

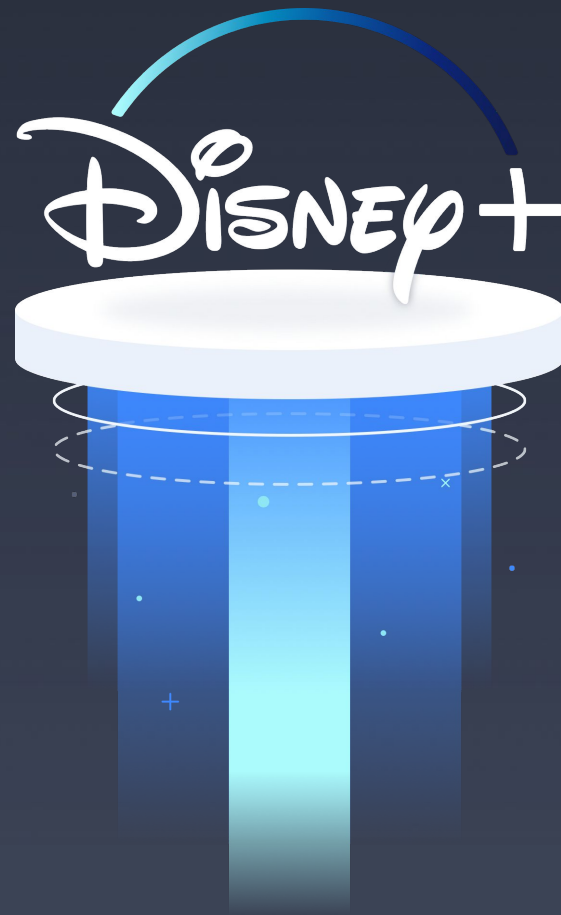
Disney+ 4 Week Report

How the newest hit streaming video on-demand service is performing



Top Takeaways

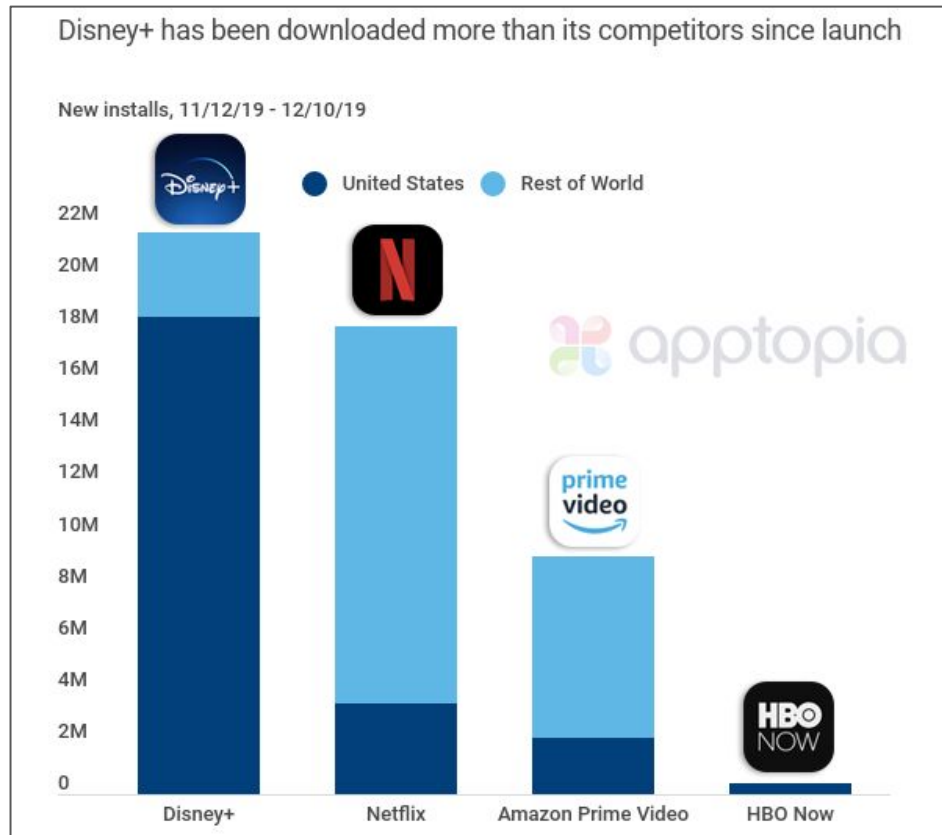
- ★ Disney+ has been downloaded 22 million times in the four weeks since its official launch
- ★ Competitors remain largely unaffected in terms of their performance
- ★ Disney+ is boosting new installs of Hulu, ESPN and Roku



