



BusinessStats

Data · Insights · Statistics

STATISTICS DOSSIER

Media: statistics and facts

80 reports · 7 sections · Edition October 2026

24.8%

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

43.2%

UNITED STATES --
HIGHEST AD-TIER
SHARE Q1-Q3 2026

\$7.2B

DISNEY DTC AD
REVENUE -- FY2026
(ESTIMATE)

350M

MINECRAFT COPIES
SOLD

ABOUT THIS DOSSIER

Media: statistics and facts

Every Business Stats report on Media in one place: 80 reports, from Netflix (45 reports), Disney+ (11 reports), Disney (6 reports), Wins (3 reports) and Penetration (3 reports). Narrower topics have their own pages: Netflix, Disney+, Subscribers and Content.

The reports put numbers on it, for example 89.63M (UCAN Members, Q4 2024), 43.2% (United States -- Highest Ad-Tier Share Q1-Q3 2026), \$7.2B (Disney DTC Ad Revenue -- FY2026 (Estimate)) and 350M (Minecraft Copies Sold).

Freshly updated: Netflix US Subscribers by Quarter, 2013 to 2024: 89.63M and Disney+ Ad-Supported Share by Region Q1-Q3 2026. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Oct 18, 2026.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
24.8%	UK -- Highest Netflix Ad-Supported Share in Europe Feb 2026	Ad-Supported Netflix and Disney+ in Europe 2026, by Country
43.2%	United States -- Highest Ad-Tier Share Q1-Q3 2026	Disney+ Ad-Supported Share by Region Q1-Q3 2026
\$7.2B	Disney DTC Ad Revenue -- FY2026 (Estimate)	Disney DTC Ad Revenue FY2023-FY2026 — From \$3.8B to \$7.2B
350M	Minecraft Copies Sold	Best-Selling Games: Minecraft at 350M, Battlefield 6 Wins US

22.4%	Hulu (with Ads) -- Highest US Ad-OTT Penetration 2026	US Ad-Supported OTT Penetration by Platform 2026
83.8M	Paramount+ Subscribers -- Q3 2026 (Latest, Est.)	Paramount+ Subscribers Worldwide 2021-2026 – 36M to 84M
7 of 10	IFPI Top Albums 2025	K-pop Stats 2026: 7 of Top 10 Albums, BTS Arirang Sells 4.2M
~160	Peak Nominations — 72nd Emmys 2020 (Most Any Network)	Netflix Emmy Nominations and Wins 2013–2026 — Full History

CONTENTS

1. Netflix

- 1.1 Ad-Supported Netflix and Disney+ in Europe 2026, by Country
- 1.2 Netflix Emmy Nominations and Wins 2013–2026 — Full History
- 1.3 Netflix Academy Award Nominations 2014–2026 — Year by Year History
- 1.4 NFL Christmas Netflix Viewers 2024 — 24M Global, Country Breakdown
- 1.5 Most Watched Video Game Netflix Films 2026 — Gran Turismo Leads at ~55M Hours
- 1.6 Most Watched Video Game Netflix Shows 2026 — Arcane Leads with 234M Hours
- 1.7 Adolescence Netflix Views 2026 — Weekly Viewership April-May 2026
- 1.8 Most Viewed Non-English Netflix Films 2026 — All Quiet Leads with 229M Hours
- 1.9 Most Viewed English Netflix Films 2026 — Don't Look Up, Extraction 2 Top List
- 1.10 Most Viewed Non-English Netflix Shows 2026: Squid Game 265M
- 1.11 Most Viewed English Netflix TV Shows 2026 — All Time Rankings by Hours
- 1.12 KPop Demon Hunters Netflix Views 2025–2026 — Weekly Viewership Data
- 1.13 Most Expensive Netflix Series 2026: Stranger Things \$55M/Ep
- 1.14 Biggest Netflix Libraries in the World 2026 — Slovakia Leads with 8,130 Titles
- 1.15 Netflix First-Run Scripted Series Orders by Region 2021–2026 — US/Canada 45%
- 1.16 Netflix Content Assets by Type 2016–2026 — \$32.8B in 2025
- 1.17 Netflix Content Obligations by Type 2010–2026 — Licensed vs Produced
- 1.18 Netflix Streaming Content Obligations 2010–2026 — \$23.7B in 2024

- 1.19 Share of Netflix Ad-Supported Users by Region 2026 — 44% UCAN
- 1.20 Netflix Monthly Ad-Supported Users 2026 — 100M in April 2026
- 1.21 Netflix Daily Streaming Time Per Account 2023-2026 — 2.4 hrs
- 1.22 Netflix Quarterly ARPU by Region Q4 2026 — UCAN \$17.28
- 1.23 Netflix Monthly ARPU Worldwide 2016-2026 — \$11.95 in 2025
- 1.24 Netflix Subscribers by Country 2026 — US Leads With 92M
- 1.25 Netflix vs Amazon vs Disney+ UK Titles 2026 – By Type
- 1.26 Netflix Subscriptions by Region 2019-2029 — EMEA Leads at 101M
- 1.27 Netflix Leads SVOD Library in Europe 2026 – 14,800 Titles
- 1.28 Netflix Leads SVOD Orders 2020-2026 – 1,847 Worldwide
- 1.29 Netflix Net Subscriber Additions 2014-2026 — 41.35M in 2024
- 1.30 Netflix Quarterly Subscribers Worldwide Q1 2013-Q4 2026
- 1.31 Netflix U.S. Employee Ethnicity 2023-2026 — Asian 29%
- 1.32 Netflix Employee Gender Distribution 2023-2026 — 49.6% Women
- 1.33 Netflix Number of Employees 2015-2026 — 16,000 in 2025
- 1.34 Netflix \$17B DTC Profit Leads 2026 – Revenue vs Expenses
- 1.35 Netflix 301M Leads HVID – Paid Subscribers by Platform 2026
- 1.36 Netflix Leads HVID at \$62B — Revenue by Plan Type 2029
- 1.37 US TV Usage Share May 2026 — YouTube 9.7%, Netflix 8.2%
- 1.38 SVOD Subscribers by Platform 2026: Netflix 325M, 9 Rivals
- 1.39 Netflix Cost of Revenues 2017-2026 — \$21.04B in 2024
- 1.40 Netflix Net Income 2000-2026 — From -\$58M to \$10.98B
- 1.41 Netflix Statistics and Facts 2026 — 325M Subscribers
- 1.42 Netflix Revenue by Region 2026 — UCAN, EMEA, LATAM, APAC
- 1.43 Netflix US Subscribers by Quarter, 2013 to 2024: 89.63M
- 1.44 Netflix Content Budget 2012-2026 — \$18B in 2025, Up 928%
- 1.45 Netflix Revenue 2002-2025 Statistics & Facts

2. Disney+

- 2.1 Disney+ Ad-Supported Share by Region Q1-Q3 2026
- 2.2 Disney+ Brand Profile UK 2026 – Awareness, Usage, Loyalty
- 2.3 Disney+ Brand Profile US 2026 – Awareness, Usage, Loyalty
- 2.4 Disney+ Australia Monthly Downloads 2022-2026 – App Data



- 2.5 Disney+ Poland Real Users 2022-2026 – 1.18M to 2.48M
- 2.6 Disney+ UK Subscribers 2021-2026 – 4.1M to 10.3M Households
- 2.7 Disney+ Most-Watched Shows U.S. 2026 – Minutes Viewed Ranked
- 2.8 Disney+ Leads App Revenue 2026 – Global IAP by App Ranked
- 2.9 Disney+ Raised Prices Again – Full Plan Comparison May 2026
- 2.10 Disney+ ARPU Jumped 47% in One Quarter – Full Data 2020-2026
- 2.11 Disney+ Hit 164M Then Crashed – Full Quarterly Data 2020-2026

3. Disney

- 3.1 Disney DTC Ad Revenue FY2023-FY2026 — From \$3.8B to \$7.2B
- 3.2 Disney Content Spending 2019-2026 – From \$27B to \$30B Peak
- 3.3 Operating income of Disney's direct-to-consumer business 2021-2026
- 3.4 Walt Disney Operating Income by Segment Q4 2024 vs Q4 2026
- 3.5 Disney Q4 Revenue by Segment 2024 vs 2026 – Experiences Leads
- 3.6 Disney Plus Statistics and Facts 2026 — 131.6M Subscribers

4. Wins

- 4.1 Best-Selling Games: Minecraft at 350M, Battlefield 6 Wins US
- 4.2 Golden Globe Awards 2026 — TV Wins by Network (83rd Ceremony)
- 4.3 Emmy Awards Winners Who Won Most – Wins by Network Ranked

5. Penetration

- 5.1 US Ad-Supported OTT Penetration by Platform 2026
- 5.2 Apple TV+ Penetration Rate Worldwide 2022-2026 — By Region
- 5.3 Amazon Prime Video Penetration Rate Worldwide 2022-2026 — By Region

6. Subscribers

- 6.1 Paramount+ Subscribers Worldwide 2021-2026 – 36M to 84M
- 6.2 WBD DTC Subscribers 2021-2026 – Max Reaches 139M Worldwide
- 6.3 Ad-Supported VOD Subscribers Worldwide May 2026 by Service

7. More statistics

- 7.1 K-pop Stats 2026: 7 of Top 10 Albums, BTS Arirang Sells 4.2M
- 7.2 Which Country Has the Most eSports Players in 2026?
- 7.3 Academy Award Nominations 2026 by Movie Distributor — 98th Oscars



- 7.4 [Apple TV+ 99% Exclusive Content – SVOD Exclusivity Q2 2026](#)
- 7.5 [Media and Streaming Content Spend 2026: Comcast \\$35B Leads](#)
- 7.6 [DTC Segment Revenue, Expenses and Profit — FY2025-2026](#)
- 7.7 [Spotify Most Streamed Daily Tracks Worldwide](#)
- 7.8 [675 Million Users Spotify 2026 — Statistics & Facts](#)
- 7.9 [YouTube — Statistics & Facts](#)



01

Netflix

45 reports

1.1

Ad-Supported Netflix and Disney+ in Europe 2026, by Country

Updated May 10, 2026

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

Share of Europeans using ad-supported Netflix and Disney+ by country -- Feb 2026. UK leads at 24.8% (Netflix) and 14.2% (Disney+). 10 countries compared.

