



## Netflix Leads List of 2018's Top 10 Streaming Services

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Netflix remains the country's top subscription-based over-the-top video service in the U.S. market, based on subscriber estimates, according to Parks Associates on Wednesday.

Netflix is followed by Amazon Prime Video and Hulu in the second and third spots with HBO Now and Starz joining them in the top five, as per the below list.

- Netflix
- Prime Video Users (Amazon Prime)
- Hulu (SVOD)
- HBO Now
- Starz
- MLB.TV
- Showtime
- CBS All Access
- Sling TV
- DIRECTV Now

Parks Associates didn't offer any numbers, but in its third-quarter earnings

report, Netflix said it had nearly 60 million US subscribers and 137 million global subscribers.

In March, Reuters reported that Amazon Prime Video had 26 million subscribers, who can watch TV shows, movies and other video as part of the service's overall Prime offering, which also grants them free shipping and other perks for \$119 a year.

At its NewFronts presentation in May, Hulu said it had about 20 million subscribers, and those are divided into those who watch the service with ads and those who do not.

"Which company is the leading OTT video subscription service remains a topic of debate," said Brett Sappington, senior director of research, Parks Associates, in a statement. "According to our estimates, Amazon has more Prime Members than Netflix has subscribers. However, when you consider only those Prime Members that use Prime Video, Netflix is the largest. Hulu remains the third largest but continues to grow its subscriber base."

The top-three are largely dominating the subscription-based video market. In fourth place, HBO Now reported five million subscribers in February, while CBS All Access, in eighth, reported 2.5 million subs in August.

All of the services thrive based on their programming offerings, and particularly big hits like Stranger Things on Netflix, The Marvelous Mrs. Maisel on Amazon, The Handmaid's Tale on Hulu, Game of Thrones on HBO Now and Star Trek: Discovery and The Good Fight on CBS All Access, to name a few.

While MLB.TV numbers sixth on the overall list, it leads the list of sports streamers, followed by WWE Network - with more than 1.2 million reported U.S. subscribers, according to Parks - and the recently launched ESPN+, which said in September it had passed the one-million subscriber mark.

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