

Disney+ downloaded 15.5 million in first two weeks; competitors unaffected to this point

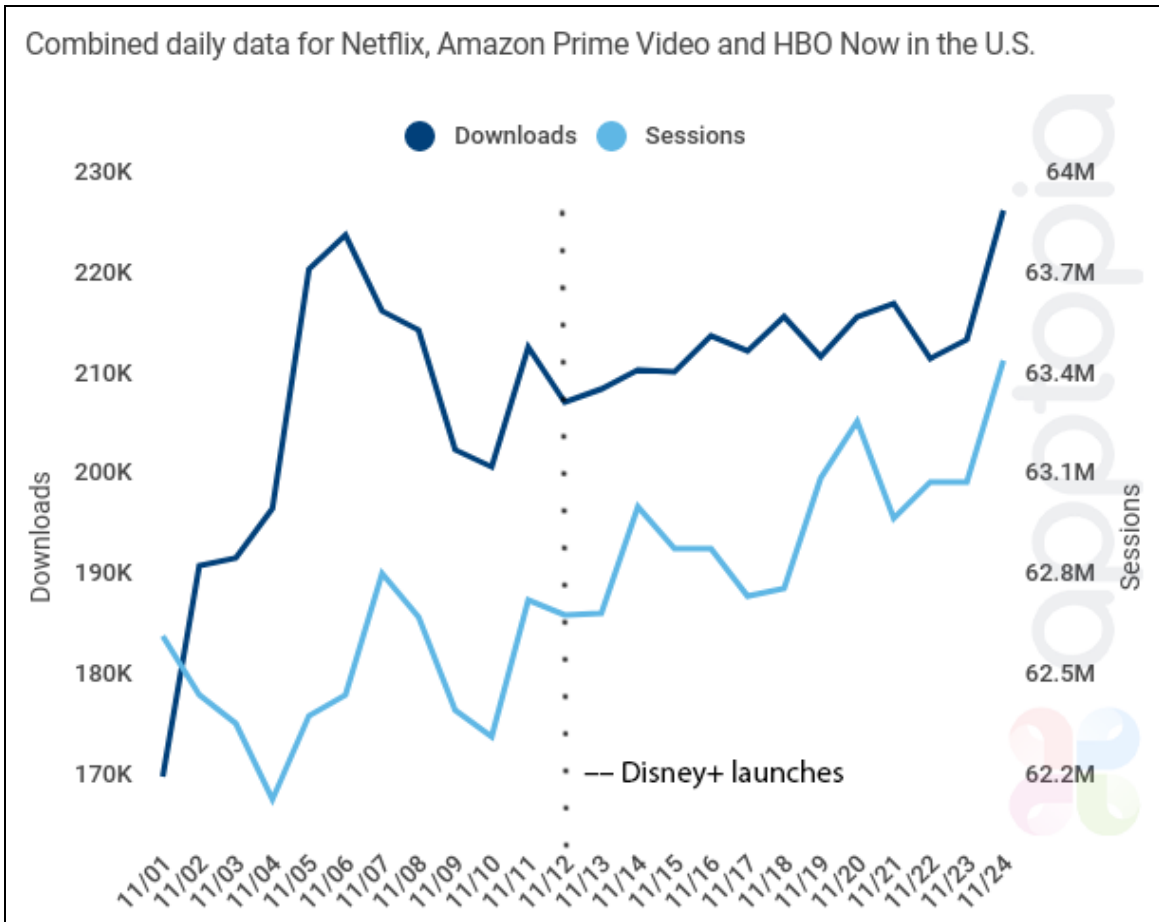
Disney+ has been live for just about two weeks now. The data in this report is through the first 13 days of launch. Thus far, we estimate the mobile app has been **downloaded 15.5 million times** and has generated **\$5 million through in-app purchases**. Apptopia revenue data is always post app store fees.

[Sidebar: Shortly after we [announced](#) Disney+ first day download numbers, the company itself announced 10 million subscribers. Some were initially confused on the discrepancy between 3.2 million mobile app downloads and 10 million subscribers. This makes perfect sense though; our numbers say that on day one, 32% of subscribers downloaded the mobile app. For this type of service, mobile downloads come second. Most people install Disney+ on their Roku or Apple TV first. While Disney's 10 million subscribers are impressive, they were not all signed up within 24 hours. Consumers were able to sign up for the service weeks before launch. And while I do not know this for fact, I assume the 10 million subscribers have not all agreed to pay the company money. A certain percentage definitely have, but many were either on their free trial or receiving the service for free through Verizon.]