How Disney+ is tracking since launch

Disney+ is live in the United States, Canada, Australia, New Zealand and the Netherlands

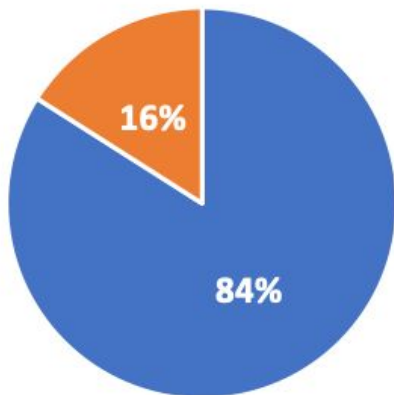
- 22 million global downloads (85% U.S.)
- \$20 million generated via in-app purchase revenue (81% U.S.)
- Over the past week, Disney+ has averaged 9.5 million DAUs (84% U.S.)
- In the U.S., the app has been ranked #1 every day since launch in both the App Store and Google Play



Quantifying the International Opportunity Size for Disney+

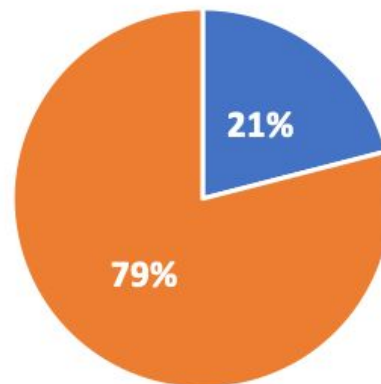
Disney's massive international mobile footprint leads us to believe that their actual opportunity size is at least 4x bigger than what we are observing currently.

Disney+ Active Users: Breakdown by Region



■ US ■ Rest of World

Disney's Companywide Mobile Active Users by Region



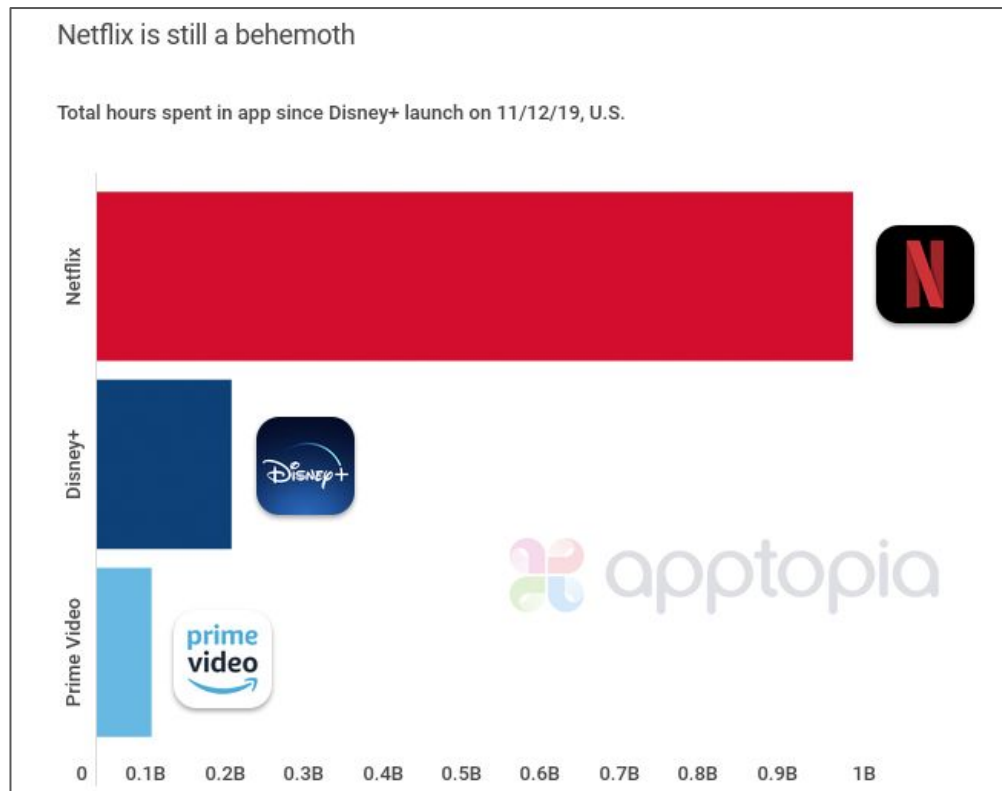
■ US ■ Rest of World

How Disney+ is tracking since launch

Even though Disney+ is having a successful launch, it hasn't penetrated society to the point that Netflix has, which is not surprising. What is impressive is that it is already beating out Amazon Prime Video.

