**Analyst Sees Ads on Disney Plus Bringing $1.8 Billion**

A picture containing icon

Description automatically generatedAnalyst Michael Nathanson of MoffettNathanson has weighed in on the opportunities for Netflix and Disney Plus in the advertising world, estimating that Netflix could see $1.2 billion in ad revenue by 2025 and that Disney Plus could generate $1.8 billion in the same timeframe.

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[*https://www.nexttv.com/news/analyst-sees-ads-on-disney-plus-bringing-dollar18-billion-and-netflix-getting-dollar12-billion?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_content=9C21B2D7-6815-44F0-9268-03988DB17F04&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.nexttv.com/news/analyst-sees-ads-on-disney-plus-bringing-dollar18-billion-and-netflix-getting-dollar12-billion?utm_source=SmartBrief&utm_medium=email&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_content=9C21B2D7-6815-44F0-9268-03988DB17F04&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)