**U.S. Now Has More Streaming Subscriptions Than People**

Ampere’s latest wave of consumer research, for Q1 2021, found the average U.S. consumer reporting subscribing to four-plus subscription VOD services, and one-quarter subscribing to five or more.

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[*https://www.mediapost.com/publications/article/362237/us-now-has-more-streaming-subscriptions-than-peo.html?utm\_source=Listrak&utm\_medium=Email&utm\_term=U.S.+Now+Has+More+Streaming+Subscriptions+Than+People&utm\_campaign=NBC+News+%e2%80%98Nails+The+Voice%e2%80%99+On+TikTok*](https://www.mediapost.com/publications/article/362237/us-now-has-more-streaming-subscriptions-than-peo.html?utm_source=Listrak&utm_medium=Email&utm_term=U.S.+Now+Has+More+Streaming+Subscriptions+Than+People&utm_campaign=NBC+News+%e2%80%98Nails+The+Voice%e2%80%99+On+TikTok)

*Image credit:*

[*https://www.mesaonline.org/wp-content/uploads/2016/06/OTT-streaming-1.jpg*](https://www.mesaonline.org/wp-content/uploads/2016/06/OTT-streaming-1.jpg)