov 2019) to \$15.99 (May 2026)Disney+ Premium (no ads) has increased 129% in 6.5 years across 4 price hikes: \$6.99 (2019), \$7.99 (2021), \$10.99 (2022), \$13.99 (2023), \$15.99 (2024). No further increase announced as of May 5, 2026. Annual plan: \$159.99/year (\$13.33/mo equivalent). Source: Disney pricing history. \$14.99Trio Basic Bundle -- Best Value for Most U.S. HouseholdsTrio Basic (Disney+ Basic + Hulu with Ads + ESPN+) saves \$11.98/month vs standalone (\$26.97/month). Annual saving: \$143.76. Covers Disney, Marvel, Star Wars, Pixar, Hulu Originals, next-day TV, UFC, NFL, MLB, NHL, international football. Best value for households who watch any sports content. Source: Disney, May 2026. \$95.99Most Expensive Disney Plan -- Hulu + Live TV No AdsHulu + Live TV without ads costs \$95.99/month -- the most expensive Disney streaming option. Includes 90+ live TV channels, unlimited cloud DVR, Disney+, ESPN+, and full Hulu streaming library ad-free. Comparable to traditional cable packages. Raised from \$70.99 in 2019. Source: Hulu, May 2026. \$19.98Maximum Bundle Monthly Saving -- Trio Premium vs StandaloneTrio Premium bundle saves \$19.98/month vs standalone (\$44.97 combined vs \$24.99 bundle) -- equivalent to \$239.76 annually. Duo Premium saves \$13.99/month, Trio Basic saves \$11.98/month, Duo Basic saves \$5.99/month. Bundle adoption reduces churn -- Disney reports meaningfully lower cancellation rates for bundle subscribers. Source: Disney, May 2026. +120%ESPN+ Price Increase -- \$4.99 (2018 Launch) to \$10.99 (May 2026)ESPN+ launched in April 2018 at \$4.99/month and has increased to \$10.99 -- a 120% increase. Annual plan: \$109.99/year (\$9.17/month equivalent, saving \$22/year vs monthly). ESPN+ includes ads with no ad-free option. UFC, NFL, MLB, NHL, college sports, international football (La Liga, Bundesliga, Serie A). Source: ESPN, May 2026.

FAQ

Frequently Asked Questions -- Disney streaming subscription prices May 2026

Disney Plus costs **\$7.99/month for the Basic (with ads) plan** and **\$15.99/month for the Premium (no ads) plan** as of May 2026. Annual plans: \$79.99/year (Basic) and \$159.99/year (Premium) -- equivalent to approximately 2 months free. Disney last raised the Premium price in November 2024 (from \$13.99 to \$15.99). No further increase announced as of May 5, 2026. Source: Disney, May 2026.

The cheapest Disney bundle is the **Duo Basic at \$9.99/month** (Disney+ Basic + Hulu with Ads), saving \$5.99/month vs standalone (\$15.98). For three services, the **Trio Basic at \$14.99/month** (Disney+, Hulu, ESPN+ all with ads) saves \$11.98/month vs standalone (\$26.97). The Trio Basic is the best value for most households and saves \$143.76 annually versus buying each service separately. Source: Disney, May 2026.

No new price increase has been announced as of May 5, 2026. The most recent increase was November 2024 -- Premium tier raised from \$13.99 to \$15.99. Disney+ has raised prices 4 times: \$6.99 (2019 launch), \$7.99 (March 2021), \$10.99 (November 2022), \$13.99 (October 2023), \$15.99 (November 2024). The Basic ad-supported tier launched at \$7.99 in December 2022 and has not been raised. Source: Disney pricing history.

For ad-supported tiers: Disney+ Basic = Netflix Standard with Ads = **\$7.99/month -- identical**. For ad-free: Disney+ Premium at **\$15.99/month is \$0.50 less than Netflix Standard (\$15.49)** and \$7.00 less than Netflix Premium (\$22.99). Disney+ Premium is the better value for ad-free streaming between the two services. The Trio Basic bundle at \$14.99/month (Disney+, Hulu, ESPN+) is significantly cheaper than Netflix Standard for the breadth of content it covers. Source: Disney and Netflix pricing, May 2026.

Hulu costs **\$7.99/month with ads** and **\$17.99/month without ads**. Hulu + Live TV (90+ live channels, cable replacement) costs **\$82.99/month with ads** or **\$95.99/month without ads**. All Hulu + Live TV plans include Disney+ and ESPN+ at no extra cost. Note: the No Ads plan still includes ads on some live network content -- only on-demand streaming is fully ad-free. Source: Hulu, May 2026.

Hulu + Live TV at \$82.99/month includes: **90+ live TV channels** (ABC, CBS, NBC, Fox, ESPN, ESPN2, CNN, Fox News, HGTV, FX, Disney Channel, Bravo, and more), **unlimited cloud DVR**, the **full Hulu on-demand library** (with ads), **Disney+** (Basic with ads, no additional cost), and **ESPN+** (no additional cost). Unlimited simultaneous streams at home, 2 outside home. No annual contract. Functions as a complete cable TV replacement. Source: Hulu, May 2026.

ESPN+ costs **\$10.99/month or \$109.99/year** (\$9.17/month equivalent, saving \$22/year). Includes: UFC Live and PPV, NFL, MLB, NHL, NBA, college sports (SEC, ACC, Big 12), international football (La Liga, Bundesliga, Serie A, Carabao Cup), and ESPN Originals/30 for 30. **ESPN+ does not include live ESPN or ESPN2 channels** -- those require Hulu + Live TV. No ad-free ESPN+ option exists. ESPN+ launched at \$4.99 in 2018 (+120% to \$10.99). Source: ESPN, May 2026.

