



NEWS RELEASE

Disney Advertising Shares Ad-Supported Monthly Active Users (MAU) & Methodology

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Numbers Include An Estimated 157 Million Global Users Across Disney+, Hulu and ESPN+

January 8, 2025 (Burbank, Calif) – Disney Advertising, a subsidiary of The Walt Disney Company (NYSE: DIS), is sharing its estimated global and domestic (U.S. and Canada) ad-supported MAU numbers, cumulative across its streaming portfolio, and its detailed calculation methodology.

At the 5th annual Tech and Data Showcase at the Consumer Electronics Show (CES) today, President of Global Advertising, Rita Ferro, is sharing that the company’s ad-supported monthly active users have reached an estimated 157 million globally, including 112 million domestically, on average per month over the last six months.

“Disney sits at the intersection of world class sports and entertainment content, with the most high-value audiences in ad-supported global streaming at scale,” said Rita Ferro, President of Global Advertising. “We wanted to be the first to offer our industry greater transparency into the methodology used to estimate our engaged global ad-supported monthly active users.”

Additional details include:

- Unlike linear advertising, there is no industry standard methodology for measuring global streaming advertising audience size.
- Disney Advertising set out to define a globally consistent approach and methodology to estimate ad-supported audience numbers.
- The ad-supported MAU numbers are derived from active accounts across Disney’s streaming ecosystem (Disney+,

Hulu, ESPN+)* who have viewed ad-supported content continuously for more than 10 seconds.

- Each active account is then multiplied by the number of estimated users per account (global average is 2.6 and it varies by application and region) to estimate the total number of users.
- Multipliers are determined by first-party survey data representing subscribers in regions with an advertising tier.** This survey includes more than 13,000 individuals ages 18-64.
- As an advertising industry leader focused on proving the power of our data, this is another step that delivers intentional and impactful results for brands – in a uniquely Disney way.

**Estimated active users are added across applications without de-duplication*

***Does not include Hotstar subscribers*

We do not assume any obligation to publicly provide revisions or updates to the information provided herein.

ABOUT DISNEY+

Disney+ is the dedicated streaming home for movies and shows from Disney, Pixar, Marvel, Star Wars, and National Geographic, along with The Simpsons and much more. In select international markets, it also includes the general entertainment content brand, Star, and in the U.S., eligible bundle subscribers can also access extensive Hulu and ESPN+ content on Disney+, including next day TV, Hulu and ESPN Originals, live sports events and studio programming. The flagship direct-to-consumer streaming service from Disney, Disney+ offers an unmatched collection of exclusive originals, including feature-length films, documentaries, live-action and animated series, and short-form content. With unprecedented access to Disney's long history of incredible film and television entertainment, Disney+ is also the exclusive streaming home for the newest releases from The Walt Disney Studios. Disney+ is available as a standalone streaming service or as part of bundle offerings in the U.S. that give subscribers access to different combinations of Disney+, Hulu, and ESPN+. For more, visit disneyplus.com, or find the Disney+ app on most mobile and connected TV devices.

ABOUT HULU

Hulu is a leading premium streaming service that offers an expansive slate of live and on-demand entertainment through a wide array of subscription options that give consumers ultimate control over their viewing experience. As part of the Disney Entertainment segment, Hulu is the only on-demand offering that provides access to shows from every major U.S. broadcast network, libraries of hit TV series and films – including licensed content streaming exclusively on Hulu – and award-winning Originals. Hulu is available as a standalone streaming service or as part of bundle offerings with different combinations of Disney+ and ESPN+ and can be further personalized through a variety of premium and Live TV add-on subscriptions. With Hulu + Live TV, subscribers receive a unique combination of 95+ live news, entertainment and sports TV channels and can access Hulu's on-demand library, Disney+, and ESPN+ all in one plan. Visit hulu.com to subscribe or learn more about the service.

About ESPN+

ESPN+ is the No. 1 sports streaming platform, serving fans in the U.S. with exclusive access to more than 32,000 live sports events each year, an unmatched library of on-demand replays and acclaimed original content, and premium written articles by the top reporters and analysts from **ESPN.com**. Fans sign up to ESPN+ for just \$11.99 a month (or \$119.99 per year) at **ESPN.com**, **ESPNplus.com** or in the ESPN App on mobile and connected devices. For more visit the **ESPN+ Press Kit**.

CONTACTS:

Tori Fernandes, Disney Advertising

Tori.Fernandes@disney.com

April Carretta, DTC Communications

April.Carretta@disney.com

Nicolette Hamm, DTC Communications

Nicolette.Hamm@disney.com