



# Discover

## Five *Fast* Facts On *Paramount+*

What you need to know about new & emerging trends, platforms or technology

# What is Paramount+?

Paramount+ is a **new streaming service** from ViacomCBS that replaces and builds upon CBS All Access, bringing in much more content focused on **live sports, breaking news** and a mountain of **entertainment** from their collection of premium TV networks and movie studios as well as their production of original content.



# Why is the industry talking about it?

Released on March 4, Paramount+ is the **latest entry** in the direct-to-consumer streaming landscape by a major media company offering an array of premium content, from original series to a deep library of programming.

The service combines Live TV (with sports and news), ViacomCBS' **TV & movie library content** and originals under one platform.

**Advertisers** will soon be able to tap into this programming, and the audiences watching it, when their ad-supported tier launches in June.

# 1

Paramount+ will offer a mix of live TV, library TV and film content as well as original programming only found on the platform. At launch, over **30,000+** TV shows and **2,500+** movies will be available, putting the content library size between Peacock and Discovery+

**Live TV** (Including 200+ local CBS affiliates)

**Live Sports** (1,000+ live sporting events annually)

**TV Network Original Series & Library Content** (30,000+ episodes at launch)

**Movies** (2,500+ movies at launch)

**Original Programming** (36 new original series planned for 2021)

“Some of the biggest Paramount films will go exclusively to Paramount+ **30 to 45 days after their theatrical release**.\* All other Paramount movies will **appear after their theatrical run**”.

Bob Bakish, President and CEO at ViacomCBS

*ViacomCBS Streaming Event 2/24/21*

\*A Quiet Place Part II & Mission: Impossible 7 are examples of movies that will come to Paramount+ exclusively after the 45-day theatrical window

Source: [ViacomCBS Streaming Event, 2/24/21](#). Note: Programming shown is only a sampling.

