**Paramount+ Reaches 61M Users, Beats Q2 Estimates**

Paramount+ gained 700,000 subscribers in the second quarter to reach 61 million and Paramount Global cut the red ink on its direct-to-consumer business by 5% year-to-year. CEO Bob Bakish said the company increased its upfront ad sales volume by single digits, with digital "a point of strength."

***Next TV/Broadcasting+Cable 8/7/23***

[*https://www.nexttv.com/news/paramounts-bob-bakish-touts-digital-advertising-growth?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm\_medium=email&utm\_content=BF310BF6-D80B-4042-9136-6898AFA43392&utm\_source=SmartBrief*](https://www.nexttv.com/news/paramounts-bob-bakish-touts-digital-advertising-growth?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm_medium=email&utm_content=BF310BF6-D80B-4042-9136-6898AFA43392&utm_source=SmartBrief)