**Disney's SVOD Group Won 25% Of New Q4 Subscriptions**

Logo, company name

Description automatically generatedDisney's group of three streaming services gained almost 10 million new US subscriptions in 2021's fourth quarter, measuring firm Antenna reports, and Disney+, ESPN and Hulu accounted for a quarter of new accounts in the premium video-on-demand market. Additions spiked around the releases of "The Beatles: Get Back," and "The Handmaid's Tale," as well as Hulu's promotion on Black Friday.

***FierceVideo 2/7/22***

[***https://www.fiercevideo.com/video/disneys-streaming-services-grabbed-25-new-sign-ups-q4***](https://www.fiercevideo.com/video/disneys-streaming-services-grabbed-25-new-sign-ups-q4)