Full report with charts and data: businessstats.com/ad-supported-netflix-and-disney-usage-europe

1.2

Netflix Emmy Nominations and Wins 2013–2026 — Full History

Updated May 10, 2026

~160

PEAK NOMINATIONS — 72ND EMMYS 2020 (MOST ANY NETWORK)

1,000+

TOTAL NOMINATIONS — 65TH TO 78TH EMMYS (2013–2026)

~250

TOTAL EMMY WINS — 2013 TO 2026

2013

FIRST NOMINATIONS — HOUSE OF CARDS (9 NOMS, 0 WINS)

44 wins

BEST SINGLE YEAR — 73RD EMMYS 2021 (THE CROWN ERA)

Netflix Emmy nominations and wins 2013-2026: from 9 nominations (2013, House of Cards) to 160 nominations at peak (2020). 44 wins in 2021. Squid Game first non-English Best Drama 2022. Full year-by-year data.

Full report with charts and data: businessstats.com/nominations-winners-netflix-original-programs-emmy-awards-usa

1.3

Netflix Academy Award Nominations 2014–2026 — Year by Year History

Updated May 10, 2026

18

MOST NOMINATIONS IN A SINGLE YEAR — 98TH OSCARS 2026

160+

TOTAL NOMINATIONS — 86TH TO 98TH OSCARS (2014–2026)

35+

TOTAL OSCAR WINS — 2014 TO 2026

2019

BREAKTHROUGH YEAR — ROMA (10 NOMINATIONS, 3 WINS)

2021

PEAK NOMINATIONS — 35 NOMS (MANK LED WITH 10)

#1

MOST NOMINATED DISTRIBUTOR — 98TH OSCARS 2026

Netflix Academy Award nominations from 2014 to 2026: from 1 nomination (The Square, 2014) to 35 at peak (Mank era, 2021) to 18 in 2026 as most nominated distributor. All years charted with wins data.

Full report with charts and data: businessstats.com/netflix-oscar-nominations

1.4

NFL Christmas Netflix Viewers 2024 — 24M Global, Country Breakdown

Updated May 10, 2026

~24M

PEAK CONCURRENT VIEWERS — DEC 25, 2024 (NETFLIX CONFIRMED)

~21.2M

UNITED STATES — ~88% OF TOTAL (EST.)

~2.8M

INTERNATIONAL — ~12% OF TOTAL (EST.)

2 Games

CHIEFS VS STEELERS + RAVENS VS TEXANS

Dec 25, 2024

GAMES BROADCAST DATE — CHRISTMAS DAY

#1

RECORD — LARGEST LIVE STREAMING SPORTS AUDIENCE AT TIME



NFL Christmas Gameday Special Netflix viewership by country: ~24M peak concurrent globally (Netflix confirmed). US ~21.2M (~88%). Canada, UK, Mexico top international markets. Full country ranking.

Full report with charts and data: businessstats.com/global-audience-nfl-christmas-matches-netflix

1.5

Most Watched Video Game Netflix Films 2026 — Gran Turismo Leads at ~55M Hours

Updated May 10, 2026

~55M hrs

GRAN TURISMO — #1 EST.
(SONY/NETFLIX, JUN–MAY)

~42M hrs

UNCHARTED — #2 EST.
(SONY/NETFLIX, JUN–MAY)

~265M hrs

ALL VIDEO GAME FILMS — JUN 2025
TO MAY 2026 EST.

~7x lower

FILMS VS GAME TV SHOWS —
HOURS GAP

Most watched video game movie adaptations on Netflix June 2025 to May 2026: Gran Turismo leads with ~55M hours. Uncharted, Sonic 2, Mortal Kombat top 5. All figures BusinessStats Research estimates.

Full report with charts and data: businessstats.com/most-watched-video-game-movies-adaptation-netflix-worldwide

1.6

Most Watched Video Game Netflix Shows 2026 — Arcane Leads with 234M Hours

Updated May 10, 2026

234M hrs

ARCANE S2 — 28-DAY DEBUT — #1
CONFIRMED

166M hrs

ARCANE S1 — 28-DAY DEBUT
RECORD (2021)

~88M hrs

EDGERUNNERS S2 — OCT–MAY 2026
EST.

~580M hrs

ALL VIDEO GAME SHOWS — OCT
2025–MAY 2026 EST.

Most watched video game TV show adaptations on Netflix worldwide October 2025 to May 2026: Arcane Season 2 leads with 234M hours confirmed. Edgerunners, Castlevania, Tomb Raider round out top 10.

Full report with charts and data: businessstats.com/most-watched-video-game-tv-shows-adaptation-netflix-worldwide

1.7

Adolescence Netflix Views 2026 — Weekly Viewership April-May 2026

Updated May 10, 2026

124M hrs

 DEBUT WEEK — MARCH 13-19, 2025
(CONFIRMED)

~1.5M hrs/wk

 ESTIMATED WEEKLY VIEWS — APR
10 TO MAY 8, 2026

~722M hrs

 CUMULATIVE TOTAL — MARCH 2025
TO MAY 2026

#1

 ENGLISH TV CHART — DEBUT WEEK
2025

8 Weeks

 WEEKS IN NETFLIX GLOBAL TOP 10
(2025)

4 Episodes

 LIMITED SERIES — ONE
CONTINUOUS SHOT PER EPISODE

Adolescence Netflix views April 10 to May 8, 2026: ~1.5M hours/week estimated (long-tail). Debut week March 2025: 124M hours confirmed. Full weekly lifecycle with Netflix top 10 data.

Full report with charts and data: businessstats.com/adolescence-netflix-views-worldwide

1.8

Most Viewed Non-English Netflix Films 2026 — All Quiet Leads with 229M Hours

Updated May 10, 2026

229M hrs

 ALL QUIET ON WESTERN FRONT —
#1 CONFIRMED

~7x

 SQUID GAME TV HOURS VS TOP
NON-ENGLISH FILM

~180M hrs

 THROUGH MY WINDOW — #2 EST.
(SPANISH)

May 2026

DATA SNAPSHOT DATE

~115M hrs

TROLL — #3 EST. (NORWEGIAN)



Most popular non-English Netflix films all time May 2026: All Quiet on the Western Front leads with 229M hours confirmed. Spanish films hold 8 of top 20. Full ranking with language breakdown.

Full report with charts and data: businessstats.com/most-popular-films-netflix-non-english

1.9

Most Viewed English Netflix Films 2026 — Don't Look Up, Extraction 2 Top List

Updated May 10, 2026

~415M hrs

EXTRACTION 2 — HIGHEST EST.
HOURS (28 DAYS)

280M hrs

GLASS ONION — CONFIRMED 28-
DAY HOURS

359M hrs

DON'T LOOK UP — HIGHEST
CONFIRMED HOURS

May 2026

DATA SNAPSHOT DATE

364M accts

RED NOTICE — PRE-2022 ACCOUNTS
RECORD

Most popular English Netflix movies all time May 2026: Extraction 2 ~415M hrs est., Don't Look Up 359M hrs confirmed, Red Notice 364M accounts. Top 20 with full data table.

Full report with charts and data: businessstats.com/most-popular-netflix-tv-movies-english

1.10

Most Viewed Non-English Netflix Shows 2026: Squid Game 265M

Updated Oct 12, 2026

265.2M

SQUID GAME S1 VIEWS, 91 DAYS

56.2%

KOREAN SHARE OF TOP 10 VIEWS

2.21B

SQUID GAME S1 HOURS VIEWED

67.2M

VIEWS NEEDED FOR NO. 10

4 of 10

KOREAN TITLES IN THE TOP 10

1/3+

NON-ENGLISH SHARE OF VIEWING,
H1 2026

Squid Game S1 leads non-English Netflix TV with 265.2M views in 91 days. Official top 10 with hours, languages, Korea vs Spain and the H1 2026 hits.

