

The Top 10

Streaming Services in the U.S.

September 2023



The Top 10

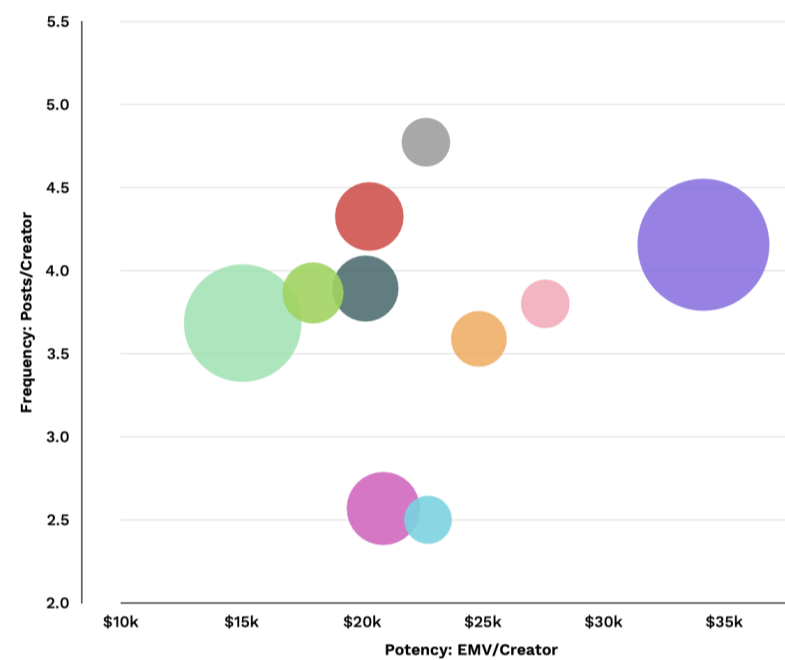
Streaming Services in the U.S.

Competitive Set	Total EMV		MoM	YoY
Spotify	\$159,796,691		▼ 4%	▲ 17%
Netflix	\$55,792,690		▼ 12%	▼ 57%
Apple Music	\$30,018,968		▲ 31%	▼ 17%
Hulu	\$25,697,316		▲ 39%	▼ 30%
Prime Video	\$23,606,957		▲ 23%	▼ 29%
Apple TV+	\$20,771,773		▼ 45%	▲ 19%
Disney+	\$18,075,256		▲ 33%	▼ 68%
Paramount+	\$17,550,010		▲ 51%	▲ 19%
Peacock	\$14,471,767		▼ 6%	▼ 9%
Amazon Music	\$14,116,141		▲ 27%	▲ 8%

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Community Metrics

Community Size, Frequency, and Potency for Streaming Services



Brands	Size: No. of Creators	MoM	Frequency: Posts / Creator	MoM	Potency: EMV / Creator	MoM
Spotify	4,680	2%	4.2	-1%	\$34.1k	-6%
Netflix	3,706	-6%	3.7	0%	\$15.1k	-6%
Apple Music	1,438	16%	2.6	-2%	\$20.9k	14%
Hulu	1,266	24%	4.3	15%	\$20.3k	12%
Prime Video	1,172	13%	3.9	6%	\$20.1k	9%
Apple TV+	836	13%	3.6	-15%	\$24.8k	-52%
Disney+	1,006	9%	3.9	-5%	\$18.0k	22%
Paramount+	636	32%	3.8	-16%	\$27.6k	15%
Peacock	639	1%	4.8	-18%	\$22.6k	-7%
Amazon Music	621	1%	2.5	-9%	\$22.7k	25%

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Brand Highlight

A Closer Look at Streaming Services







It was a busy month for Hulu, which kicked off promotional campaigns for multiple programs. The 2023 iHeartRadio Music Festival grabbed much of the spotlight, with brand affiliates like iHeart Country (@iheartcountry on Facebook) and iHeartRadio (@iheartradio on Instagram) tirelessly promoting the event and advertising that viewers could stream it live on Hulu. As a result, #iHeartFestival2023 and #iHeartOnHulu netted a respective \$2.8M and \$2.6M EMV as the streaming service's top two September hashtags. Meanwhile, FX (@fxnetworks on TikTok) geared up for another season of its long-running American Horror Story program, blitzing social media with spooky content and helping #AHSFX and #AHSDelicate reel in \$1.5M EMV each. Finally, reality TV program Shark Tank (@sharktancabc) teased its 15th season, with #SharkTank yielding \$960.7k EMV as another of Hulu's top 10 hashtags. Buoyed by all this activity, Hulu secured \$25.7M EMV, a 39% month-over-month boost.








What is EMV?

Earned Media Value, or EMV, quantifies the estimated value of consumer engagement with digital earned media. Our holistic approach assigns a unique value to a piece of content based on the platform it was published on and engagement received from followers and consumers. This value is then attributed to the specific brands mentioned within the post. EMV can be used to evaluate the earned performance of individual marketing campaigns and benchmark brands within the competitive landscape.








Posts by

-  **Creators**
-  **Brands**
-  **Retailers**
-  **Publications**

Engagement via

-  **Comments**
-  **Tweets/Retweets**
-  **Favorites**
-  **Likes**
-  **Pins/Repins**
-  **Shares**
-  **Video Views**

On Platforms including

-  **Instagram**
-  **Youtube**
-  **Facebook**
-  **Twitter**
-  **TikTok**
-  **Pinterest**
-  **Blogs**

Glossary of terms

Community Metrics

Community Size

The total number of creators who authored content about a brand within a given time period.

Posting Frequency

The average number of posts authored per creator for a brand within a given time period.

Creator Potency

The average amount of EMV driven per creator for a brand within a given time period.

Creator Tiers

Powerhouse Creator

Creators with over 1M followers on their primary channel.

Established Creator

Creators with 300k to 1M followers on their primary channel.

Mid-Tier Creator

Creators with 100k to 300k followers on their primary channel.

Micro-Creator

Creators with fewer than 100k followers on their primary channel.

Others

Sponsored EMV

A post is labelled “sponsored” if it contains hashtags or language that denote a sponsorship, such as “#ad” or “#spon.”

Engagements

The total number of likes, comments, and shares that content about your brand received.

Reach

The total follower count of the creators who mentioned your brand.

Impressions

How many times content about your brand was viewed by your creator community’s followers.