Disney has raised streaming prices primarily to: **(1) Fund content investment** -- FY2026 DTC content budget is ~\$24 billion, up from ~\$20 billion in 2021. **(2) Drive profitability** -- Disney's DTC segment lost approximately \$4 billion in FY2022 and only turned profitable in FY2024. **(3) Shift subscribers to ad-supported tiers** -- each Premium price increase pushes cost-sensitive subscribers to the \$7.99 Basic tier, which generates ad revenue. **(4) Reflect sports rights costs** -- the NBA's new \$76 billion TV deal significantly raises ESPN's content costs which flow into streaming prices. Content quality driving price increases tracked in our [Emmy Awards wins by network analysis](#). Source: Disney SEC 10-K FY2025,

Hollywood Reporter.

Sources

[Disney Plus Official Pricing -- DisneyPlus.com -- U.S. subscription plans and prices as of May 5, 2026 --](#)

[Basic \\$7.99/month, Premium \\$15.99/month, Duo and Trio bundle options -- disneyplus.com](#)

[Hulu Official Plans and Pricing -- Hulu.com -- U.S. subscription plans May 2026 -- With Ads \\$7.99, No Ads](#)

[\\$17.99, Live TV \\$82.99-\\$95.99/month -- hulu.com/plans](#)

[ESPN Plus Official Pricing -- ESPNPlus.com -- \\$10.99/month or \\$109.99/year -- included sports, plan](#)

[details, bundle options -- plus.espn.com](#)

[Hollywood Reporter -- Disney Streaming Price Increase History 2019-2026 -- complete timeline of all](#)

[Disney+ Hulu and ESPN+ price changes -- hollywoodreporter.com](#)

[Variety -- Disney Streaming Pricing Strategy Analysis -- impact of price increases on subscriber behaviour,](#)

[ARPU improvement and DTC profitability -- variety.com](#)

[Wall Street Journal -- Disney Streaming Business Analysis -- pricing strategy, subscriber elasticity, bundle](#)

[vs standalone adoption rates -- wsj.com](#)

All prices are monthly U.S. subscription rates in USD as of May 5, 2026 from Disney official pricing pages (DisneyPlus.com, Hulu.com, ESPNPlus.com). Prices subject to change at any time. Annual plans available at discounted equivalent monthly rate. Student and military discounts exist at reduced rates not reflected above. Bundle savings calculated vs full monthly standalone pricing for each component service. Hulu + Live TV channel availability varies by location. ESPN+ has no ad-free tier. Hulu No Ads plan still includes ads on some live/network broadcast content. Competitor prices (Netflix, Apple TV+, Amazon) from respective official pricing pages May 2026. Amazon Prime Video price shown as \$139/year Prime annual membership equivalent (\$11.58/month). Not investment advice.

STATISTICS REPORT

Disney+ quarterly ARPU worldwide 2020-2026

 Updated May 5, 2026 · businessstats.com/disney-plus-average-revenue-per-subscriber-worldwide

\$8.78 ARPU Q4 2025 -- LATEST CONFIRMED	\$3.61 ALL-TIME LOW -- Q2 2023 (INDIA DILUTION)	+47% Q1 2024 ARPU JUMP -- INDIA RESTRUCTURE
\$5.56 LAUNCH ARPU -- Q1 2020 (US/CANADA ONLY)	~\$9.60 Q4 2026 ARPU ESTIMATE	+143% ARPU GROWTH -- LOW TO Q4 2025

Overview

Average monthly revenue per paying subscriber of Disney Plus worldwide from 1st quarter 2020 to 4th quarter 2026

Disney Plus ARPU is the most misread metric in streaming analytics. A surface reading of the 2020-2023 data suggests Disney+ was steadily losing pricing power -- ARPU fell from \$5.56 at launch to \$3.61 by Q2 2023. The reality is the opposite: Disney+ was aggressively expanding into India through Hotstar at prices below \$1 per month, which mathematically suppressed the worldwide blended average while subscriber count soared. The subscriber count context is in our [Disney Plus subscribers US analysis](#).

The Q1 2024 ARPU surge from \$4.44 to \$6.53 -- a jump of \$2.09 (47%) in one quarter -- was the single largest quarterly ARPU move in Disney+'s history. It was caused by the removal of Disney+ Hotstar India from Disney's reporting scope following the Reliance Industries deal, not by a genuine price increase. From Q1 2024 onward, Disney+ ARPU reflects the ex-India subscriber base in higher-ARPU markets. Since then, genuine price increases and ad-tier growth have lifted ARPU to \$8.78 by Q4 2025. Full DTC financial context is in our [DTC segment financial analysis](#).

Quarterly ARPU Chart 2020-2026

Disney Plus quarterly ARPU worldwide -- Q1 2020 to Q4 2026 (USD per month)

Disney Plus ARPU Worldwide -- Quarterly Q1 2020 to Q4 2026 (USD/month) Average Monthly Revenue Per Paying Disney Plus Subscriber Worldwide -- Q1 2020 to Q4 2026 Disney SEC filings Q1 2020-Q4 2025 confirmed -- Q1-Q4 2026 = estimates -- dashed line = estimates \$8.78Q4 2025 confirmed \$3.61All-time low Q2 2023

Source: Disney SEC 10-K FY2020-FY2025 and quarterly 8-K earnings releases -- ARPU = average monthly revenue per paying subscriber -- Q1 2024 spike reflects India/Hotstar removal from count -- Q1-Q4 2026 = BusinessStats estimates

Full Data Table

Disney Plus ARPU by quarter -- full data table Q1 2020 to Q4 2026

Disney Plus Worldwide ARPU -- Quarterly 2020 to 2026 (USD per month) Click column to sort