On a per user basis, Disney+ has 5.8% longer average session times than Netflix, and 7.8% longer than Amazon Prime Video.

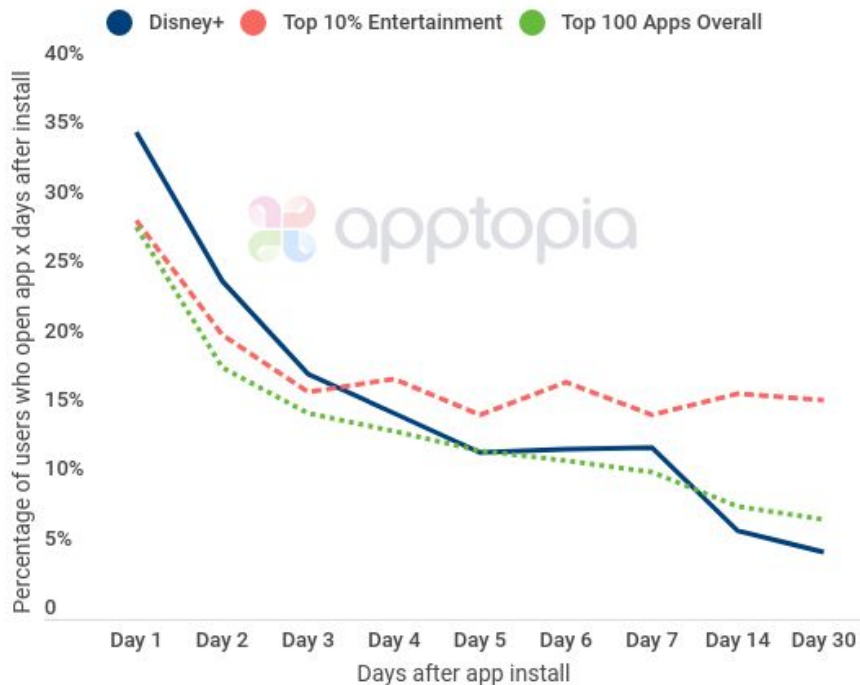
Disney+'s recent global sessions per DAU (2.7) are on par with that of its competitors.



How Disney+ is tracking since launch

Disney+ user retention compared to industry benchmarks

User retention by day, U.S. (Day 0 is day of install)



Disney+ far outperforms industry benchmarks in the first 3 days, falls below as time after install progresses

The first day after download, 35.2% of Disney+ users opened the app. This is much higher than other top apps which average around 28%.

Our hypothesis as to why this drops is that Disney+ lacks lots of original content. Most of its content is shows and movies people have already seen.

*Apptopia retention is engagement based and does NOT imply that people are deleting the app from their mobile devices.

The Impact on Competitors

In [our two week report](#), we combined the mobile app data of Netflix, Amazon Prime Video, and HBO Now in the United States to reveal that Disney+'s launch had not impacted these competitors.