Full report with charts and data: businessstats.com/most-viewed-netflix-show-non-english



1.11

Most Viewed English Netflix TV Shows 2026 — All Time Rankings by Hours

Updated May 10, 2026

1.24B hrs

WEDNESDAY S1 — ALL-TIME RECORD
(28 DAYS)

856M hrs

DAHMER — #3 ALL TIME (28 DAYS)

1.15B hrs

STRANGER THINGS S4 — #2 ALL
TIME

812M hrs

THE NIGHT AGENT S1 — #4 (28
DAYS)

4 Shows

ENGLISH SEASONS OVER 900M
HOURS (28 DAYS)

Nov 2026

DATA SNAPSHOT DATE

Most popular English-language Netflix TV shows all time as of November 2026: Wednesday S1 leads with 1.24B hours (28 days). Stranger Things S4 1.15B. Top 20 ranking with confirmed Netflix data.

Full report with charts and data: businessstats.com/most-viewed-netflix-show-english

1.12

KPop Demon Hunters Netflix Views 2025-2026 — Weekly Viewership Data

Updated May 10, 2026

28.2M hrs

OPENING WEEK HOURS VIEWED
(WEEK 1)

~75M hrs

CUMULATIVE HOURS — FIRST 4
WEEKS

16.8M hrs

WEEK 2 HOURS VIEWED

7 Weeks

WEEKS IN NETFLIX GLOBAL TOP 10

#1

NON-ENGLISH FILMS CHART —
OPENING WEEK

~93M hrs

TOTAL HOURS VIEWED JUNE
2025-MAY 2026

KPop Demon Hunters Netflix views worldwide June 2025 to May 2026: 28.2M hours in week 1 (#1 Non-English Films), 73.1M hours in first 7 weeks, ~93M hours total. Weekly data table.

Full report with charts and data: businessstats.com/kpop-demon-hunters-netflix-views-worldwide



1.13

Most Expensive Netflix Series 2026: Stranger Things \$55M/Ep

Updated Sep 13, 2026

~\$55M

STRANGER THINGS S5 - MOST EXPENSIVE/EPISODE

\$30M

STRANGER THINGS S4 - 2ND MOST EXPENSIVE

\$18M

ONE PIECE LIVE-ACTION - #3 PER EPISODE

\$2.4M

SQUID GAME S1 - MOST EFFICIENT HIT

12x

COST GAP: STRANGER THINGS S4 VS SQUID GAME S1

~\$6-8M

NETFLIX AVERAGE US SCRIPTED SERIES COST

Stranger Things Season 5 is Netflix's priciest series at ~\$55M/episode (~\$460M total), ahead of Season 4 (\$30M) and One Piece (\$18M). Full top-20 cost ranking.

Full report with charts and data: businessstats.com/most-expensive-netflix-original-series-production-cost-per-episode

1.14

Biggest Netflix Libraries in the World 2026 — Slovakia Leads with 8,130 Titles

Updated Aug 23, 2026

8,130

SLOVAKIA — #1 LARGEST LIBRARY

7,850

JAPAN — #3 LARGEST (APAC LEADER)

5,890

UNITED STATES — #11 GLOBALLY

5,470

UNITED KINGDOM LIBRARY SIZE

~4,300

GLOBAL AVERAGE LIBRARY SIZE

~190

COUNTRIES WHERE NETFLIX OPERATES

Countries with most Netflix content May 2026: Slovakia #1 with 8,130 titles, Czech Republic 8,010, Japan 7,850. US ranks #11 with 5,890 titles. Top 25 country ranking with movies/TV breakdown.

Full report with charts and data: businessstats.com/netflix-library-size-worldwide



1.15

Netflix First-Run Scripted Series Orders by Region 2021-2026 — US/Canada 45%

Updated May 8, 2026

~45%

US AND CANADA SHARE 2025 —
DOWN FROM 62% IN 2021

~28%

EUROPE SHARE 2025 — UK, SPAIN,
GERMANY LEAD

~15%

ASIA-PACIFIC SHARE 2025 —
FASTEST GROWING REGION

~8%

LATIN AMERICA SHARE 2025 —
BRAZIL AND MEXICO

450-500

TOTAL GLOBAL SCRIPTED ORDERS
2025

Share of Netflix first-run scripted orders by region 2025: US/Canada ~45%, Europe ~28%, Asia-Pacific ~15%, LATAM ~8%. International crossed 50% in 2025. Annual trend 2021-2026.

Full report with charts and data: businessstats.com/netflix-first-run-scripted-series-orders-by-region-worldwide

1.16

Netflix Content Assets by Type 2016-2026 — \$32.8B in 2025

Updated May 8, 2026

\$32.8B

TOTAL CONTENT ASSETS NET 2025
— SEC 10-K

\$19.8B

PRODUCED ASSETS 2025 — 60% OF
TOTAL

\$13.0B

LICENSED ASSETS 2025 — 40% OF
TOTAL

\$8.7B

TOTAL CONTENT ASSETS 2016 —
BASELINE

2021

YEAR PRODUCED FIRST EXCEEDED
LICENSED

+277%

TOTAL ASSETS GROWTH 2016 TO
2025

Netflix content assets net by type 2016-2026: produced ~\$19.8B (60%) vs licensed ~\$13.0B (40%), total ~\$32.8B in 2025. Produced exceeded licensed in 2021. SEC 10-K annual data.

Full report with charts and data: businessstats.com/netflix-content-assets



1.17

Netflix Content Obligations by Type 2010-2026 — Licensed vs Produced

Updated May 8, 2026

\$12.8B

LICENSED OBLIGATIONS 2024 —
54%

\$10.9B

PRODUCED OBLIGATIONS 2024 —
46%

94%/6%

LICENSED VS PRODUCED SPLIT IN
2010

54%/46%

LICENSED VS PRODUCED SPLIT IN
2024

~50%/50%

FORECAST SPLIT 2027E — NEAR
PARITY

\$23.7B

TOTAL 2024 — SEC 10-K CONFIRMED

Netflix streaming content obligations by type: licensed ~\$12.8B (54%) vs produced ~\$10.9B (46%) in 2024.

Total \$23.7B SEC confirmed. Annual breakdown 2010-2026 with share shift analysis.

Full report with charts and data: businessstats.com/netflix-streaming-content-obligations-type

1.18

Netflix Streaming Content Obligations 2010-2026 — \$23.7B in 2024

Updated May 8, 2026

\$1.8B

CONTENT OBLIGATIONS 2010

\$23.7B

CONTENT OBLIGATIONS 2024 — SEC
10-K

\$23.4B

2021 PEAK OBLIGATIONS

~\$24.0B

2025 OBLIGATIONS — 10-K DERIVED

~\$25.0B

2026E — BUSINESSSTATS
FORECAST

+1,217%

GROWTH 2010 TO 2024

Netflix streaming content obligations grew from \$1.8B in 2010 to \$23.7B in 2024. Full annual data from Netflix SEC 10-K filings. Maturity schedule, spend comparison, and 2026E forecast.

Full report with charts and data: businessstats.com/netflix-streaming-content-obligations

1.19

Share of Netflix Ad-Supported Users by Region 2026 — 44% UCAN

Updated May 7, 2026

~44%

UCAN AD-TIER SHARE Q3 2026E —
HIGHEST

~22%

LATAM AD-TIER SHARE Q3 2026E

~19%

EMEA AD-TIER SHARE Q3 2026E

~13%

APAC AD-TIER SHARE Q3 2026E —
LOWEST

~30%

GLOBAL AD-TIER SHARE Q3 2026E

\$15/mo

UCAN PRICE GAP: \$7.99 VS \$22.99

Share of Netflix subscribers on ad-supported tier Q1-Q3 2026: UCAN ~44%, LATAM ~22%, EMEA ~19%, APAC ~13%. Global share ~30% by Q3 2026. Regional breakdown with pricing analysis.

Full report with charts and data: businessstats.com/netflix-users-ad-supported-streaming-options-by-region

1.20

Netflix Monthly Ad-Supported Users 2026 — 100M in April 2026

Updated May 7, 2026

40M

AD-TIER MAU MAY 2024 — NETFLIX
CONFIRMED

~70M

DEC 2024 PEAK — NFL CHRISTMAS
SPIKE

~80M

AD-TIER MAU MID-2025 ESTIMATE

~98M

DEC 2025 PEAK — SECOND NFL
SPIKE

~100M

APRIL 2026E — 100M MILESTONE

+150%

GROWTH OCT 2024 TO APR 2026E

Netflix ad-supported plan: 40M monthly active users confirmed May 2024. Growing to ~70M Dec 2024 (NFL spike) and ~100M April 2026E. Monthly data with seasonal analysis.

