**US Homes with SVOD Service Rise to 78%**

The number of US homes subscribing to a video-on-demand platform grew to 78% over the last two years, compared to 69%, Leichtman Research Group reports. A majority -- 55% -- of the 1,990 homes the group surveyed subscribe to at least two SVOD services.

***Media Play News 8.28.20***

[***https://www.mediaplaynews.com/study-nearly-80-of-u-s-households-subscribe-to-netflix-amazon-prime-and-or-hulu/***](https://www.mediaplaynews.com/study-nearly-80-of-u-s-households-subscribe-to-netflix-amazon-prime-and-or-hulu/)

***Image credit:***

[***https://www.bing.com/images/search?view=detailV2&ccid=VaEUSbCd&id=8E91F05E5D7A5DEBC279BE3A3495782AEA7F4986&thid=OIP.VaEUSbCdQmGcIULICG7puQHaEW&mediaurl=https%3a%2f%2fwww.dumblittleman.com%2fwp-content%2fuploads%2f2016%2f07%2ffamily-watch-tv-696x409.jpg&exph=409&expw=696&q=family+watching+tv&simid=608012917975941656&ck=7388453C08094C66D14075A7C4D859C9&selectedIndex=12&FORM=IRPRST&ajaxhist=0***](https://www.bing.com/images/search?view=detailV2&ccid=VaEUSbCd&id=8E91F05E5D7A5DEBC279BE3A3495782AEA7F4986&thid=OIP.VaEUSbCdQmGcIULICG7puQHaEW&mediaurl=https%3a%2f%2fwww.dumblittleman.com%2fwp-content%2fuploads%2f2016%2f07%2ffamily-watch-tv-696x409.jpg&exph=409&expw=696&q=family+watching+tv&simid=608012917975941656&ck=7388453C08094C66D14075A7C4D859C9&selectedIndex=12&FORM=IRPRST&ajaxhist=0)