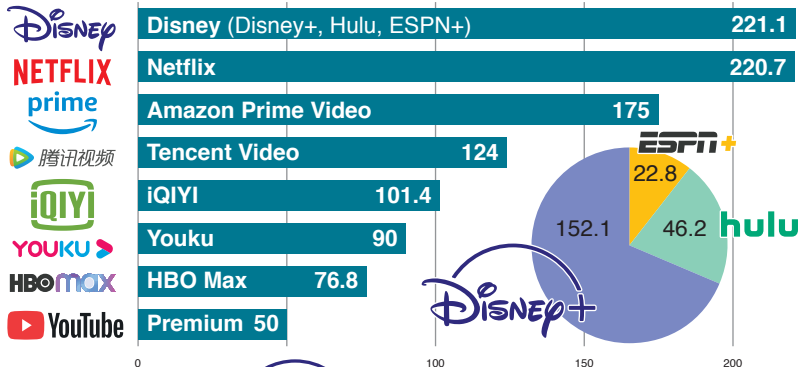


Disney overtakes Netflix and ups prices

Disney has overtaken Netflix in the battle for subscribers, as the entertainment giant reveals price hikes across Disney+, Hulu and ESPN+ to coincide with the launch of less expensive, ad-supported versions

STREAMING SERVICE SUBSCRIBERS (*millions*)



NEW PRICING
(U.S.)

Disney+

Starts Dec 8

hulu

Starts Oct 10

ESPN+

Starts Aug 23

Current	\$7.99	\$6.99	\$6.99
With ads	\$7.99	\$7.99	\$9.99
Without ads	\$10.99	\$14.99	