Full report with charts and data: businessstats.com/netflix-monthly-ad-supported-users-global



1.21

Netflix Daily Streaming Time Per Account 2023-2026 — 2.4 hrs

Updated May 7, 2026

2.0 hrs

DAILY PER ACCOUNT H1 2023

~2.6 hrs

DAILY PER ACCOUNT H2 2026E

2.2 hrs

DAILY PER ACCOUNT H2 2024

~660M hrs

TOTAL GLOBAL DAILY HOURS H2
2024

2.4 hrs

DAILY PER ACCOUNT H2 2025

+30%

ENGAGEMENT GROWTH H1 2023 TO
H2 2026E

Netflix members watch 2.4 hours per day per account in H2 2025, up from 2.0 hours in H1 2023. H2 2026E forecast 2.6 hours. Regional breakdown and competitive comparison.

Full report with charts and data: businessstats.com/time-spent-streaming-netflix-per-account

1.22

Netflix Quarterly ARPU by Region Q4 2026 — UCAN \$17.28

Updated May 7, 2026

\$17.28

UCAN ARM Q4 2025 — SEC
CONFIRMED

\$7.48

LATAM ARM Q4 2025 — SEC
CONFIRMED

\$11.14

EMEA ARM Q4 2025 — SEC
CONFIRMED

~\$18.50

UCAN ARM Q4 2026E
(BUSINESSSTATS)

\$7.72

APAC ARM Q4 2025 — SEC
CONFIRMED

\$9.80

UCAN-LATAM GAP Q4 2025 (WIDEST
EVER)

Netflix quarterly ARPU Q4 2025: UCAN \$17.28, EMEA \$11.14, LATAM \$7.48, APAC \$7.72. Q4 2026E forecast UCAN ~\$18.50. Full quarterly data Q1 2022 to Q4 2026E by region.

Full report with charts and data: businessstats.com/netflix-global-quarterly-arpu-by-region



1.23

Netflix Monthly ARPU Worldwide 2016-2026 — \$11.95 in 2025

Updated May 7, 2026

\$11.95

GLOBAL ARPU 2025 (SEC
CONFIRMED)

\$17.28

UCAN ARPU 2025 — HIGHEST
REGION

\$11.14

EMEA ARPU 2025 (SEC CONFIRMED)

\$7.72

APAC ARPU 2025 (SEC CONFIRMED)

\$7.48

LATAM ARPU 2025 — LOWEST
REGION

~\$13.10

GLOBAL ARPU 2026E
(BUSINESSSTATS)

Netflix average monthly ARPU: \$11.95 globally in 2025. UCAN \$17.28, EMEA \$11.14, LATAM \$7.48, APAC \$7.72. Annual trend 2016-2026E by region. All figures SEC confirmed.

Full report with charts and data: businessstats.com/netflix-monthly-streaming-revenue-per-customer

1.24

Netflix Subscribers by Country 2026 — US Leads With 92M

Updated May 7, 2026

92M

USA — #1 COUNTRY (26.7% OF
GLOBAL)

24M

BRAZIL — #2, LARGEST LATAM
MARKET

17.5M

UK — #3, LARGEST EUROPEAN
COUNTRY

13M

INDIA — LARGEST APAC COUNTRY

~345M

GLOBAL TOTAL 2026E (ALL
COUNTRIES)

190+

COUNTRIES WHERE NETFLIX
OPERATES

Netflix subscribers by country 2026: US 92M, Brazil 24M, UK 17.5M, Mexico 17M, France 14M. Top 25 world ranking. BusinessStats Research estimates Netflix doesn't report country data.

Full report with charts and data: businessstats.com/number-of-subscribers-to-netflix-continuous-streaming-service-by-country



1.25

Netflix vs Amazon vs Disney+ UK Titles 2026 – By Type

Updated May 7, 2026

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

Netflix leads UK SVOD at 12,800 titles in December 2026. Amazon 12,200, Disney+ 11,050, Now TV 8,000. Movies, series, documentaries, reality, kids by platform.

Full report with charts and data: businessstats.com/netflix-amazon-prime-now-tv-disney-number-of-titles-uk

1.26

Netflix Subscriptions by Region 2019-2029 — EMEA Leads at 101M

Updated May 7, 2026

103.85M

EMEA — LARGEST REGION (34.4%)

94.84M

UCAN — HIGHEST ARPU \$17-18/MO

53.03M

APAC — FASTEST GROWING (+228%)

49.96M

LATAM — AD-TIER EXPANSION

301.6M

TOTAL Q4 2024 (SEC CONFIRMED)

~393M

TOTAL SUBSCRIBERS 2029E (ESTIMATE)

Netflix subscriptions by region 2024: EMEA leads at 101.1M, UCAN 89.6M, APAC 57.5M, LATAM 53.3M. APAC forecast to reach 70.1M by 2029. Full data 2019-2029.

Full report with charts and data: businessstats.com/netflix-subscription-numbers-by-region



1.27

Netflix Leads SVOD Library in Europe 2026 – 14,800 Titles

Updated May 6, 2026

14,800

NETFLIX -- MOST TITLES IN EUROPE
JULY 2026

11,840

NETFLIX SCRIPTED TITLES -- 80.0%
OF LIBRARY

36.0%

AMAZON -- HIGHEST UNSCRIPTED
SHARE

89.3%

APPLE TV+ -- HIGHEST SCRIPTED
SHARE

75.6%

INDUSTRY AVERAGE SCRIPTED
SHARE (8 PLATFORMS)

64,210

TOTAL TITLES ACROSS ALL 8
PLATFORMS EUROPE

Netflix leads Europe SVOD at 14,800 titles in July 2026. Amazon 11,600, Disney+ 11,050, NOW/Sky 7,000, Max 5,200. Scripted vs unscripted breakdown by platform.

Full report with charts and data: businessstats.com/number-scripted-unscripted-titles-svod-platforms-europe

1.28

Netflix Leads SVOD Orders 2020-2026 – 1,847 Worldwide

Updated May 6, 2026

4,813

TOTAL SVOD COMMISSIONS Q2
2020-Q1 2026

1,847

NETFLIX -- #1 BY COMMISSIONS
(38.4%)

1,203

AMAZON -- #2 BY COMMISSIONS
(25.0%)

389

DISNEY+ COMMISSIONS (8.1% OF
TOTAL)

308

NETFLIX AVERAGE COMMISSIONS
PER YEAR

-46%

INDUSTRY COMMISSION DECLINE
PEAK TO 2025

Netflix ordered 1,847 SVOD commissions worldwide Q2 2020-Q1 2026. Amazon 1,203, Apple TV+ 412, Disney+ 389, Hulu 334, Max 298. Full platform ranking and trend.

Full report with charts and data: businessstats.com/svod-commissions-ordered-globally-by-american-commissioners



1.29

Netflix Net Subscriber Additions 2014-2026 — 41.35M in 2024

Updated May 7, 2026

41.45M

FULL YEAR 2024 NET ADDS (SEC)

+19.0M

Q4 2024 RECORD QUARTER (SEC)

301.6M

TOTAL SUBS END Q4 2024 (SEC)

36.58M

PEAK ANNUAL ADDS 2020 (COVID)

-1.17M

2022 H1 NET LOSS (Q1+Q2 2022)

~323M

ESTIMATED TOTAL SUBS END 2025E

Netflix added 41.35M paid subscribers in 2024 (record), vs 36.57M in 2020 (COVID). 2022: +9.91M despite H1 losses. Full annual net adds data 2014-2026.

Full report with charts and data: businessstats.com/quarterly-net-subscriber-additions-of-netflix-since-2009

1.30

Netflix Quarterly Subscribers Worldwide Q1 2013-Q4 2026

Updated May 6, 2026

325M+

Q4 2025 — ALL-TIME HIGH

+18.91M

Q4 2024 — LARGEST EVER
QUARTERLY GAIN

-970K

Q2 2022 — ONLY LOSS QUARTER IN
HISTORY

29.17M

Q1 2013 — START OF TRACKED
PERIOD

1,014%

GROWTH Q1 2013 TO Q4 2025

Q1 2025

NETFLIX STOPPED QUARTERLY
REPORTING

How many Netflix subscribers are there? Q1 2013: 29M to Q4 2025: 325M+. Q4 2024 added 18.91M (record). Q2 2022: -970K (only loss). Full quarterly data 2013-2026.

Full report with charts and data: businessstats.com/quarterly-number-of-netflix-streaming-subscribers-worldwide



1.31

Netflix U.S. Employee Ethnicity 2023-2026 — Asian 29%

Updated May 5, 2026

~29%

ASIAN — 2023 (LARGEST MINORITY GROUP)

52.9%

HISTORICALLY EXCLUDED BACKGROUNDS — 2022

>12%

HISPANIC/LATINO — 2023 (DOUBLED SINCE 2017)

4%→11%

BLACK GROWTH 2017-2023

~11%

BLACK — 2023 (NEARLY TRIPLED SINCE 2017)

6%→12%

HISPANIC GROWTH 2017-2023

Netflix U.S. employee ethnicity in 2023: Asian ~29%, Hispanic 12%+, Black ~11%, White majority. 52.9% from historically excluded backgrounds. Full data 2017-2026.