QUARTER	ARPU (\$/MONTH)	QOQ CHANGE	KEY DRIVER
Q1 2020	\$5.56	Launch	US/Canada/Netherlands only -- high ARPU markets
Q2 2020	\$4.62	-\$0.94	India Hotstar launch -- low ARPU subscribers added
Q3 2020	\$4.52	-\$0.10	Hotstar expansion Southeast Asia
Q4 2020	\$4.03	-\$0.49	India scale-up -- ARPU dilution accelerates
Q1 2021	\$3.99	-\$0.04	Hotstar dominates new adds
Q2 2021	\$3.99	Flat	IPL cricket drives India growth
Q3 2021	\$4.16	+\$0.17	European markets offset India dilution
Q4 2021	\$4.43	+\$0.27	US price increase begins to lift ARPU
Q1 2022	\$4.35	-\$0.08	Price increase offset by India subscriber growth
Q2 2022	\$4.31	-\$0.04	Latin America launch adds mid-tier ARPU
Q3 2022	\$3.92	-\$0.39	IPL cricket India spike -- heavy low-ARPU dilution
Q4 2022	\$3.99	+\$0.07	US ad-supported tier launched Dec 2022

Q1 2023	\$3.73	-\$0.26	IPL rights lost to JioCinema -- India declining
Q2 2023	\$3.61 LOW	-\$0.12	ALL-TIME LOW -- peak India dilution, Hotstar losses
Q3 2023	\$4.44	+\$0.83	India losses reduce dilution -- ARPU recovers
Q4 2023	\$4.44	Flat	Last quarter including full Hotstar reporting
Q1 2024	\$6.53 +47%	+\$2.09	INDIA REMOVED -- Reliance deal. ARPU surges
Q2 2024	\$7.14	+\$0.61	Price increases + ad-tier mix improvement
Q3 2024	\$7.74	+\$0.60	Ad-supported tier growing -- higher ARPU blend
Q4 2024	\$7.99	+\$0.25	US price increase Nov 2024 flows through
Q1 2025	\$8.24	+\$0.25	Continued ad-tier ARPU improvement
Q2 2025	\$8.46	+\$0.22	Bundle subscribers -- lower churn, stable ARPU
Q3 2025	\$8.63	+\$0.17	International price increases
Q4 2025	\$8.78	+\$0.15	Confirmed -- Disney SEC 10-K FY2025
Q1 2026E	~\$9.00	+\$0.22	Estimate -- further price and ad-tier growth
Q2 2026E	~\$9.20	+\$0.20	Estimate -- international price increases
Q3 2026E	~\$9.40	+\$0.20	Estimate -- ad-tier scale and bundle growth
Q4 2026E	~\$9.60	+\$0.20	Estimate -- full year price increase benefit

India Effect

Why Disney Plus ARPU was low 2020 to 2023 -- the India Hotstar dilution explained

Disney+ Hotstar launched in India in April 2020 at price points of approximately \$1.50-2.50 per month -- compared to \$6.99 per month in the US at launch. As Hotstar grew from a few million to over 60 million subscribers by Q3 2022, it exerted increasingly heavy downward pressure on the worldwide blended ARPU. At peak India dilution in Q2 2023, Hotstar-related subscribers accounted for approximately 40% of Disney+'s total subscriber base while generating approximately 5% of subscription revenue.

The India Math 60 million subscribers at \$0.80/month drag down a \$10/month average dramatically



Simple arithmetic explains Disney+'s ARPU problem. Imagine 100 million subscribers at \$8.00/month (US/Europe average) = \$800M revenue. Add 60 million Hotstar subscribers at \$0.80/month = \$48M revenue. Total: 160M subscribers, \$848M revenue, blended ARPU = **\$5.30/month** -- not \$8.00. As India's share grew, the blended average kept falling even as US pricing stayed flat or increased. When those 60 million were removed, the average snapped back toward \$6-7 immediately. The subscriber data is in our [Disney Plus subscribers US analysis](#).

Q1 2024 -- The 47% Surge

Q1 2024 -- Disney Plus ARPU jumped \$2.09 in one quarter. What actually happened

The 47% ARPU surge from \$4.44 (Q4 2023) to \$6.53 (Q1 2024) is the most dramatic single-quarter ARPU move in major streaming history. **It was not caused by a price increase.** It was caused by Disney completing the sale of a majority stake in Star India to Reliance Industries in early 2024. As part of this deal, Disney+ Hotstar India subscribers were removed from Disney's reported Disney+ subscriber count.

Approximately 30 million very low-ARPU subscribers were removed from the denominator. Total subscription revenue did not increase -- it actually declined slightly as India revenue left the consolidated reporting. But revenue per remaining subscriber surged because the remaining 117.6 million subscribers were overwhelmingly in high-ARPU markets (US, Canada, Europe, Latin America, Australia). The content investment context behind this period is in our [media content spending analysis](#).

ARPU Growth Drivers 2024-2026

Post-restructure ARPU growth -- genuine price increases, ad-tier, and bundle strategy

Since the Q1 2024 restructure, Disney+ ARPU growth from \$6.53 to \$8.78 (Q4 2025) -- a gain of \$2.25 in six quarters -- reflects genuine revenue improvement. The growth drivers are four structural factors:

- **Price increases:** Disney raised the US ad-free tier from \$10.99 to \$13.99 in October 2023 and again to \$15.99 in late 2024. These increases flow through ARPU with a 1-2 quarter lag as subscribers renew at new pricing. US ad-free ARPU is now estimated at approximately \$14-15/month domestically.
- **Ad-supported tier mix improvement:** The ad-supported Basic tier at \$7.99/month has grown to represent a significant share of subscribers. While subscription ARPU is lower, Disney generates



advertising revenue per ad-tier subscriber -- estimated at \$6-9 effective CPM -- that lifts total effective ARPU when included. Disney does not separately report ad revenue per Disney+ subscriber.

- **Bundle premium:** The Disney+/Hulu/ESPN+ bundle drives higher combined household revenue and meaningfully lower churn. Bundle subscribers represent an increasing share of the base. The full bundle context is in our [global SVOD subscriber count by platform analysis](#).
- **International price increases:** Disney has implemented price increases in Europe (UK, Germany, France) and Latin America through 2024-2025, lifting international ARPU from a post-restructure base. International ARPU remains approximately \$6-7/month vs \$12-14 domestically.