Disney+ has been ranking #1 overall in the U.S. iOS and Google Play app stores since its launch. It has been #1 in iOS grossing ranks since 11/19 and since 11/20 on Google Play. With regards to revenue, keep in mind that due to the free trial, there was not much money being generated prior to a week after launch. There are also many users receiving the service for free due to Verizon's deal for its unlimited data customers. Many users may choose to pay outside of the app as well.

Impact on other streaming video apps

It appears in the early going that Netflix, Amazon Prime Video and HBO are unaffected by Disney+. Looking at U.S. data for these apps (Disney+ is not globally launched yet), we see download and user session trends uninterrupted from their trend lines.



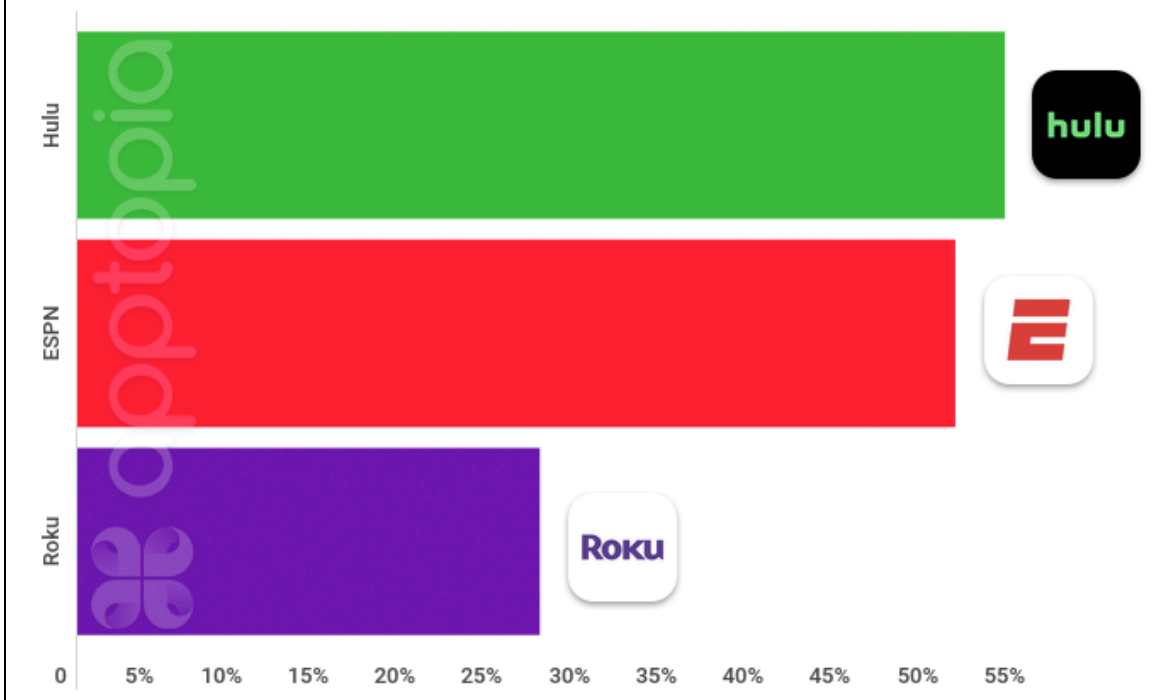
[We have you covered. Track the performance of Disney+ right here.](#)

Mobile apps that were impacted include Hulu, ESPN and Roku. As you likely know by now, Disney is offering a package deal of Disney+, Hulu and ESPN+ for \$12.99/month. For Hulu, this excludes live television but does include Hulu's on-demand library which includes its hit originals like *The Handmaid's Tale*. Both Hulu and ESPN have seen downloads increase since the launch of Disney+, with Hulu seeing the biggest boost.

The main utility of the Roku app is to act a remote when using the platform on your television. Since Disney+ is available on Roku, we've seen a boost in new users and user sessions on this app as well.