Full report with charts and data: businessstats.com/netflix-employees-ethnicity

1.32

Netflix Employee Gender Distribution 2023-2026 — 49.6% Women

Updated May 5, 2026

49.6%

WOMEN — 2022 (LATEST CONFIRMED)

51.4%

WOMEN IN LEADERSHIP (DIRECTOR+) 2022

45.0%

MEN — 2022 (CONFIRMED)

40%

WOMEN IN 2017 — START OF TRACKED PERIOD

1.3%

MULTIPLE GENDER IDENTITIES — 2022

+9.6pp

WOMEN REPRESENTATION GAIN 2017-2022

What is Netflix's gender distribution? In 2022, 49.6% women, 45% men, 1.3% multiple identities. Women hold 51.4% of leadership roles. Full data 2017-2026.

Full report with charts and data: businessstats.com/netflix-employees-gender



1.33

Netflix Number of Employees 2015-2026 — 16,000 in 2025

Updated May 5, 2026

16,000

FULL-TIME EMPLOYEES DEC 2025
(SEC)

+14.3%

YOY GROWTH 2024 TO 2025

68%

EMPLOYEES IN UCAN (10,900)

\$2.82M

REVENUE PER EMPLOYEE 2025

+332%

HEADCOUNT GROWTH 2015-2025

3,700

EMPLOYEES IN 2015 (START)

How many employees does Netflix have? Netflix had 16,000 full-time employees in 2025 (SEC confirmed), up from 3,700 in 2015. 68% in UCAN. Full data 2015-2026.

Full report with charts and data: businessstats.com/netflix-employees

1.34

Netflix \$17B DTC Profit Leads 2026 – Revenue vs Expenses

Updated May 5, 2026

\$51.0B

NETFLIX REVENUE FY2026 -- #1 DTC

\$17.0B

NETFLIX OPERATING INCOME
FY2026

\$27.2B

DISNEY DTC REVENUE FY2026

\$1.7B

DISNEY DTC OPERATING INCOME
FY2026

33.3%

NETFLIX OPERATING MARGIN
FY2026

5/6

DTC SEGMENTS PROFITABLE FY2026

Netflix leads DTC in FY2026 with \$51B revenue and \$17B operating income. Disney DTC \$27.2B revenue, \$1.7B profit. WBD \$1B profit. Full DTC financials by company.

Full report with charts and data: businessstats.com/netflix-leads-dtc-in-fy2026-with-51b-revenue



1.35

Netflix 301M Leads HVOD – Paid Subscribers by Platform 2026

Updated May 5, 2026

301M

NETFLIX -- #1 HVOD -- Q4 2025
CONFIRMED

230M

AMAZON PV -- #2 HVOD -- GLOBAL
PRIME ESTIMATE

131.6M

DISNEY+ -- #3 HVOD -- Q4 2025
CONFIRMED

962.3M

TOTAL HVOD SUBSCRIBERS 2025 (7
PLATFORMS)

~1.04B

PROJECTED TOTAL 2026 -- FIRST
TIME 1 BILLION

31.3%

NETFLIX SHARE OF TOTAL HVOD
SUBSCRIBERS

Netflix leads HVOD with 301M paid subscribers in 2025. Amazon 230M, Disney+ 131.6M, Max 128M, Hulu 54M, Peacock 40M. Full platform comparison and 2026 estimates

Full report with charts and data: businessstats.com/hybrid-subscribers-avod-svod-tier-platforms

1.36

Netflix Leads HVOD at \$62B — Revenue by Plan Type 2029

Updated May 5, 2026

\$161.7B

TOTAL HVOD REVENUE 2029 (ALL
SERVICES)

\$114.2B

SUBSCRIPTION REVENUE 2029
(70.6%)

\$47.5B

ADVERTISING REVENUE 2029
(29.4%)

\$62.7B

NETFLIX -- #1 HVOD SERVICE 2029

\$31.3B

AMAZON PV -- #2 HVOD SERVICE
2029

38.8%

NETFLIX SHARE OF TOTAL HVOD
REVENUE

HVOD market reaches \$161.7B by 2029. Netflix leads at \$62.7B. Subscription revenue \$114.2B vs advertising \$47.5B. All major services ranked by plan type.

Full report with charts and data: businessstats.com/hybrid-video-on-demand-services-revenue-worldwide



1.37

US TV Usage Share May 2026 — YouTube 9.7%, Netflix 8.2%

Updated May 5, 2026

40.0%

TOTAL STREAMING -- MAY 2026

9.7%

YOUTUBE -- #1 STREAMING SERVICE

8.2%

NETFLIX -- #2 STREAMING SERVICE

25.5%

CABLE TV SHARE -- MAY 2026

21.1%

BROADCAST TV SHARE -- MAY 2026

17.9%

YOUTUBE + NETFLIX COMBINED

Who leads U.S. TV time in May 2026? YouTube 9.7%, Netflix 8.2% -- Nielsen The Gauge May 2026.

Streaming 40% of TV time, above cable 25.5%. Full ranking.

Full report with charts and data: businessstats.com/share-total-tv-usage-time-by-company-worldwide

1.38

SVOD Subscribers by Platform 2026: Netflix 325M, 9 Rivals

Updated Oct 11, 2026

325M+

NETFLIX, Q4 2025

131.6M

DISNEY+, SEP 2025

131.6M

HBO MAX, DEC 2025

81.6M

PARAMOUNT+, JUN 2026

48M

PEACOCK, JUN 2026

2 of 5

BIG US STREAMERS STILL COUNTING

Netflix passed 325M paid memberships, Disney+ and HBO Max both last reported 131.6M, Paramount+ hit 81.6M in June 2026. Official counts with dates.

Full report with charts and data: businessstats.com/global-svod-subscriber-count-by-platform



1.39

Netflix Cost of Revenues 2017-2026 — \$21.04B in 2024

Updated May 3, 2026

\$21.04B

COST OF REVENUES 2024 — SEC
CONFIRMED

~\$22.9B

COST OF REVENUES 2025 —
ESTIMATED

\$7.45B

COST OF REVENUES 2017 — START

53.9%

COST AS % OF REVENUE 2024 (VS
63.7% IN 2017)

\$16.75B

COST 9 MONTHS 2025 — SEC
CONFIRMED

~49%

PROJECTED COST RATIO 2026E

Netflix cost of revenues 2017-2026: \$7.45B (2017) to \$21.04B (2024, SEC confirmed). Ratio fell from 63.7% to 53.9% of revenue. 2025 9mo: \$16.75B. Full data.

Full report with charts and data: businessstats.com/netflix-cost-of-revenues

1.40

Netflix Net Income 2000-2026 — From -\$58M to \$10.98B

Updated May 3, 2026

\$10.98B

NET INCOME 2025 — ALL-TIME
RECORD

-\$58.3M

NET LOSS 2000 — STARTING POINT

2004

FIRST PROFITABLE YEAR — \$6.5M

29.5%

OPERATING MARGIN 2025

\$17.2M

2012 DIP — QWIKSTER CRISIS

~\$12.5B

NET INCOME 2026 ESTIMATE

Netflix net income 2000-2026: -\$58.3M loss in 2000 to \$10.98B in 2025. First profit 2004 (\$6.5M). 2022 dip to \$4.49B. 2026E ~\$12.5B. Full year-by-year data.

Full report with charts and data: businessstats.com/netflix-net-income



1.41

Netflix Statistics and Facts 2026 — 325M Subscribers

Updated May 3, 2026

325M+

GLOBAL PAID SUBSCRIBERS END 2025

\$45.18B

REVENUE 2025 (+16% YOY)

\$10.98B

NET INCOME 2025

94M

AD-TIER MONTHLY ACTIVE USERS

\$18B

CONTENT SPEND 2025

29.5%

OPERATING MARGIN 2025

Netflix statistics 2026: 325M+ subscribers, \$45.18B revenue, \$10.98B net income, 94M ad-tier users, \$18B content spend, 29.5% operating margin. Full data.

Full report with charts and data: businessstats.com/netflix

1.42

Netflix Revenue by Region 2026 — UCAN, EMEA, LATAM, APAC

Updated May 2, 2026

\$45.2B

NETFLIX TOTAL REVENUE 2025

\$19.96B

UCAN 2025 — LARGEST REGION

\$14.51B

EMEA 2025 — SECOND LARGEST

\$12.25B

Q1 2026 TOTAL — CONFIRMED

\$50.7-51.7B

2026 FULL YEAR GUIDANCE

44%

UCAN SHARE OF REVENUE 2025

How does Netflix revenue break down by region? In 2025, UCAN generated \$19.96B 44% of total revenue despite only 28% of subscribers. Full regional data.

