

Will there be a “Crowding Out”?

	2019	2020	2021	2022
Nielsen Estimate (million)				
US Population	307	312	317	321
US HHs	125	127	129	131
US TV HHs	121	120	119	119
OTT HHs				
OTT HHs	97	108	114	121
% of TV HHs	81%	85%	89%	93%
Ampere Estimate (million)				
1-Product	28	28	21	16
% of OTT HHs	29%	26%	18%	13%
2-Product	21	21	15	11
% of OTT HHs	21%	19%	13%	9%
3-Product	29	35	44	51
% of OTT HHs	30%	36%	39%	42%
4-Product	17	19	26	32
% of OTT HHs	18%	18%	23%	27%
5 or more Subscriptions	2	5	8	11
% of OTT HHs	2%	5%	7%	9%
HH %	100%	103%	100%	100%
# of SVOD Products	236	275	327	377
Domestic Subscribing HHs				
Netflix	63	66	68	70
Prime Video	68	75	83	91
Disney +	15	29	36	40
Hulu	32	39	47	55
HBO Max	0	6	12	17
Peacock	0	12	13	15
Apple TV +	30	60	62	64
Other	14	16	18	20
Total	221	303	339	372

We think “No”:

The modelling to the right shows the number of SVOD products consumed in US households (HH) and segments these into the number of products subscribed. This model assumes that a large consumer number of HHs subscribe to 3, or more products. The accompanying burden on household budgets from 3+ subscriptions is likely to come at the expense of traditional linear-TV.

We also accumulated the number of subscribers that each service from our company models.

The two models line-up well enough given the implicit uncertainty of the stacked assumptions. Thus, at this time **we do not expect to see a squeeze between these companies and a resulting flair-up of marketing spending and competitive intensity, or the resulting margin compression.** Said differently **we do not expect** the “Streaming War” to be bloody or a that of a Quentin Tarantino movie.

Emotions associated with the abundance of options in the video space today

