



MARCH 11

PANDEMIC DECLARED
BY WHO:



STREAMING SESSIONS

↑ **30.1%**
IN MARCH ¹



WELCOME OF QUIBI ON
APRIL 6, HBO MAX IN MAY,
AND NBCUNIVERSAL'S
PEACOCK ON JULY 15
(APRIL 15 FOR ALREADY
COMCAST USERS) ²

STREAMING APP NEWS AND CASE STUDIES



UNIQUE IN FORMAT,
UNIQUE IN CONTENT:
QUIBI



LAUNCHED ON
APRIL 6
IN THE US & CANADA



1.15M DOWNLOAD
IN 7 DAYS
AFTER LAUNCH ³



NBC'S COMCAST-OWNED
PEACOCK WAS LAUNCHED
ON APRIL 15.

• The launch event for July 15 was
supposed to be the 2020 Olympics
coverage ⁴.



NEW REVENUE AND
TIME SPENT RECORDS
FOR **TWITCH AND
DISCORD** IN MARCH.

TWITCH AND DISCORD IN MARCH



TWITCH, \$8.2M, Time
spent ↑27.5% YoY



DISCORD, 890k, Time
spent ↑36.5% Yo ⁵

SOURCE

¹ Apptopia and Braze, 2020: The Year of Streaming, <https://blog.apptopia.com/2020-the-year-of-streaming>

² Apptopia and Braze, 2020: The Year of Streaming, <https://blog.apptopia.com/2020-the-year-of-streaming>

³ Apptopia, <https://blog.apptopia.com/quibi-surpasses-1-million-installs>

⁴ Engadget, <https://www.engadget.com/nbc-peacock-launch-everything-you-need-to-know-191032095.html>

⁵ Apptopia, <https://blog.apptopia.com/twitch-mixer-caffeine-and-discord-all-just-posted-their-best-revenue-generating-month>