Full report with charts and data: businessstats.com/netflix-global-revenue-by-region



1.43

Netflix US Subscribers by Quarter, 2013 to 2024: 89.63M

Updated Oct 12, 2026

89.63M

UCAN MEMBERS, Q4 2024

+9.50M

RECORD NET ADDS, 2024

-0.92M

NET LOSS IN 2022

\$17.26

MONTHLY ARM, Q4 2024

\$19.96B

UCAN REVENUE, 2025

\$19.99

US STANDARD PLAN, 2026

How many domestic subscribers does Netflix have? In Q4 2024, the U.S. and Canada count reached 89.63 million, a record high. Quarterly data 2013-2026.

Full report with charts and data: businessstats.com/quarterly-number-of-netflix-streaming-subscribers-in-the-us

1.44

Netflix Content Budget 2012-2026 — \$18B in 2025, Up 928%

Updated Aug 17, 2026

\$18B

CONTENT SPEND 2025 — ALL-TIME HIGH

\$20B

FORECAST 2026 (NETFLIX GUIDANCE +10%)

\$1.75B

CONTENT SPEND 2012 — STARTING POINT

+928%

GROWTH 2012-2025

41%

CONTENT SPEND AS % OF REVENUE 2024

2

NOTABLE DIPS — 2020 (COVID) AND 2023 (STRIKES)

Netflix content budget grew 928% from \$1.75B in 2012 to \$18B in 2025. Hollywood strikes slashed 2023 to \$13B. \$20B guided for 2026. Full year-by-year data.

Full report with charts and data: businessstats.com/netflix-content-spend-worldwide



1.45

Netflix Revenue 2002–2025 Statistics & Facts

Updated May 30, 2026

\$39B

NETFLIX TOTAL REVENUE 2024

301M

PAID SUBSCRIBERS Q4 2024

\$10.4B

OPERATING INCOME 2024

26.7%

OPERATING MARGIN 2024

\$17.5B

CONTENT SPEND 2024

\$47B

PROJECTED REVENUE 2025

From \$152M in 2002 to \$39B in 2024 see how Netflix built one of history's greatest revenue stories. Includes segment breakdowns, subscriber data, ad-tier growth, profit margins and a full year-by-year chart. Free access, updated 2026.

Full report with charts and data: businessstats.com/netflix-revenue-statistics



02

Disney+

11 reports

2.1

Disney+ Ad-Supported Share by Region Q1-Q3 2026

Updated May 10, 2026

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

Disney+ ad-supported tier share by region Q1-Q3 2026. US/Canada 40.6%, UK/Australia 31.2%, LATAM 30.1%, Europe 22.4% (fastest +4.2pts), APAC 19.0%.

Full report with charts and data: businessstats.com/disney-plus-users-ad-supported-streaming-options-by-region

2.2

Disney+ Brand Profile UK 2026 – Awareness, Usage, Loyalty

Updated May 8, 2026

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

Disney+ brand profile among UK VOD users 2026. Awareness 86.2%, usage 41.4%, popularity 66.8%, loyalty 49.2%, buzz 34.7. vs Netflix, Amazon, Now TV, Apple TV+

Full report with charts and data: businessstats.com/disney-video-on-demand-brand-profile-in-the-united-kingdom

2.3

Disney+ Brand Profile US 2026 – Awareness, Usage, Loyalty

Updated May 7, 2026

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

Disney+ brand profile among US VOD users in 2026. Awareness 88.4%, usage 44.8%, popularity 68.2%, loyalty 51.6%, buzz 38.4. vs Netflix, Amazon, Hulu, Max.

Full report with charts and data: businessstats.com/disney-video-on-demand-brand-profile-in-the-united-states

2.4

Disney+ Australia Monthly Downloads 2022-2026 – App Data

Updated May 7, 2026

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

Disney+ Australia monthly app downloads Jan 2022-Jan 2026. Peak 145.8K (Mar 2022, Moon Knight). Average 85.5K/month. Marvel and Star Wars premiere spikes tracked.

Full report with charts and data: businessstats.com/australia-disney-plus-monthly-downloads



2.5

Disney+ Poland Real Users 2022-2026 – 1.18M to 2.48M

Updated May 7, 2026

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

Disney+ real users Poland grew from 1.18M (2022) to 2.48M (2026). Annual RU 2022-2026. +110% growth. Marvel, Star Wars content drivers. Polish streaming context.

Full report with charts and data: businessstats.com/poland-disney-real-users

2.6

Disney+ UK Subscribers 2021-2026 – 4.1M to 10.3M Households

Updated May 7, 2026

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

Disney+ UK subscribers grew from 4.1M households in Q2 2021 to 10.3M in Q3 2026. Quarterly data Q2 2021-Q3 2026. Marvel, Star Wars, and ad-tier growth drivers.

Full report with charts and data: businessstats.com/disney-plus-subscribers-uk



2.7

Disney+ Most-Watched Shows U.S. 2026 – Minutes Viewed Ranked

Updated May 7, 2026

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

The Mandalorian S4 leads Disney+ US with 4.82B minutes in 2026. Andor S2 3.91B, Ironheart 3.44B, The Bear S4 2.71B. Top 10 most-watched Disney+ shows ranked.

Full report with charts and data: businessstats.com/most-watched-tv-shows-disney-plus-us

2.8

Disney+ Leads App Revenue 2026 – Global IAP by App Ranked

Updated May 6, 2026

\$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

Disney+ leads app revenue 2026 YTD at \$195M. Hulu \$88M, Star Wars Galaxy of Heroes \$67M, Marvel Strike Force \$54M, ESPN+ \$45M. Full IAP ranking worldwide.

Full report with charts and data: businessstats.com/iap-top-grossing-disney-apps-worldwide



2.9

Disney+ Raised Prices Again – Full Plan Comparison May 2026

Updated May 5, 2026

\$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

All Disney streaming prices as of May 2026: Disney+ from \$7.99, Hulu from \$7.99, ESPN+ \$10.99. Bundles from \$9.99. Live TV \$82.99. Full comparison of every plan

Full report with charts and data: businessstats.com/subscription-price-disney-video-streaming-us

2.10

Disney+ ARPU Jumped 47% in One Quarter – Full Data 2020-2026

Updated May 5, 2026

\$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

Disney+ ARPU fell from \$5.56 (Q1 2020) to \$3.61 (Q2 2023) as India diluted the mix. Hotstar removal in Q1 2024 sent ARPU surging. Now \$8.78 (Q4 2025). Quarterly chart 2020-2026.

Full report with charts and data: businessstats.com/disney-plus-average-revenue-per-subscriber-worldwide



2.11

Disney+ Hit 164M Then Crashed – Full Quarterly Data 2020–2026

Updated May 4, 2026

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

Disney+ hit 164.2M in Q3 2022, then lost 47M in 5 quarters. India restructure removed 32M in Q1 2024. Now recovering at 131.6M (Q4 2025). Full quarterly data.

Full report with charts and data: businessstats.com/disney-plus-number-of-subscribers-us



03

Disney

6 reports

3.1

Disney DTC Ad Revenue FY2023-FY2026 — From \$3.8B to \$7.2B

Updated May 10, 2026

\$7.2B

DISNEY DTC AD REVENUE -- FY2026
(ESTIMATE)

+89.5%

GROWTH RATE FY2023-FY2026

\$3.8B

DISNEY DTC AD REVENUE -- FY2023
(FIRST YEAR DISNEY+ ADS)

64%

HULU (WITH ADS) SHARE OF FY2026
DTC AD REVENUE

+\$3.4B

TOTAL AD REVENUE GROWTH
FY2023-FY2026

Dec 2022

DISNEY+ BASIC (WITH ADS) LAUNCH
DATE

Walt Disney Company DTC advertising revenue FY2023-FY2026. From \$3.8B (FY2023) to \$7.2B (FY2026 est). Hulu leads, Disney+ Basic growing. Fiscal year data.

Full report with charts and data: businessstats.com/disney-dtc-ad-revenue

3.2

Disney Content Spending 2019-2026 – From \$27B to \$30B Peak

Updated May 6, 2026

\$30.0B

PEAK CONTENT SPEND -- FY2022
(CONFIRMED)

\$14.9B

FY2020 -- COVID PRODUCTION
SHUTDOWN LOW

\$24.0B

FY2024 CONTENT SPEND
(CONFIRMED)

\$17.0B

NETFLIX FY2025 CONTENT SPEND
(CONFIRMED)

-\$6.0B

REDUCTION FY2022 PEAK TO
FY2024

\$195.2B

TOTAL DISNEY CONTENT SPEND
FY2019-FY2026



Disney is the world's largest content spender -- investing approximately \$24.0 billion in FY2024 (confirmed, Disney SEC 10-K FY2024) across streaming, linear TV, theatrical, and sports rights. Content spending peaked at \$30.0 billion in FY2022 during the aggressive Disney+ subscriber growth phase under CEO Bob Chapek. Following Bob Iger's return (November 2022), spending was reduced to \$27.0B (FY2023) then \$24.0B (FY2024) -- a \$6 billion reduction that was the primary...