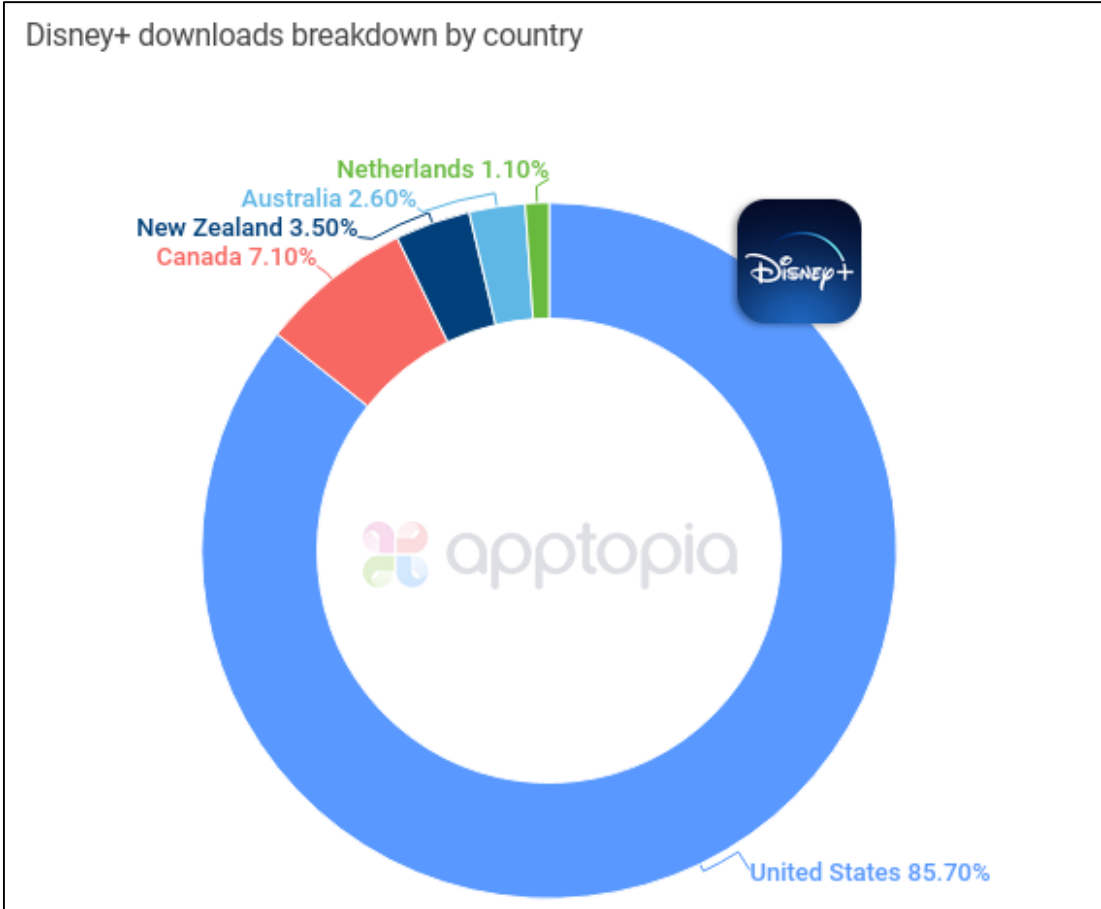
Boosted daily downloads in the U.S.

Avg. daily downloads 13 days after Disney+ launch compared to the 13 days prior



Market Breakdown

Australia and New Zealand were able to start watching The Mandalorian on November 19th. Disney+ has been ranking #1 overall in both app stores in both countries since launch.



Wrapping it up

Disney+ has been averaging 25.6 million sessions per day over the last week. Given we have seen 15.5 million downloads over the course of two weeks, this is a sign people are highly engaged with the mobile app. It is likely viewers are watching bits and clips on their daily commutes and briefly checking to see if new content/episodes have been added. The next big rollout for Disney+ will be in March 2020 when it launches in the United Kingdom and much of western Europe. We'll continue to monitor this landscape for you and release another report when we're a month out from launch.

[Track Disney+ Here](#)