



# At the end of 3Q 2021, Netflix had About 66.4 Million Domestic Streaming Subscribers – Compared to 39.7 Million for Hulu\*

Domestic Streaming Subscribers at the end of 3Q 2021

	Netflix (U.S)^	Peacock	HBO Max^^	Hulu*	ESPN+	Starz
Subscribers (million)	66.4	54.0	41.7	39.7	17.1	10.4
Monthly revenue per sub	\$14.99	**	\$11.82	\$12.75	\$4.74	**
Net adds in 3Q 2021	0.1	**	-1.8	0.6	2.2	0.7
Net adds in 3Q 2020	0.2	na	2.2	0.4	1.8	1.8

At the end of 3Q 2021:

- Netflix had about 66.4 million subs in the U.S. – including net adds of about 60,000 in 3Q 2021, and about 75,000 net adds thus far in 2021
- Peacock had 54 million sign-ups (as of the last week of July 2021) – including over 20 million monthly active accounts. Subscriber totals were not reported in Q3, but in Comcast’s earnings call it was noted that “we added a few million more subs, more MAAs...in this quarter”
- HBO Max had 41.7 million non-commercial subscribers – including 29 million subscribers through a wholesale distributor (including wholesale subscribers that may not have signed in); and 12.65 million retail subscribers (accounts that have access to HBO Max and are billed directly by WarnerMedia or by a third party via in-app purchase). Retail subscribers increased by about 0.6 million in 3Q 2021, but wholesale subscribers declined by about 2.4 million, due to the decision to shut down the Amazon wholesale platform.
- Hulu had 39.7 million subs for the SVOD-only service – an increase of 7.2 million over the past year, compared to 6.9 million the prior year
- ESPN+ had 17.1 million subscribers – an increase of 6.8 million over the past year, compared to 6.8 million the prior year
- Starz had 10.4 million subscribers – an increase of 1.2 million over the past year, compared to 3.6 million the prior year

^ Beginning in 1Q 2020, Netflix no longer separately reported U.S. subscribers – includes LRG estimates. ^^ Does not include HBO Commercial subscribers

\* Hulu SVOD-only, does not include the 4.0 million in 3Q 2021 with Live TV and SVOD. Monthly revenue includes advertising revenue. \*\* Not reported