Full report with charts and data: businessstats.com/content-spending-disney

3.3

Operating income of Disney's direct-to-consumer business 2021-2026

Updated May 7, 2026

-\$1.474B

PEAK LOSS -- Q4 FY2022 -- WORST QUARTER

+\$0.253B

FIRST PROFIT -- Q4 FY2023 -- HISTORIC MILESTONE

+\$1.327B

FY2025 FULL YEAR DTC OI (CONFIRMED)

+\$1.148B

Q3 FY2024 -- HIGHEST SINGLE QUARTER

10

CONSECUTIVE LOSS QUARTERS Q2 FY21 TO Q3 FY23

~\$2.48B

FY2026E FULL YEAR DTC OI ESTIMATE

The operating income of Disney's direct-to-consumer business, including the streaming services Disney+, Hulu, and ESPN+, amounted to *** million U.S.

Full report with charts and data: businessstats.com/operating-income-disney-d2c

3.4

Walt Disney Operating Income by Segment Q4 2024 vs Q4 2026

Updated May 6, 2026

\$3.58B

TOTAL SEGMENT OI Q4 FY2024 (CONFIRMED)

\$1.661B

EXPERIENCES OI Q4 FY2024 -- 20.2% MARGIN

\$1.074B

ENTERTAINMENT OI Q4 FY2024 -- 10.8% MARGIN

\$0.845B

SPORTS OI Q4 FY2024 -- 20.0% MARGIN

\$4.80B

TOTAL SEGMENT OI Q4 FY2026 ESTIMATE

+34.1%

OI GROWTH Q4 FY2024 TO Q4 FY2026E

Disney Q4 FY2024 operating income: Experiences \$1.66B, Entertainment \$1.07B, Sports \$0.85B. Total \$3.58B. Q4 FY2026 estimate \$4.80B. Margins and growth by segment.

Full report with charts and data: businessstats.com/quarterly-income-loss-walt-disney-company-by-segment

3.5

Disney Q4 Revenue by Segment 2024 vs 2026 – Experiences Leads

Updated May 6, 2026

\$22.4B

TOTAL DISNEY REVENUE Q4 FY2024
(CONFIRMED)

\$9.97B

ENTERTAINMENT SEGMENT Q4
FY2024

\$8.24B

EXPERIENCES SEGMENT Q4 FY2024

\$4.22B

SPORTS SEGMENT Q4 FY2024

\$25.2B

TOTAL REVENUE Q4 FY2026
ESTIMATE

+12.2%

Q4 REVENUE GROWTH FY2024 TO
FY2026E

Disney Q4 FY2024 revenue \$22.4B: Experiences \$8.2B, Entertainment \$10.0B, Sports \$4.2B. Q4 FY2026 estimate \$25.2B. All segments by revenue, growth, and margin.

Full report with charts and data: businessstats.com/quarterly-revenue-walt-disney-company-by-segment

3.6

Disney Plus Statistics and Facts 2026 — 131.6M Subscribers

Updated May 3, 2026

131.6M

GLOBAL PAID SUBSCRIBERS — Q4
FY2025

\$10.4B

DISNEY+ REVENUE FY2024 (+23.8%)

\$1.3B

DTC OPERATING INCOME FY2025

\$8.04

GLOBAL MONTHLY ARPU — Q4
FY2025

30%

SUBSCRIBERS ON AD-SUPPORTED
TIER

150+

COUNTRIES AVAILABLE — 39
LANGUAGES

How many subscribers does Disney Plus have? As of Q4 FY2025, Disney+ has 131.6M subscribers, \$10.4B revenue in 2024, \$1.3B DTC profit in FY2025. Full stats 2026.

Full report with charts and data: businessstats.com/disney-plus



04

Wins

3 reports

4.1

Best-Selling Games: Minecraft at 350M, Battlefield 6 Wins US

Updated Sep 26, 2026

350M

MINECRAFT COPIES SOLD

230M+

GTA V UNITS

\$201.6bn

GLOBAL GAMES REVENUE 2025

\$60.7bn

US SPENDING 2025

23.68M

SWITCH 2 CONSOLES SOLD

19 Nov 2026

GTA VI LAUNCH

Minecraft has sold 350M copies and GTA V 230M. See 2025 best-sellers in the US, Japan and Europe, Switch 2 hits and the \$201.6bn global games market.

Full report with charts and data: businessstats.com/best-selling-video-games-top-markets

4.2

Golden Globe Awards 2026 — TV Wins by Network (83rd Ceremony)

Updated May 10, 2026

Jan 5, 2026

83RD GOLDEN GLOBE AWARDS —
CEREMONY DATE

~80%

STREAMING SHARE OF ALL TV
GOLDEN GLOBE WINS

0

BROADCAST NETWORK WINS (ABC,
CBS, NBC, FOX)

5th Year

CONSECUTIVE YEAR STREAMING
DOMINATES TV GLOBES

Wins per TV network at the 2026 Golden Globes (83rd ceremony, Jan 5): Netflix and HBO/Max tied #1 at 5 wins each. Apple TV+ third at 3. Broadcast networks (ABC, CBS, NBC, Fox) won zero fifth straight year.



Full report with charts and data: businessstats.com/golden-globe-wins-per-television-network

4.3

Emmy Awards Winners Who Won Most – Wins by Network Ranked

Updated May 5, 2026

25

HBO/MAX -- #1 NETWORK 2026

16

NETFLIX -- #2 NETWORK 2026

15

FX/HULU -- #3 NETWORK 2026

11

APPLE TV+ -- #4 NETWORK 2026

82%

STREAMING SHARE OF ALL 2026
EMMYS

97

TOTAL EMMY AWARDS GIVEN --
2026

Who won the most Emmys Till 2026? HBO/Max leads with 25 wins. Netflix 16, FX/Hulu 15, Apple TV+ 11.

Complete wins by network - 78th Primetime Emmy Awards ranked.

Full report with charts and data: businessstats.com/emmys-wins-network



05

Penetration

3 reports

5.1

US Ad-Supported OTT Penetration by Platform 2026

Updated May 10, 2026

22.4%

HULU (WITH ADS) -- HIGHEST US
AD-OTT PENETRATION 2026

19.8%

AMAZON PRIME VIDEO (WITH ADS) --
SECOND HIGHEST

14.6%

NETFLIX (STANDARD WITH ADS) --
FASTEST GROWING

13.2%

PEACOCK -- PRIMARILY AD-
SUPPORTED FROM LAUNCH

~67%

US BROADBAND HHS USING ANY AD-
SUPPORTED OTT TIER

Oct 2012

HULU LAUNCHED FIRST MAJOR
SVOD AD TIER

Share of US consumers on ad-supported OTT tiers 2026. Hulu leads at 22.4%, Amazon PV 19.8%, Netflix 14.6%, Peacock 13.2%, Disney+ Basic 8.8%, Max 7.2%.

Full report with charts and data: businessstats.com/subscription-ad-supported-ott-penetration-by-platform-us

5.2

Apple TV+ Penetration Rate Worldwide 2022–2026 — By Region

Updated May 10, 2026

~23%

NORTH AMERICA PENETRATION — Q1
2026 EST.

~12%

EUROPE PENETRATION — Q1 2026
EST.

~5%

ASIA-PACIFIC PENETRATION — Q1
2026 EST.

~4%

LATIN AMERICA PENETRATION — Q1
2026 EST.

~85M+

GLOBAL APPLE TV+ USERS — Q1
2026 EST.

Q4 2022 – Q1 2026

DATA WINDOW — 14 QUARTERS
TRACKED



Apple TV+ penetration rate by region Q4 2022 to Q1 2026: North America ~23%, Europe ~12%, Asia-Pacific ~5%, Latin America ~4%. All Business Stats Research estimates — Apple publishes no data.

Full report with charts and data: businessstats.com/global-apple-tv-plus-penetration-by-region

5.3

Amazon Prime Video Penetration Rate Worldwide 2022–2026 — By Region

Updated May 10, 2026

~61%

NORTH AMERICA PENETRATION — Q1 2026 EST.

~31%

EUROPE PENETRATION — Q1 2026 EST.

~14%

ASIA-PACIFIC PENETRATION — Q1 2026 EST.

~11%

LATIN AMERICA PENETRATION — Q1 2026 EST.

~230M+

GLOBAL PRIME VIDEO USERS — Q1 2026 EST.

Q4 2022 – Q1 2026

DATA WINDOW — 14 QUARTERS TRACKED

Amazon Prime Video penetration rate by region Q4 2022 to Q1 2026: North America ~61%, Europe ~31%, Asia-Pacific ~14%, Latin America ~11%. All Business Stats Research estimates — Amazon publishes no data.

Full report with charts and data: businessstats.com/amazon-video-usage-region



06

Subscribers

3 reports

6.1

Paramount+ Subscribers Worldwide 2021-2026 – 36M to 84M

Updated Aug 23, 2026

83.8M

PARAMOUNT+ SUBSCRIBERS -- Q3 2026 (LATEST, EST.)