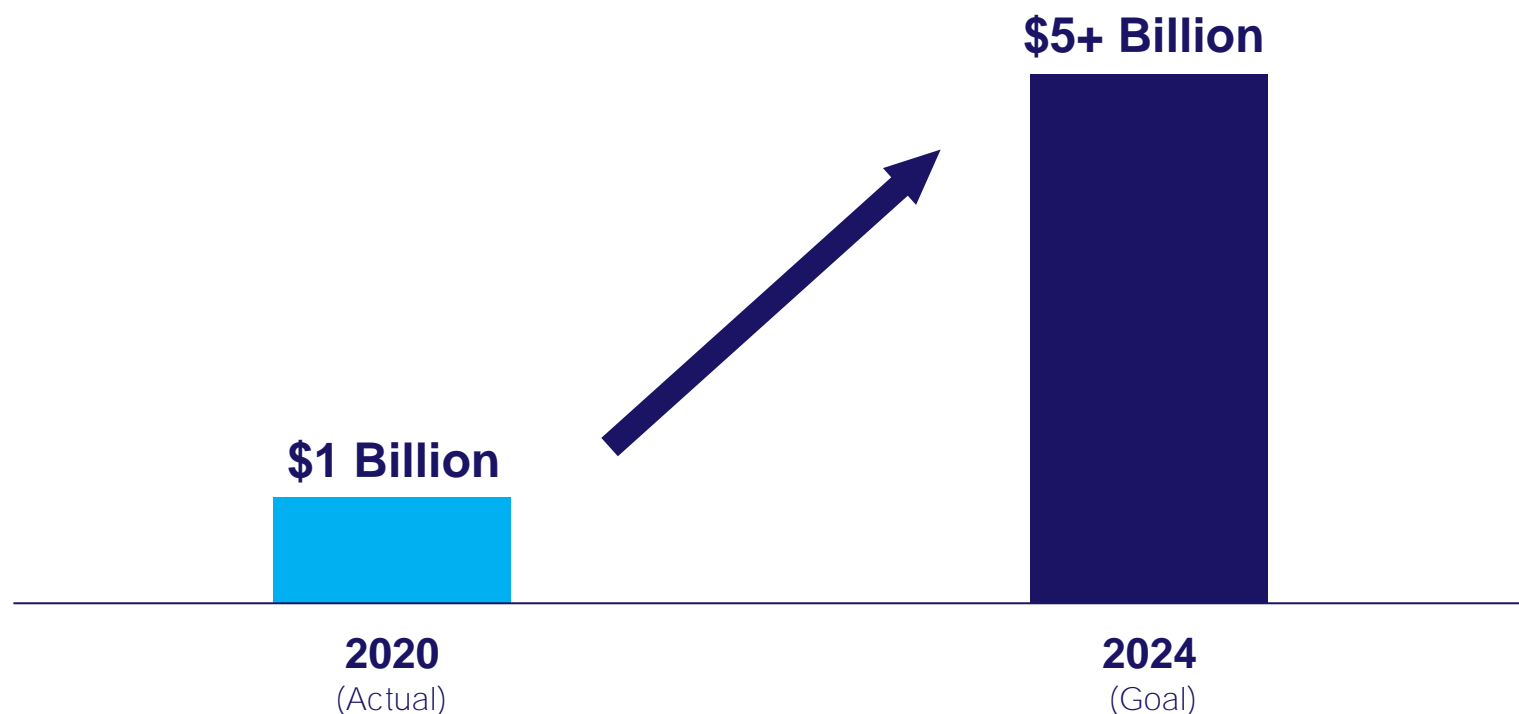
# 2

Paramount+ is supported by an annual **\$15 billion** investment in live sports, news and entertainment plus decades of high-quality library content

By 2024, ViacomCBS is planning to increase it's dedicated streaming investment to over **\$5 billion** each year

## ViacomCBS Global Streaming Content Investment

Includes: Paramount+, Showtime OTT & BET+



Source: [ViacomCBS Streaming Event, 2/24/21](#). Note: ViacomCBS does not breakout content investment between Paramount+ (formerly CBS All Access), Showtime OTT and BET+ in their financial reporting nor will they be breaking out domestic vs. international content investment data or projections moving forward. Streaming content investment includes content created exclusively for their streaming services and an allocation for content assets distributed on both streaming and traditional platforms, including linear television and theatrical.

# 3

Paramount+ is built on a hybrid subscription model with the lower priced **ad-supported** option becoming available in June

The streaming service is available across a multitude of platforms including **ParamountPlus.com** on the web and the **Paramount+ app** for Android and iOS and a variety of smart TVs, gaming consoles and OTT providers\*

**Base Tier**  
Ad-Supported  
**\$4.99/mo**  
*Coming in June 2021*

**Premium Tier**  
Ad-Free  
**\$9.99/mo**  
*Available March 4, 2021*












Source: [ViacomCBS Streaming Event](#), 2/24/21. Note \*detailed device availability was not confirmed by 2/25/21, however CBS All Access has been available on Apple TV, Chromecast, Amazon Fire TV, Portal TV, Roku, PS4, Xfinity Flex, LG TV, Roku TV, Android TV, Samsung TV, Vizio TV, iPhone, iPad, Android Phones, Android Tablets. Premium Tier includes all Base tier content and Live TV content includes ads as part of their linear scheduling.

# 4

At a \$5 monthly price point for their subscription / commercial hybrid plan, Paramount+ has positioned themselves in line with similar hybrid AVOD / SVOD services such as **Peacock** and **Discovery+**

The ad-supported tier of Paramount+ is \$1/mo less than CBS All Access (\$5.99/mo) to drive subscription growth

Service	Streaming Model	Ad-Free Monthly Pricing	Ad-Supported Monthly Pricing
 HBO Max	Hybrid AVOD/SVOD*	\$14.99	N/A*
 Hulu	Hybrid AVOD/SVOD	\$11.99	\$5.99
 Paramount+	<b>Hybrid AVOD/SVOD</b>	<b>\$9.99</b>	<b>\$4.99**</b>
 Peacock	Hybrid AVOD/SVOD	\$9.99	Free*** or \$4.99
 Discovery+	Hybrid AVOD/SVOD	\$6.99	\$4.99
 NETFLIX	SVOD	\$8.99-17.99	N/A
 AMC+	SVOD	\$8.99	N/A
 Disney+	SVOD	\$7.99	N/A
 Apple TV+	SVOD	\$8.99-17.99	N/A

Notes: \*Ad-supported tier of HBO Max is coming Q2 2021; \*\*\*Base Tier' Ad-Supported Paramount+ launches in June 2021; \*\*\*Peacock offers a free tier that is ad-supported with limited content library. Chart reflects costs as of 3/1/21. AVOD = Ad-Supported Video-on-Demand; SVOD = Subscription Video-on-Demand

# 5

Across their streaming portfolio, ViacomCBS is projecting growth of an additional **35-45 million global** streaming subscribers by 2024, driven by the strength and breadth of original and library content from Paramount+

