**Disney Plus Loses 300K U.S. Subscribers**

A group of logos on a purple background

Description automatically generatedIn December, Disney Plus launched a $7.99-a-month basic tier with commercials, bumping up the standalone price of its ad-free tier significantly to $10.99 a month in the U.S. That was $4 a month more expensive than the Disney Plus launch price in November 2019. But get ready for another one -- Disney said the price of its ad-free Plus tier will rise again to $13.99 a month starting in October.

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[*https://deadline.com/2023/08/disney-plus-hiking-prices-hulu-bundle-expands-advertising-uk-canada-europe-1235458744/*](https://deadline.com/2023/08/disney-plus-hiking-prices-hulu-bundle-expands-advertising-uk-canada-europe-1235458744/)