

Streaming services throw cash at content

Online video subscription services are spending billions of dollars on original content to take on Netflix, but not all are likely to survive

ORIGINAL CONTENT BUDGETS, 2019

\$15bn

NETFLIX The one to beat, with 158m subscribers worldwide. Having lost *Friends*, *The Office*, and many Disney/Marvel properties, Netflix is spending \$600m on *Seinfeld*

Apple going for quality over quantity, winning bidding war for Jennifer Aniston and Reese Witherspoon's exclusive drama *The Morning Show*, costing \$300m for 20 episodes

Amazon making most expensive TV show in history – \$1.25bn for show based around *The Lord of the Rings*

Notable deals include *The Big Bang Theory* – more than \$500m – and outbidding Netflix with \$425m for *Friends*. Developing spin-off of upcoming *Dune* movie

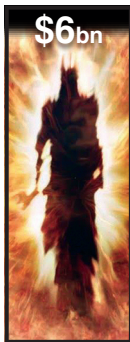
Budget set to rise since *Disney* assumed control. Will stream mature subject matter from *Fox*, such as *Catch-22*



Most likely to unseat Netflix, with its vast library of classic content plus brands like *Star Wars* and *Marvel*

Launch: Nov 12

\$6bn



\$6bn



\$3.5bn



\$3bn



\$2.5bn



Netflix

Amazon
Prime Video

Apple TV+

HBO Max

Hulu

Disney+