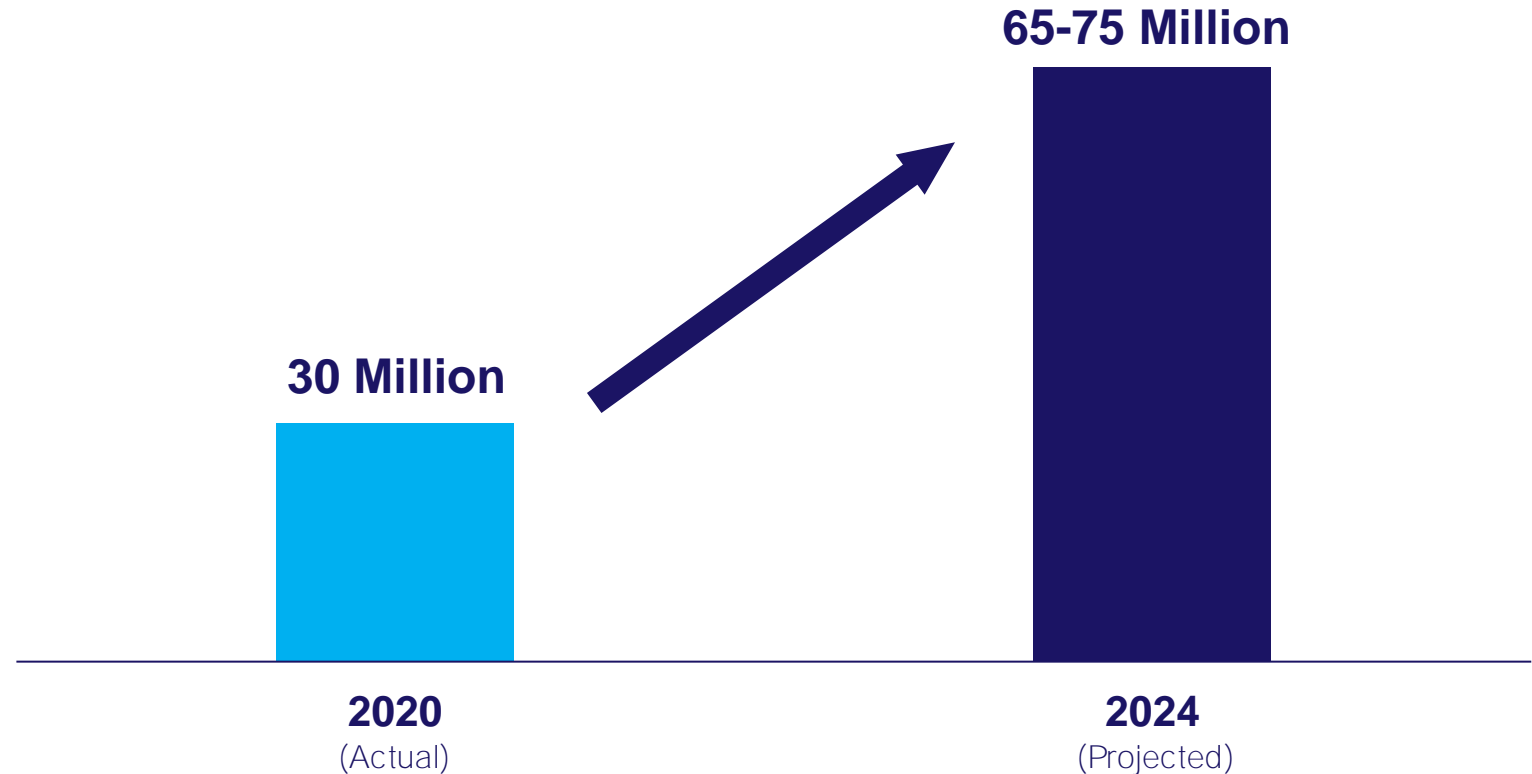
“We’ve set a goal of achieving 65 to 75 million global streaming subscribers by the end of 2024. **The vast majority of this subscriber growth will come from Paramount+.**”

Naveen Chopra, EVP and CFO at ViacomCBS

*ViacomCBS Streaming Event 2/24/21*

## ViacomCBS Global Streaming Subscribers

Includes: Paramount+, Showtime OTT & BET+



Source: [ViacomCBS Streaming Event, 2/24/21](#). Note: ViacomCBS does not breakout subscription projections between Paramount+ (formerly CBS All Access), Showtime OTT and BET+ in their financial reporting nor will they be breaking out domestic vs. international subscriber figures or projections moving forward.

# What does this mean for marketers?

- ▶ The ad-supported subscription tier of Paramount+, launching in June, will offer marketers additional **opportunities** to follow consumer **behavior**, build **incremental reach** in their video plans and align their brand with high quality, **premium content** in some of the most popular, and exclusive, programming of the present and past

# Discover more

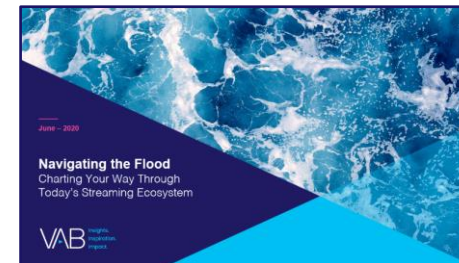
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