36.0M

PARAMOUNT+ AT LAUNCH -- Q1 2021

79.4M

PEAK SUBSCRIBERS -- Q1 2023

63.4M

TROUGH -- Q3 2023 (STRIKES + MARKET EXITS)

+132.8%

GROWTH Q1 2021 TO Q3 2026

#5

PARAMOUNT+ GLOBAL SVOD RANK 2026

Paramount Plus subscribers worldwide Q1 2021-Q3 2026. From 36.0M at launch to 83.8M (Q3 2026 est).

Peak 79.4M Q1 2023. Quarterly data and Skydance context

Full report with charts and data: businessstats.com/paramount-plus-subscribers-worldwide

6.2

WBD DTC Subscribers 2021-2026 – Max Reaches 139M Worldwide

Updated May 8, 2026

139.2M

WBD DTC SUBSCRIBERS -- 2026 ESTIMATE

73.8M

HBO MAX DTC SUBSCRIBERS -- 2021 (PRE-MERGER)

+65.4M

TOTAL SUBSCRIBER GROWTH 2021-2026

+88.6%

GROWTH RATE 2021-2026

#4

WBD GLOBAL SVOD RANKING 2026

May 2023

HBO MAX REBRANDED TO MAX

Warner Bros. Discovery DTC subscribers worldwide 2021-2026. From 73.8M (2021 HBO Max) to 139.2M in 2026. Max, Discovery+ annual data and quarterly trend.



Full report with charts and data: businessstats.com/d2c-video-subscribers-warner-bros-discovery

6.3

Ad-Supported VOD Subscribers Worldwide May 2026 by Service

Updated May 4, 2026

94M

NETFLIX AD-TIER MAU — UPFRONTS
MAY 2025

315M

AMAZON PRIME VIDEO GLOBAL AD
VIEWERS

164M

DISNEY COMBINED PLATFORMS AD
MAU

210M

U.S. AD-SUPPORTED VIEWERS —
APRIL 2026

46%

U.S. SVOD NOW AD-SUPPORTED —
Q1 2025

71%

NEW SVOD SUBSCRIBERS FROM AD
TIERS — LAST 9 QUARTERS

Netflix 94M MAU, Amazon 130M U.S., Disney 164M combined (Upfronts May 2025). 46% of SVOD now ad-supported. 210M U.S. viewers. Full data by service May 2026.

Full report with charts and data: businessstats.com/ad-supported-users-vod-worldwide



07

More statistics

9 reports

7.1

K-pop Stats 2026: 7 of Top 10 Albums, BTS Arirang Sells 4.2M

Updated Sep 30, 2026

7 of 10

IFPI TOP ALBUMS 2025

3.49M

STRAY KIDS KARMA UNITS

\$301.7M

ALBUM EXPORTS 2025

641K

BTS ARIRANG US WEEK 1

2.65T won

HYBE REVENUE 2025

225M

HALLYU FANS 2023

K-pop acts held 7 of the top 10 global album spots in 2025, exports hit \$301.7M and BTS Arirang sold 4.2M in week one. See charts, agencies, tours and fans.

Full report with charts and data: businessstats.com/k-pop-statistics

7.2

Which Country Has the Most eSports Players in 2026?

Updated Sep 14, 2026

3,435

US PLAYERS

1,582

CHINA PLAYERS

1,398

BRAZIL PLAYERS

\$36.2M

CHINA PRIZE MONEY

640.8M

GLOBAL VIEWERS 25

\$5.1B

MARKET 26 EST

The United States fields the most active eSports competition players, ahead of China and Brazil, while China wins the most prize money. Full ranking inside.

Full report with charts and data: businessstats.com/leading-esports-countries-by-active-players



7.3

Academy Award Nominations 2026 by Movie Distributor — 98th Oscars

Updated May 10, 2026

98th

ACADEMY AWARDS — CEREMONY
MARCH 2, 2026

23 Categories

TOTAL OSCAR CATEGORIES — ALL
COUNTED

2025

ELIGIBLE FILM RELEASE YEAR

A24

TOP INDEPENDENT STUDIO BY
NOMINATIONS

Movie distributors with most Academy Award nominations in 2026 (98th Oscars): Netflix leads with 18, Universal 14, A24 12, Warner Bros 10. Streaming platforms hold ~35% of all nominations.

Full report with charts and data: businessstats.com/oscars-nominations-per-film-studio

7.4

Apple TV+ 99% Exclusive Content – SVOD Exclusivity Q2 2026

Updated May 6, 2026

99.2%

APPLE TV+ EXCLUSIVE CONTENT --
Q2 2026

83.7%

DISNEY+ EXCLUSIVE CONTENT -- Q2
2026

67.4%

NETFLIX EXCLUSIVE CONTENT -- Q2
2026

42.8%

HULU EXCLUSIVE CONTENT -- Q2
2026

38.2%

AMAZON EXCLUSIVE CONTENT -- Q2
2026

+17.4pts

NETFLIX EXCLUSIVITY GROWTH
SINCE 2020

Apple TV+ leads SVOD exclusivity at 99.2% in Q2 2026. Disney+ 83.7%, Netflix 67.4%, Hulu 42.8%, Amazon 38.2%. Content exclusivity by platform ranked worldwide.

Full report with charts and data: businessstats.com/content-exclusivity-on-svod-services



7.5

Media and Streaming Content Spend 2026: Comcast \$35B Leads

Updated Oct 12, 2026

\$34.95B

COMCAST PROGRAMMING COSTS
2025

\$22.4B

AMAZON VIDEO AND MUSIC
EXPENSE

\$17.7B

NETFLIX CASH PAID FOR CONTENT

\$24B

DISNEY FY2026 CONTENT PLAN

\$7.7B

PARAMOUNT UFC DEAL, 7 YEARS

1.1x

NETFLIX CASH TO EXPENSE, 2026

Filings show Comcast booked \$35B of programming costs in 2025, Disney about \$23B, Amazon \$22.4B and Netflix \$17.7B in cash, plus 2026 plans and sports deals.

Full report with charts and data: businessstats.com/content-spend-media-streaming-companies-worldwide

7.6

DTC Segment Revenue, Expenses and Profit — FY2025-2026

Updated May 4, 2026

\$13.33B

NETFLIX OPERATING INCOME
FY2025 (29.5% MARGIN)

\$1.33B

DISNEY DTC OPERATING INCOME
FY2025 (SEC)

~\$1.3B

WBD (MAX) DTC EBITDA FY2025
(GUIDED)

\$24.6B

DISNEY DTC REVENUE FY2025 (SEC)

-\$4B

DISNEY DTC PEAK LOSS FY2022

~\$25B

INDUSTRY DTC PROFITABILITY
SWING 2022-2025

DTC segment financials 2025: Netflix \$45.18B revenue, \$13.33B op income. Disney DTC \$24.6B revenue, \$1.33B profit. WBD \$1.3B EBITDA target. All SEC confirmed.

Full report with charts and data: businessstats.com/financial-key-figures-dtc-segment



7.7

Spotify Most Streamed Daily Tracks Worldwide

Updated May 12, 2026

9.01M

#1 DAILY STREAMS

5

BIEBER SONGS IN TOP 20

797

DAYS — DJO ON CHART

7

DAYS — RODRIGO NEW ENTRY

2.45B

DJO TOTAL STREAMS

4

GENRES IN TOP 10

Justin Bieber Beauty And A Beat #1 with 9M+ streams on Spotify April 25 2026. BTS SWIM #2. Olivia Rodrigo drop dead #3 (7 days). Top 20 global daily chart.

Full report with charts and data: businessstats.com/spotify-most-streamed-tracks-worldwide

7.8

675 Million Users Spotify 2026 — Statistics & Facts

Updated Mar 19, 2026

678M

MONTHLY ACTIVE USERS

268M

PAID SUBSCRIBERS

\$16.5B

REVENUE 2025

31%

GLOBAL MARKET SHARE

100M+

TRACKS AVAILABLE

6M+

PODCASTS

Spotify statistics & facts 2026: 675M monthly active users, 260M paid subscribers, \$16.6B revenue. Leads global music streaming with 31% market share. Complete data, charts and forecasts.

Full report with charts and data: businessstats.com/spotify-statistics



7.9

YouTube — Statistics & Facts

Updated Mar 17, 2026

2.7B

MONTHLY ACTIVE USERS

1B hrs

WATCHED PER DAY

\$38.7B

AD REVENUE 2025

500hrs

UPLOADED PER MINUTE

70B

SHORTS VIEWS/DAY

800M+

VIDEOS ON PLATFORM

YouTube statistics 2026: 2.7 billion monthly users, 1 billion hours watched daily, \$38B+ ad revenue, 800 million videos, 500 hours uploaded per minute. Complete YouTube facts and data.

Full report with charts and data: businessstats.com/youtube-statistics

HOW TO CITE THIS DOSSIER

Business Stats (2026). **Media: statistics and facts**. Retrieved Oct 19, 2026,
<https://businessstats.com/media-topic-overview/>

Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Oct 19, 2026.

Free to reuse under CC BY 4.0 with credit to Business Stats. Business Stats takes great care over accuracy but cannot guarantee it. Check the linked original sources before making decisions.

Read online: <https://businessstats.com/media-topic-overview/> · businessstats.com