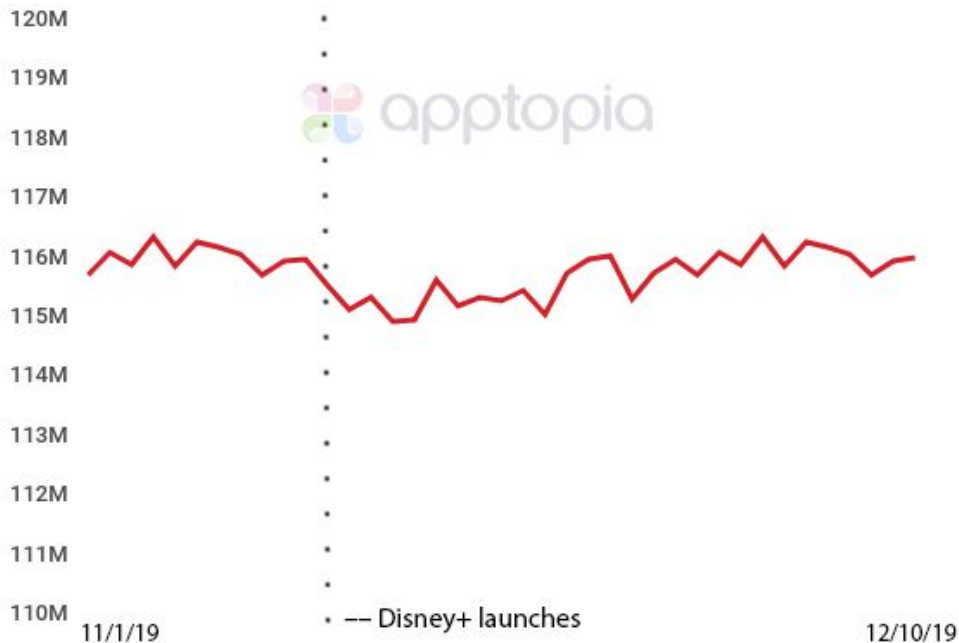
Isolating Netflix here, we see the same thing. Our hypothesis is that one of Disney's main draws, Marvel movies, are still available on Netflix. There is no forced behavior change.

Over the next year or so, as Netflix loses the right to stream these movies, we believe we'll see more of an impact.

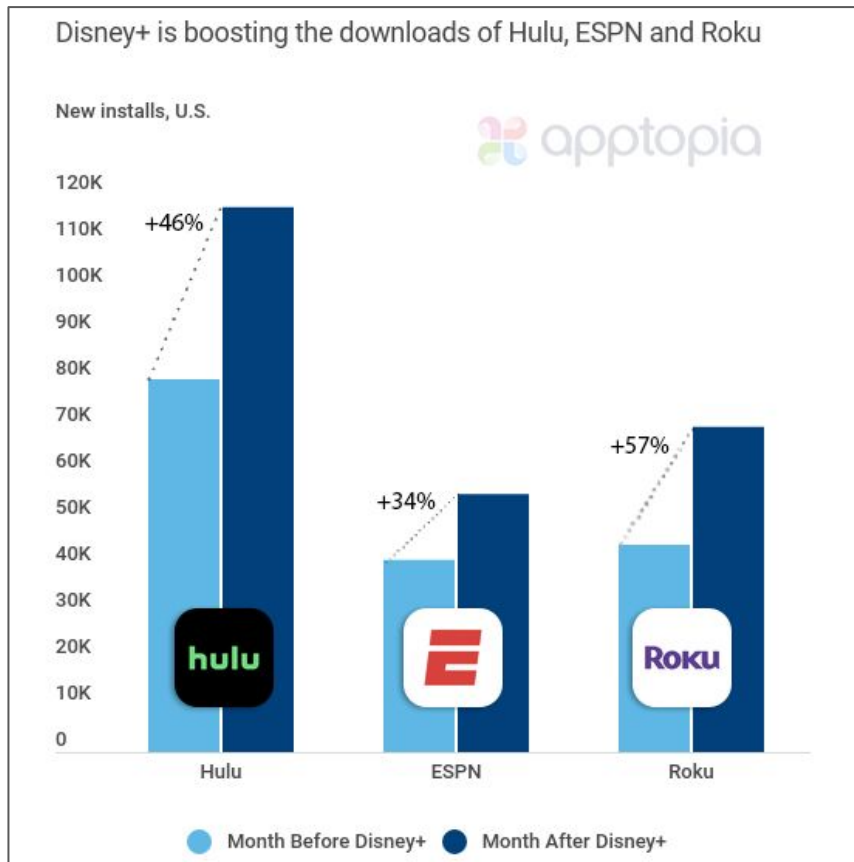
Netflix has not felt any ill effects from Disney+ so far



Daily Netflix mobile app Sessions, U.S.



Further Fallout



Disney's bundle offering of Disney+, Hulu, and ESPN+ for \$12.99/month has boosted new installs of these apps.

Roku's mobile app has been boosted as well. The app acts as a remote for the platform. We believe Roku is seeing more engagement due to people watching a lot of Disney+.

These percentage increases account for net new installs that would not have existed if it were not for the bundle.

Thank you!

Have questions?

Humans@apptopia.com

Want to schedule time to talk?

<https://apptopia.com/demo>

