

# MED01: Streaming Leader Content Analysis

Executive Summary | January 31, 2026

## Subscriber Metrics

375M

LEADER SUBSCRIBERS

1088M

TOTAL MARKET

\$8.26

AVERAGE ARPU

4.0%

AVERAGE CHURN

## Content Performance

- **Titles Analyzed:** 14,265
- **Avg Budget:** \$35.0M
- **Avg Hours Viewed:** 49.2M
- **Top Genre:** Reality

## Engagement

Weekly hours per user: 9.9 | Mobile: 35% | TV: 55%