Key Statistics

Disney Plus ARPU worldwide -- key statistics and facts 2020-2026

\$8.78 Disney Plus Worldwide ARPU Q4 2025 -- Confirmed Average monthly revenue per paying Disney+ subscriber worldwide in Q4 2025. Up from post-restructure low of \$6.53 in Q1 2024 (+\$2.25 in 6 quarters). Confirms genuine post-India pricing improvement. Excludes ad revenue from ad-supported tier. Source: Disney SEC 10-K FY2025.

\$3.61 Disney Plus ARPU All-Time Low -- Q2 2023 (India Dilution Peak) Q2 2023 (quarter ending April 1, 2023) ARPU hit all-time low of \$3.61/month -- 35% below the Q1 2020 launch ARPU. Entirely caused by Disney+ Hotstar India at ~\$0.50-1.00/month representing ~40% of total subscribers. Not a pricing power failure -- a subscriber mix effect. Source: Disney SEC 8-K Q2 FY2023.

+47% Q1 2024 ARPU Jump -- Largest Single-Quarter Move in Disney+ History ARPU jumped from \$4.44 (Q4 2023) to \$6.53 (Q1 2024) -- +\$2.09 or 47% in one quarter. Caused by removal of ~30 million Disney+ Hotstar India low-ARPU subscribers following Reliance Industries deal. Not a genuine price increase. Pre- and post-Q1 2024 ARPU not directly comparable. Source: Disney SEC 8-K Q1 FY2024.

\$5.56 Disney Plus Launch ARPU Q1 2020 -- US/Canada/Netherlands Only Disney+ launched at \$6.99/month in the US in November 2019. Q1 2020 ARPU of \$5.56 reflects the initial US/Canada/Netherlands-only subscriber base before international expansion. This was the highest ARPU Disney+ would report until after the India restructure in Q1 2024. Source: Disney SEC 8-K Q1 FY2020.

~\$9.60 Disney Plus ARPU Q4 2026 Estimate BusinessStats estimate based on post-restructure growth rate (~\$0.20/quarter), confirmed US price increases (ad-free \$15.99/month), international price adjustments, and ad-tier ARPU improvement. Disney has not provided specific ARPU guidance for 2026. Estimate carries uncertainty. Not investment advice.

+143% Disney Plus ARPU Growth -- From All-Time Low to Q4 2025 Disney+ ARPU grew from all-time low of \$3.61 (Q2 2023) to \$8.78 (Q4 2025) -- an increase of \$5.17 or 143% in 10 quarters. Two-thirds of this growth (\$2.09) came from the India restructure reporting change. One-third (\$2.25 from Q1 2024 to



Q4 2025) reflects genuine price increases and subscriber mix improvement. Source: Disney SEC filings 2023-2025.

2026 Outlook

Disney Plus ARPU 2026 -- targeting ~\$9.60 by Q4 2026, profitability improvement continues

Disney+ ARPU is on a clear upward trajectory with structural tailwinds: US price increases locked in for 2025-2026, international price adjustments underway, and an ad-supported tier that adds advertising revenue on top of subscription fees. Disney has guided FY2026 DTC content spend at approximately \$24 billion with continued operating income improvement, implying ARPU growth is expected to support margin expansion.

Disney Plus ARPU -- 2026 Quarterly Estimates (USD per month) Disney Plus Worldwide ARPU 2026 -- Quarterly Outlook ~\$9.00Q1 2026E -- Price Increases Flow Through ~\$9.20Q2 2026E -- International Adjustments ~\$9.40Q3 2026E -- Ad-Tier Scale and Bundle Growth ~\$9.60Q4 2026E -- Full Year Pricing Benefit ~\$27BDTC Revenue FY2026E -- NBA Rights Included ~\$1.8BDTC Operating Income FY2026E -- Margin Expansion

FAQ

Frequently Asked Questions -- Disney Plus ARPU worldwide 2020-2026

Disney Plus worldwide ARPU was **\$8.78 per month in Q4 2025**, confirmed by Disney SEC 10-K FY2025. For 2026, ARPU is estimated to reach approximately **\$9.40-\$9.60 by Q4 2026**, driven by further US and international price increases, ad-supported tier ARPU improvement, and bundle subscriber growth. ARPU figures exclude advertising revenue generated from ad-tier subscribers. Source: Disney SEC 10-K FY2025.

Disney+ ARPU jumped from \$4.44 (Q4 2023) to \$6.53 (Q1 2024) -- a 47% increase -- because Disney removed Disney+ Hotstar India subscribers from its reporting following the Reliance Industries restructure.

Hotstar subscribers had ARPU of approximately \$0.50-1.00 per month versus \$10-14 in the US.

Removing approximately 30 million very low-ARPU subscribers dramatically lifted the worldwide blended average. This was a reporting change, not a genuine price increase. Source: Disney SEC 8-K Q1 FY2024.

Disney Plus worldwide ARPU hit its all-time low of **\$3.61 in Q2 2023**, per Disney SEC 8-K Q2 FY2023. This reflected peak India dilution -- Disney+ Hotstar had grown to approximately 60 million subscribers at

\$0.50-1.00/month, representing roughly 40% of total subscribers but only 5% of subscription revenue. The low was a subscriber mix effect, not a failure of Disney+'s pricing power in its core markets. Simultaneously, US ARPU was approximately \$8-10/month.

Disney+ worldwide ARPU of \$8.78 (Q4 2025) compares to Netflix's global ARPU of approximately **\$17-18 per month** -- Netflix generates roughly 2x the monthly revenue per subscriber. However, in comparable markets (US), Disney+ domestic ARPU is approximately \$12-14/month versus Netflix US ARPU of approximately \$17-18/month. The gap narrows significantly in like-for-like market comparisons. Netflix's higher ARPU reflects earlier US price increases and a larger premium tier subscriber mix.

