

MED02: Entertainment Conglomerate Streaming Study

Executive Summary | January 31, 2026

Bundle Economics

438M

TOTAL SUBSCRIBERS

\$10.69

AVERAGE ARPU

24.1%

BUNDLE PENETRATION

Franchise Performance

Top franchise: ESPN Originals | Total content hours: 71.2B

Parks/Streaming Synergy

Cross-promo lift: 9.9%

Author: Mboya Jeffers | *Mboya Jeffers - Data Engineering Portfolio*