**Report: More US Homes Have At Least 3 SVOD Services**

The number of US homes with three or more subscription VOD services grew by six percentage points in the third quarter of 2019, to 39%, compared to Q3 2018, Ampere Analysis reported. Globally, the research firm predicts that the number of streaming subscribers will outpace pay-TV customers in 30 countries in 2020 largely due to the launch of Apple TV+.

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[***https://www.mediapost.com/publications/article/346062/us-homes-with-three-or-more-streaming-services-s.html***](https://www.mediapost.com/publications/article/346062/us-homes-with-three-or-more-streaming-services-s.html)

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[***https://i.dailymail.co.uk/i/pix/2017/05/16/23/4069787B00000578-4512888-Netflix\_is\_an\_online\_streaming\_and\_video\_on\_demand\_server\_The\_Ne-a-3\_1494975456482.jpg***](https://i.dailymail.co.uk/i/pix/2017/05/16/23/4069787B00000578-4512888-Netflix_is_an_online_streaming_and_video_on_demand_server_The_Ne-a-3_1494975456482.jpg)