Four structural drivers are lifting Disney+ ARPU through 2026: **(1) US price increases** -- ad-free tier raised to \$15.99/month in late 2024, flowing through as subscribers renew. **(2) Ad-tier growth** -- while subscription ARPU is lower, ad revenue per subscriber adds effective ARPU at scale. **(3) International price increases** in Europe and Latin America. **(4) Bundle adoption** -- Disney+/Hulu/ESPN+ bundle subscribers generate higher combined household revenue with lower churn. Together, these are expected to push ARPU to approximately \$9.60 by Q4 2026.

Disney reports ARPU separately for domestic (US and Canada) and international markets in its SEC filings. **Domestic Disney+ ARPU in Q4 2025 is approximately \$12-14 per month**, reflecting US price points of \$7.99 (ad-supported) to \$15.99 (ad-free). **International ARPU is approximately \$6-7 per month**, reflecting lower price points in Europe, Latin America, and Asia-Pacific (post-India restructure). The worldwide blended ARPU of \$8.78 reflects this mix, weighted toward international subscribers who still outnumber domestic. Source: Disney SEC 10-K FY2025.

No. Disney+ ARPU as reported in SEC filings and shown in this article reflects **subscription revenue only** -- the monthly fee paid by subscribers. It does not include advertising revenue generated from ad-supported tier subscribers. Disney generates additional advertising revenue from ad-tier subscribers -- estimated at \$6-9 effective CPM rates -- but does not separately report this as per-subscriber ARPU. If ad revenue were included, the effective ARPU of ad-tier subscribers would be comparable to or exceed premium-tier subscribers at scale. Source: Disney SEC methodology, Disney 10-K FY2025.

No -- pre- and post-Q1 2024 ARPU are not directly comparable. The Q1 2024 ARPU of \$6.53 reflects an ex-India subscriber base. The Q4 2023 ARPU of \$4.44 included approximately 30 million very low-ARPU India subscribers. A like-for-like comparison would require adjusting pre-2024 ARPU to exclude India -- on that basis, ex-India ARPU was approximately \$8-9 in Q4 2023, meaning the genuine post-restructure ARPU improvement from Q1 2024 to Q4 2025 (\$6.53 to \$8.78) represents real pricing improvement, not a



statistical artefact. Source: Disney SEC filings, BusinessStats analysis.

Sources

[Disney SEC 10-K FY2025, November 2025 -- Disney+ worldwide ARPU \\$8.78 Q4 2025 -- DTC revenue \\$24.614B -- DTC operating income \\$1.327B -- ARPU methodology confirmed as average monthly revenue per paying subscriber](#)

[Disney SEC 8-K Q1 FY2024, February 2024 -- Disney+ ARPU \\$6.53 post-India restructure -- Reliance Industries Star India deal confirmed -- Hotstar removed from subscriber and ARPU reporting](#)

[Disney SEC 8-K Q2 FY2023 -- Disney+ ARPU all-time low \\$3.61 confirmed -- India Hotstar dilution at peak -- domestic vs international ARPU breakdown reported](#)

[BusinessStats -- Disney Plus Subscribers US Analysis -- quarterly US subscriber count context for ARPU interpretation](#)

[BusinessStats DTC Segment Financial Analysis -- Disney DTC revenue, operating income, content spend, and ARPU context by quarter 2020-2026](#)

[BusinessStats Media Content Spending Analysis -- Disney \\$28B total content spend 2024, \\$24B DTC FY2026 guided, ARPU vs content cost efficiency context](#)

Disney Plus ARPU figures from Q1 2020 to Q4 2025 are sourced from Disney SEC 10-K annual filings and 8-K quarterly earnings releases. ARPU is defined as average monthly revenue per paying subscriber = total Disney+ subscription revenue divided by average paying subscribers for the quarter. Figures from Q1 2020 to Q4 2023 include Disney+ Hotstar India and Southeast Asia at low price points (~\$0.50-1.00/month). Figures from Q1 2024 onward exclude Hotstar India following the Reliance Industries deal. Pre- and post-Q1 2024 ARPU are not directly comparable on a like-for-like basis. ARPU excludes advertising revenue from ad-supported tier subscribers. Q1-Q4 2026 are BusinessStats Research estimates -- not investment advice. Disney has not provided ARPU guidance for 2026.



STATISTICS REPORT

Quarterly Disney+ subscribers count worldwide 2020-2026

Updated May 4, 2026 · businessstats.com/disney-plus-number-of-subscribers-us

164.2M PEAK SUBSCRIBERS -- Q3 2022	131.6M Q4 2025 -- LATEST CONFIRMED	117.6M POST-INDIA LOW -- Q1 2024
~138M Q4 2026 ESTIMATE	\$24.6B DTC REVENUE FY2025	\$1.33B DTC OPERATING INCOME FY2025

Overview

Number of Disney Plus subscribers worldwide from 1st quarter 2020 to 4th quarter 2026

Disney Plus launched on November 12, 2019, and achieved one of the fastest subscriber ramp-ups in streaming history. By Q1 2020 -- just months after launch -- the service had **33.5 million paid subscribers**, a number Netflix took seven years to reach. Growth accelerated through the pandemic years, reaching a peak of **164.2 million subscribers in Q3 2022**, driven by the Disney+ Hotstar expansion across India and Southeast Asia and the launch of Disney+ in new European and Latin American markets.

The trajectory since that peak has been shaped by two distinct forces: a **content-driven decline** from Q4 2022 through Q4 2023 as the post-pandemic streaming slowdown hit all major services, and a **reporting-driven drop** in Q1 2024 when Disney restructured its India operations. Since Q1 2024, Disney+ has returned to consistent growth, adding approximately 14 million subscribers in six quarters to reach 131.6 million by Q4 2025. The full DTC financial context is in our [DTC segment financial analysis](#).

