y

Home / App Data / Disney Plus Revenue And Usage Statistics (2022) DISNEY + PIXAR + MARVEL + WARE + CEOGRAPHIC Disney Plus Revenue and Usage Statistics (2022)

• in 15 Disney Plus is a new streaming service launched by the American entertainment titan in November 2019, a little over two years after being announced.

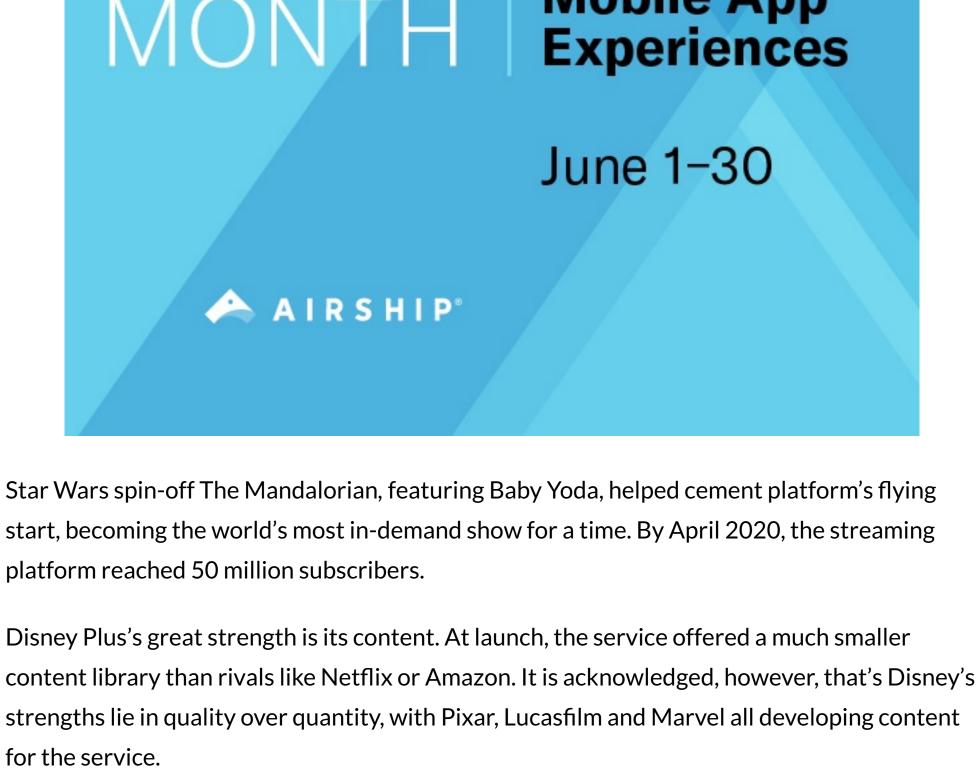
MANSOOR IQBAL UPDATED: MAY 4, 2022

minority stake in streaming technology developer BAMTech. This became a 75 percent stake the following year. The service is part of Disney's growing direct-to-consumer business, which also includes ESPN+, <u>Hulu</u> and Hotstar.

Disney first signalled an intention to move into the streaming market in 2016, by acquiring a

Anticipation levels were certainly high for the launch, with Disney Plus the top-trending Google search term in the US in 2019. Within 24 hours the eagerly-awaited new platform had reached 10 million subscribers (though some of these had signed up pre-release). - ADVERTISEMENT -

How to Delive BETTER Mobile App Experiences How to Deliver



The Star Wars franchise, to which The Mandalorian belongs, was the first major hit for the streaming platform. The entire back catalogue of The Simpsons is also available, and Disney has pulled various TV shows and movies from Netflix and other streaming services.

stories will you discover? Your market's mobile data tells a story. Use our free custom <u>competitive intelligence report</u> to discover insights that give you a competitive edge.

Free App Market Report: What data

Get Started Now > Marvel's Wandavision was the second success for the streaming service, drawing in millions of new subscribers. It will be interesting to see what Disney's next hit is, and if it will push more movies to the streaming platform in the future. Disney Plus looks to be the third-pillar for many consumers, alongside Netflix and Amazon Prime. With over 100 million subscribers as of March 2021, it appears to be scaling far ahead of rival services which launched at similar times, such as HBO Max and Peacock. We've collected data and statistics on Disney Plus. Read on below to find out more.

\$4.5 billion in 2020 • Disney Plus reached over 100 million subscribers in March 2021 • The app has been downloaded over 150 million times since launch

12 November 2019

Burbank, California

Revenue

\$442 million

Michael Paull (President, Disney+) Eric

• Disney Plus is projected to make over \$10 billion for Disney in 2021, up from an estimated

- Lieberman (SVP), Business type Subsidiary
- The Walt Disney Company Owner

Q1 2020

Disney Plus revenue

Disney Plus key statistics

Disney Plus overview

Launch date

HQ

People

Year

2016

2017

2018

2019

2020

Q2 2020	\$565 million	
Q3 2020	\$796 million	
Q4 2020	\$999 million	
Q1 2021	\$1.11 billion	
Q2 2021	\$1.24 billion	
Q3 2021	\$1.44 billion	
Sources: <u>Forbes</u> , The Walt Disney Company		
Disney direct-to-consumer revenue		

Note: Direct-to-consumer revenue includes Disney+, ESPN+, Hulu and Hotstar. Hulu was added in 2019

Disney Plus users

Source: The Walt Disney Company

Year Revenue

\$0.6 billion

\$3.1 billion

\$3.4 billion

\$9.3 billion

\$16.9 billion

Subscribers

73.3 million

118.1 million

Downloads

50 million

100 million

125 million

Disney Plus downloads

Note: Disney's fiscal year ends late September of the corresponding year.

Disney Plus annual subscribers

Source: The Walt Disney Company

Sources: <u>Apptopia</u>, <u>Sensor Tower</u>

Disney vs Netflix: subscribers

Year

2020

2021

Year

H1 2020

H2 2020

H12021

Disney Plus FAQ

How many TV shows are available in Disney Plus?

How much did Mulan make on opening weekend?

How much will Disney spend on streaming content?

How many watched The Mandalorian?

minutes watched (BI)

Disney Plus content library contains 7,500 TV episodes and 500 films (*Variety*)

The Mandalorian was the most popular TV show in the US in 2020, with over 14.5 billion

Mulan brought in \$35.5 million on opening weekend when it debuted on Disney Plus

Disney has said it will spend between \$14 to \$16 billion on streaming content by 2024. It

Netflix Revenue and Usage Statistics (2022) Hulu Revenue and Usage Statistics (2022)

Twitch Revenue and Usage Statistics (2022)

• 15

currently spends less than half that amount (Deadline) More Video App Data

Video Streaming App Revenue and Usage Statistics (2022) TikTok Revenue and Usage Statistics (2022)

YouTube Revenue and Usage Statistics (2022)

in

By signing up you agree to our <u>privacy policy</u>. You can opt out anytime.

Site Info

Badges

Privacy **Policy**

Contact Us

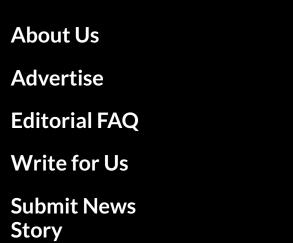
Business of Apps

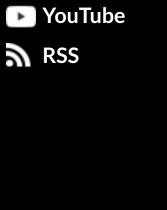
Get the latest app industry news, analysis and insights.



Connecting the App Industry

Enter your work email*





f Facebook

Follow Us in Linked In **Twitter**

Join