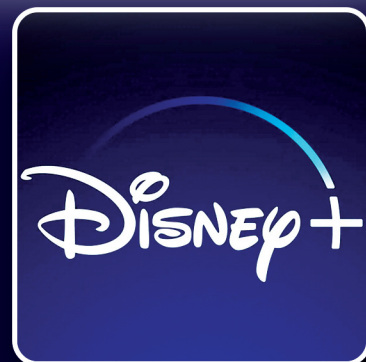


What do I need to know about Disney+?

Disney+ is a streaming service that was introduced in March 2020 in the UK, after great success in other countries. The timing could not have been better, as lockdown hit the country, a new streaming service appears that could capture the hearts of all ages, like Disney does.



100 Million
active users

Available on
almost all
platforms

Founding
Date: 2019

32% of
subscribers
don't have
children

Revenue model:
Monthly Subscriptions

In a clever move, Disney+ introduced their services into the subscriptions of Xbox & Playstation if you subscribe to their ultimate package. This increased the user base massively.

89% of content on Disney+ is exclusive. No other major streaming service has a higher proportion of exclusive content.

Parental Controls
Importantly, there are parental controls on Disney+ which allow you setup a few features including pin protecting the app or films within it, and setting up the age ratings.

Positive Points

1. Parental Controls & being added into existing subscriptions means that Disney+ is also affordable as well as giving you the control you need.
2. A lot of old favourites are on Disney+ and you can't get them anywhere else
3. Disney+ has a lot of National Geographic channels

Negative Points

1. With another streaming service here, with massively exclusive content, this can increase the price of your monthly bills to fulfil the access to all the content from all streamers
2. The autoplay feature means episodes keep on playing, increasing screen time significantly
3. The rise in available content has seen younger children go on to 'older' content much sooner than previous generations, sometimes negatively impacting their behaviour.

Parent Opinion: (of a 2 & 8 year old)

Disney+ is very child friendly. It has stuff for two year olds eight year olds and adults. There's also nothing above PG-13 and you can change a profile to a kids profile if you don't want them to watch PG-13 stuff.