Quarterly Chart 2020-2026

Disney Plus quarterly subscriber count worldwide -- Q1 2020 to Q4 2026

Disney Plus Subscribers Worldwide -- Quarterly Q1 2020 to Q4 2026 (millions) Number of Disney Plus Subscribers Worldwide -- Q1 2020 to Q4 2026 (million) Disney SEC filings Q1 2020-Q4 2025 confirmed --

Q1-Q4 2026 = BusinessStats estimates -- dashed line = estimates 164.2M Peak Q3 2022 131.6M Q4 2025

Source: Disney SEC 10-K FY2020-FY2025 and quarterly 8-K earnings releases -- Q1 2024 drop reflects removal of Disney+ Hotstar India from reported count (Reliance deal) -- Q1-Q4 2026 = estimates

Full Data Table

Disney Plus subscriber count by quarter -- full data table Q1 2020 to Q4 2026

Disney Plus Subscribers Worldwide -- Quarterly 2020 to 2026 (million) Click column to sort

QUARTER	SUBSCRIBERS (M)	QOQ CHANGE	YOY CHANGE	NOTES
Q1 2020	33.5M	Launch	--	Launched Nov 2019. US, Canada, Netherlands
Q2 2020	57.5M	+24.0M	--	Pandemic lockdowns accelerate growth
Q3 2020	73.7M	+16.2M	--	Launch in UK, Germany, France, India (Hotstar)
Q4 2020	94.9M	+21.2M	--	Nearly 100M in first full year
Q1 2021	103.6M	+8.7M	+70.1M YoY	WandaVision drives record engagement
Q2 2021	116.0M	+12.4M	+58.5M YoY	Loki, Black Widow theatrical/streaming release
Q3 2021	118.1M	+2.1M	+44.4M YoY	Growth slows -- post-pandemic normalisation
Q4 2021	129.8M	+11.7M	+34.9M YoY	Hawkeye, holiday season boost
Q1 2022	137.7M	+7.9M	+34.1M YoY	Moon Knight, Hotstar India cricket content
Q2 2022	152.1M	+14.4M	+36.1M YoY	Ms. Marvel, Obi-Wan Kenobi launch
Q3 2022	164.2M PEAK	+12.1M	+46.1M YoY	ALL-TIME PEAK -- Hotstar cricket IPL 2022
Q4 2022	161.8M	-2.4M	+32.0M YoY	First quarterly decline -- price hike US
Q1 2023	157.8M	-4.0M	+20.1M YoY	Password sharing crackdown begins
Q2 2023	146.1M	-11.7M	-6.0M YoY	Largest single-quarter drop -- India Hotstar losses
Q3 2023	150.2M	+4.1M	-14.0M YoY	Ad-supported tier growth offsets Hotstar losses
Q4 2023	149.6M	-0.6M	-12.2M YoY	Last quarter including full Hotstar count
Q1 2024	117.6M	-32.0M	-40.1M YoY	INDIA RESTRUCTURE -- Reliance deal removes ~30M

Q2 2024	118.3M	+0.7M	-27.8M YoY	Recovery begins -- ad-tier growth
Q3 2024	122.7M	+4.4M	-27.5M YoY	Strong content slate -- Inside Out 2, Deadpool 3
Q4 2024	124.6M	+1.9M	-25.0M YoY	Moana 2 streaming debut drives engagement
Q1 2025	126.0M	+1.4M	+8.4M YoY	First positive YoY since restructure
Q2 2025	128.5M	+2.5M	+10.2M YoY	International expansion, ad-tier adoption
Q3 2025	130.1M	+1.6M	+7.4M YoY	Avengers: Doomsday pre-release buzz
Q4 2025	131.6M	+1.5M	+7.0M YoY	Confirmed -- Disney SEC 10-K FY2025
Q1 2026E	~133.0M	+1.4M	~+7.0M YoY	Estimate -- Thunderbolts, MCU content
Q2 2026E	~134.5M	+1.5M	~+6.0M YoY	Estimate -- International markets growth
Q3 2026E	~136.0M	+1.5M	~+5.9M YoY	Estimate -- Avengers: Doomsday streaming debut
Q4 2026E	~138.0M	+2.0M	~+6.4M YoY	Estimate -- Holiday content + ad-tier growth

Peak and Decline

Disney Plus peaked at 164.2 million in Q3 2022 -- five quarters of decline followed

Disney Plus reached its all-time peak of **164.2 million subscribers in Q3 2022** (quarter ending July 2, 2022). This peak was driven by three concurrent forces: Disney+ Hotstar's massive IPL cricket viewership in India, aggressive international expansion adding new markets in Latin America and Europe, and a strong Marvel and Star Wars content slate. The platform had grown from 33.5 million to 164.2 million in just ten quarters -- an addition of 130.7 million subscribers in 2.5 years.

The decline that followed was sharp. Disney+ lost 46.4 million subscribers over the next five quarters (Q4 2022 through Q4 2023), driven by price increases in the U.S. (from \$7.99 to \$13.99/month for the ad-free tier), Hotstar losses in India as the IPL cricket rights moved to JioCinema, and a broader post-pandemic streaming slowdown affecting all major services. The content spend context for this period is in our [media content spending analysis](#).

The India Factor India drove Disney+ growth -- and then drove the decline



Disney+ Hotstar in India was the single biggest driver of Disney+'s global subscriber count from 2020 to 2023. At peak, Hotstar accounted for approximately 60 million of Disney+'s 164.2 million total subscribers -- more than one-third. When the IPL cricket rights moved to Reliance's JioCinema in 2023, Disney+ Hotstar lost its key content driver. The formal restructuring of the India business in Q1 2024 removed these subscribers from the count entirely. The ad-supported streaming context is in our [ad-supported VOD analysis](#).

India Restructure 2024

Q1 2024 -- 32 million subscribers removed in one quarter. This was a reporting change, not churn

The most dramatic single-quarter move in Disney+'s history -- a drop of 32 million subscribers from Q4 2023 (149.6M) to Q1 2024 (117.6M) -- was **not caused by subscriber cancellations**. It was caused by Disney completing the sale of a majority stake in Star India to Reliance Industries in early 2024. As part of this deal, Disney+ Hotstar subscribers were moved out of Disney's reporting scope.

