

# 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%

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