

Competitive Analysis

NAME	NETFLIX	AMAZON PRIME VIDEO	HULU	HBO MAX
Website	https://www.netflix.com	https://www.amazon.com/gp/video/prime/signup	https://www.hulu.com/	https://www.hbomax.com/tv-sign-in
Subscriptions	230.7 Million	200 Million	42.8 Million	69.4 Million
Revenue	31.6 Billion	25.21 Billion	3.5 Billion	6.8 Billion
Additional service offered?	N/A	Comes with Amazon Prime (Shopping)	Students Premium Spotify with Hulu (with Ads) and SHOWTIME	N/A
Watch on multiple Devices?	YES	YES (up to 3 videos)	YES	YES
Multiple Profiles under 1 Account?	YES	NO	YES	YES
Watch Party?	NO (3rd party)	YES	YES	NO (3rd party)
Add Friends?	NO	NO	NO	NO
Additional Payments?	NO	YES (depending on what kind)	NO (yes to remove ads if desired)	NO
Multiple plans available?	YES	NO	YES	NO
Watch offline?	YES	YES	YES	YES
User rating system?	NO (thumbs up for personal algorithm)	YES	NO	NO