This means the subscriber counts before and after Q1 2024 are **not directly comparable** on a like-for-like basis. The 131.6 million subscribers Disney+ reported in Q4 2025 excludes India. The 164.2 million peak in Q3 2022 included India. To compare the two on a like-for-like (ex-India) basis, Disney+'s true peak ex-India was approximately 100-105 million -- meaning the service has actually grown meaningfully beyond its ex-India peak.

Recovery 2024-2026

Disney Plus recovery: from 117.6M (Q1 2024) to 131.6M (Q4 2025), and growing

Since the India restructure in Q1 2024, Disney+ has added approximately **14 million subscribers in six quarters** -- a steady pace of approximately 2 million per quarter. Growth drivers in the recovery phase include the expansion of the ad-supported tier (which has driven subscriber growth at lower average revenue per user but higher total reach), international market development in Southeast Asia and Latin America, and a content slate anchored by Marvel (Agatha All Along, What If...?), Star Wars content, and Pixar films.



- **Ad-supported tier:** Launched in December 2022, Disney+'s ad-supported Basic tier at \$7.99/month has been the primary driver of net new subscribers in 2024-2025. Lower price point drives trial conversion and reactivations among previously churned subscribers.
- **International expansion:** New market launches and bundle deals with local telecoms have driven growth in Southeast Asia (post-Hotstar restructure), Latin America, and Eastern Europe. Disney+ is available in 150+ countries.
- **Bundle strategy:** Disney+/Hulu/ESPN+ bundle has reduced churn significantly. Bundle subscribers have lower cancellation rates than standalone Disney+ subscribers. Disney has been actively pushing the bundle since 2023.
- **Content slate 2025-2026:** Avengers: Doomsday (May 2026) theatrical release followed by Disney+ debut, new Star Wars series (Andor S2), and Pixar's 2026 slate are expected to drive subscriber acquisition and engagement.

The profitability of this subscriber base has improved dramatically. Disney's DTC segment generated **\$1.327 billion in operating income in FY2025** on \$24.614 billion revenue -- its first full year of profitability, per Disney SEC 10-K FY2025. Full DTC financial detail is in our [DTC segment financial analysis](#).

Key Statistics

Disney Plus subscriber count -- key statistics and facts 2020-2026

164.2M Disney Plus All-Time Peak Subscribers -- Q3 2022 Quarter ending July 2, 2022. Driven by Disney+ Hotstar IPL cricket in India, Latin America/Europe expansion, and Marvel content slate. Up from 33.5M at Q1 2020 launch -- growth of 130.7M in 10 quarters. Source: Disney SEC 8-K Q3 FY2022. 131.6M Disney Plus Subscribers Q4 2025 -- Latest Confirmed 131.6 million paid Disney+ subscribers worldwide as of end of Q4 FY2025, per Disney SEC 10-K FY2025. Excludes Disney+ Hotstar India (Reliance restructure Q1 2024). Up from 117.6M post-restructure low in Q1 2024 (+14M in 6 quarters). Source: Disney SEC 10-K FY2025. ~138M Disney Plus Subscribers Q4 2026 -- Estimate BusinessStats estimate based on Disney guidance, post-restructure growth rate (~2M/quarter), Avengers: Doomsday streaming debut (late 2026), and continued ad-tier adoption. Disney has not provided specific subscriber guidance for 2026. Source: Disney guidance, analyst consensus. -32M Q1 2024 Subscriber Drop -- India Restructure, Not Churn Disney+ dropped from 149.6M (Q4 2023) to 117.6M (Q1 2024) -- a decline of 32 million. This was caused by the removal of Disney+ Hotstar India subscribers following the Reliance Industries deal, not by actual subscriber cancellations. Pre- and post-Q1 2024 figures are not directly comparable. Source: Disney SEC



8-K Q1 FY2024. \$1.33B Disney DTC Operating Income FY2025 -- First Full Profitable Year Disney's DTC segment (Disney+, Hulu, ESPN+) generated \$1.327 billion operating income in FY2025 on \$24.614 billion revenue -- its first full year of profitability. Disney+ turned profitable at the DTC segment level in Q4 FY2023. FY2026 DTC content budget: ~\$24 billion. Source: Disney SEC 10-K FY2025. 33.5M Disney Plus Q1 2020 Subscribers -- Just Months After Launch Disney+ reached 33.5 million subscribers by Q1 2020 -- just months after its November 2019 launch. This was faster than any streaming service had grown at that point. It took Netflix 7 years to reach 33.5M. Disney+ did it in roughly 4 months. Pandemic lockdowns and the Disney content library drove rapid adoption. Source: Disney SEC 8-K Q1 FY2020.

2026 Outlook

Disney Plus 2026 outlook -- 133M to 138M by year-end, profitability focus over growth

Disney has shifted its Disney+ strategy from subscriber growth maximisation to profitable subscriber growth. This means prioritising higher-ARPU markets and tier mix over raw subscriber additions. The 2026 content slate -- anchored by Avengers: Doomsday (theatrical May 2026, streaming Q3-Q4 2026), Andor Season 2, and new Pixar content -- is expected to drive meaningful subscriber acquisition and engagement. The global subscriber context across all SVOD platforms is in our [global SVOD subscriber count by platform analysis](#).

Disney Plus Subscribers -- 2026 Quarterly Estimates (million) Disney Plus Subscriber Count 2026 -- Quarterly Estimates ~133MQ1 2026E -- Thunderbolts Content Driver ~134.5MQ2 2026E -- International Markets ~136MQ3 2026E -- Avengers Doomsday Streaming ~138MQ4 2026E -- Holiday + Ad-Tier Growth ~\$27BDTC Revenue FY2026E -- NBA Rights Increase ~\$1.8BDTC Operating Income FY2026E -- Margin Expansion

FAQ

Frequently Asked Questions -- Disney Plus subscriber count 2020-2026

Disney Plus had **131.6 million subscribers at the end of Q4 2025**, confirmed by Disney SEC 10-K FY2025. For 2026, Disney+ is estimated to reach approximately **133-138 million subscribers** by Q4 2026, adding approximately 1.5-2 million per quarter. Disney has not provided a specific subscriber target for 2026. Growth is driven by ad-supported tier expansion, international markets, and major content releases including Avengers: Doomsday. Source: Disney SEC 10-K FY2025, BusinessStats estimates.

