

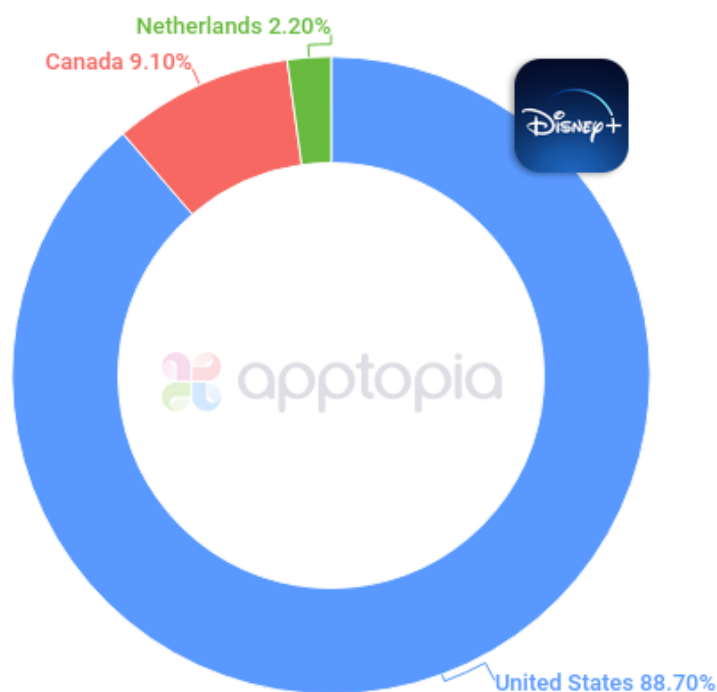
3.2 million people tap on Disney's digital kingdom, Disney+, on its first day

Apptopia is your go-to source for Disney+ data. Keep your web browser [tuned in right here](#) to get the latest.

Twenty-four hours after its official launch, Disney+ has been downloaded 3.2 million times. The app is currently live in the United States, Canada and Netherlands with plans to roll out to more markets in just one week. However, the United Kingdom and many other European markets will have to wait until March 2020. The app currently sits at #1 Overall in the iOS App Store in the U.S. and Canada. It is sitting at #2 in Netherlands.

In-app purchase revenue is not something we will be covering in this report as there is a large chunk of people receiving the service for free (Verizon unlimited customers) in addition to everyone's week long free trial. This data will be available in upcoming reports.

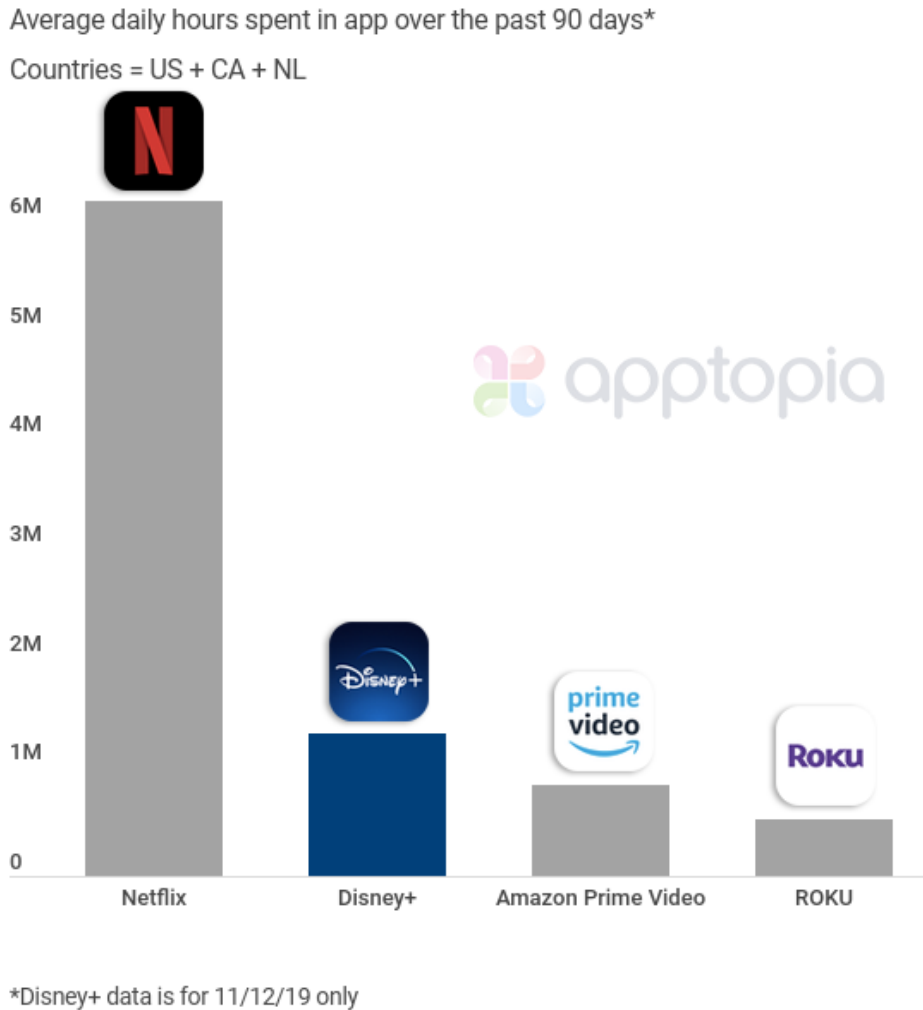
Disney+ downloads breakdown by country



It's impossible to compare, with any insight coming from it, first day downloads of Netflix to that of Disney+. Streaming was not what it is today and mobile is not what it is today, as mobile device penetration and user preferences have shifted in Disney's favor. Netflix launched its app in 2010. It was also still heavily involved in mailing movies to its customers. But, in case you're

wondering, Netflix was downloaded 662k times yesterday, globally. Counting just the U.S., Canada and Netherlands, that number moves to 140k.

Yesterday, we collectively spent 1.3 million hours watching Disney+. Using the same countries that Disney+ is available in, we see below that this is more than ROKU and Amazon Prime Video. Netflix still reigns supreme as it has many millions more subscribers and consumer muscle memory built in. Keep in mind Disney's hours were potentially limited by [technical issues](#) Disney had in the early going where users could not connect to the servers.



[We have you covered. Track the performance of Disney+ right here.](#)

The impact seen on Hulu and ESPN

For \$12.99/month, viewers can get a Disney+ bundle which includes Hulu and ESPN+. Yesterday, we saw ESPN's U.S. iOS App Store Rank jump from #163 Overall to #23. Similarly, Hulu jumped from #34 Overall to #15. This is Hulu's highest rank since April 6, 2019, shortly after its original show *The Act* had premiered. The U.S. download numbers of Hulu and ESPN

yesterday were not necessarily substantial when you compare them historically to themselves for other events such as season premiers or new service offerings. We should keep in mind that there's a good chunk of Hulu and/or ESPN+ subscribers who added on Disney+ rather than getting all three services brand new yesterday.

Wrapping it up

It's been 24 hours in just three markets; Disney's streaming journey has just begun. There's only so much we can see from this small window but I hope you found the information intriguing. This is an important and just a really fun topic for us at Apptopia so keep your browser [tuned here](#) as we continue to track Disney+ and the streaming wars.

[Track Disney+ Here](#)