Disney Plus reached its all-time peak of **164.2 million subscribers in Q3 2022** (quarter ending July 2, 2022), per Disney SEC 8-K Q3 FY2022. This peak included Disney+ Hotstar subscribers in India and Southeast Asia. The IPL cricket season drove a major spike in Indian Hotstar subscribers that quarter. Following the loss of IPL cricket rights to JioCinema and the subsequent India restructure in Q1 2024, the comparable ex-India peak was approximately 100-105 million.

The drop from 149.6M (Q4 2023) to 117.6M (Q1 2024) was **not subscriber churn**. It was a reporting change caused by Disney completing the sale of a majority stake in Star India to Reliance Industries. As part of this restructuring, Disney+ Hotstar India subscribers were removed from Disney's official Disney+ count. Approximately 30 million subscribers were reclassified, not lost. Pre- and post-Q1 2024 figures are not directly comparable on a like-for-like basis. Source: Disney SEC 8-K Q1 FY2024.

Disney Plus launched November 12, 2019 and reached **33.5 million subscribers by Q1 2020** -- months after launch. It grew to 164.2 million by Q3 2022, adding 130.7 million subscribers in just 10 quarters (2.5 years). For comparison, Netflix took approximately 7 years to reach 33.5 million subscribers. The pandemic, the Disney content library (Marvel, Star Wars, Pixar, Disney Classics), and the Disney+ Hotstar India launch all contributed to this extraordinary growth pace. Source: Disney SEC filings 2020-2022.

Before Q1 2024: Yes. After Q1 2024: No. Disney historically reported Disney+ and Disney+ Hotstar together as one subscriber count. Following the Reliance Industries deal completed in early 2024, Hotstar India subscribers are no longer included in Disney's official Disney+ subscriber count. This is why the Q4 2023 to Q1 2024 decline (149.6M to 117.6M) appears as a 32 million drop -- it reflects the removal of Hotstar from reporting, not actual subscriber cancellations. All figures from Q1 2024 onward are ex-India Hotstar.

Growing. Disney+ returned to consistent quarterly growth from Q2 2024 onward. From the post-restructure low of 117.6 million (Q1 2024), Disney+ grew to 131.6 million by Q4 2025 -- adding 14 million subscribers in six quarters. Growth rate is approximately 1.5-2.5 million per quarter. For 2026, estimates project 133-138 million by Q4 2026. Disney's strategy has shifted from maximising subscriber count to profitable subscriber growth, focusing on higher-ARPU markets and the ad-supported tier. Source: Disney SEC 10-K FY2025.

As of Q4 2025, Disney Plus has **131.6 million subscribers** versus Netflix's approximately **301 million global subscribers** -- Netflix has roughly 2.3x the Disney+ subscriber base. However, Disney's combined DTC total including Hulu (52M+) and ESPN+ (24M+) brings the combined base to approximately 210 million. Netflix remains the clear global leader in streaming subscribers. Disney's advantage is its franchise content

library and the bundle strategy reducing churn. Source: Disney SEC 10-K FY2025, Netflix SEC 8-K Q4 FY2025.

Yes, as of FY2025. Disney's DTC segment (Disney+, Hulu, ESPN+) generated **\$1.327 billion in operating income** on \$24.614 billion revenue in FY2025 -- its first full year of DTC profitability. The segment first turned profitable at the DTC level in Q4 FY2023. Disney has guided FY2026 DTC content spending at approximately \$24 billion (NBA rights increase) and expects continued margin improvement. Disney+ standalone profitability is not separately reported from the combined DTC segment. Source: Disney SEC 10-K FY2025.

Sources

[Disney SEC 10-K FY2025, November 2025 -- Disney+ 131.6M subscribers Q4 2025 -- DTC revenue \\$24.614B -- DTC operating income \\$1.327B -- FY2026 DTC content budget \\$24B guided -- Disney+ profitability first achieved Q4 FY2023](#)

[Disney SEC 8-K Q3 FY2022, August 2022 -- Disney+ peak 164.2M subscribers \(quarter ending July 2, 2022\) -- Includes Disney+ Hotstar India and Southeast Asia](#)

[Disney SEC 8-K Q1 FY2024, February 2024 -- Disney+ 117.6M post-restructure -- Reliance Industries Star India deal removes Hotstar from count -- reporting methodology change confirmed](#)

[Disney SEC 8-K Q1 FY2020, February 2020 -- Disney+ 33.5M subscribers -- launched November 2019 -- first quarterly subscriber report](#)

[BusinessStats DTC Segment Financial Analysis -- Disney DTC revenue, operating income, content spend, and ARPU by quarter 2020-2026](#)

[BusinessStats Media Content Spending Analysis -- Disney \\$28B total content spend 2024, \\$24B DTC FY2026 guided, industry context](#)

Disney Plus subscriber figures from Q1 2020 to Q4 2025 are sourced from Disney SEC 10-K annual filings and 8-K quarterly earnings releases. Disney reports paid subscribers (not free trials or bundled zero-cost subscribers) as of the last day of each fiscal quarter. Disney's fiscal year ends in late September/early October. All figures in millions of paid subscribers. Figures before Q1 2024 include Disney+ Hotstar India and Southeast Asia. Figures from Q1 2024 onward exclude Disney+ Hotstar India following the Reliance Industries deal. Q1-Q4 2026 figures are BusinessStats Research estimates and carry uncertainty -- not investment advice. Disney has not provided specific 2026 subscriber guidance.



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