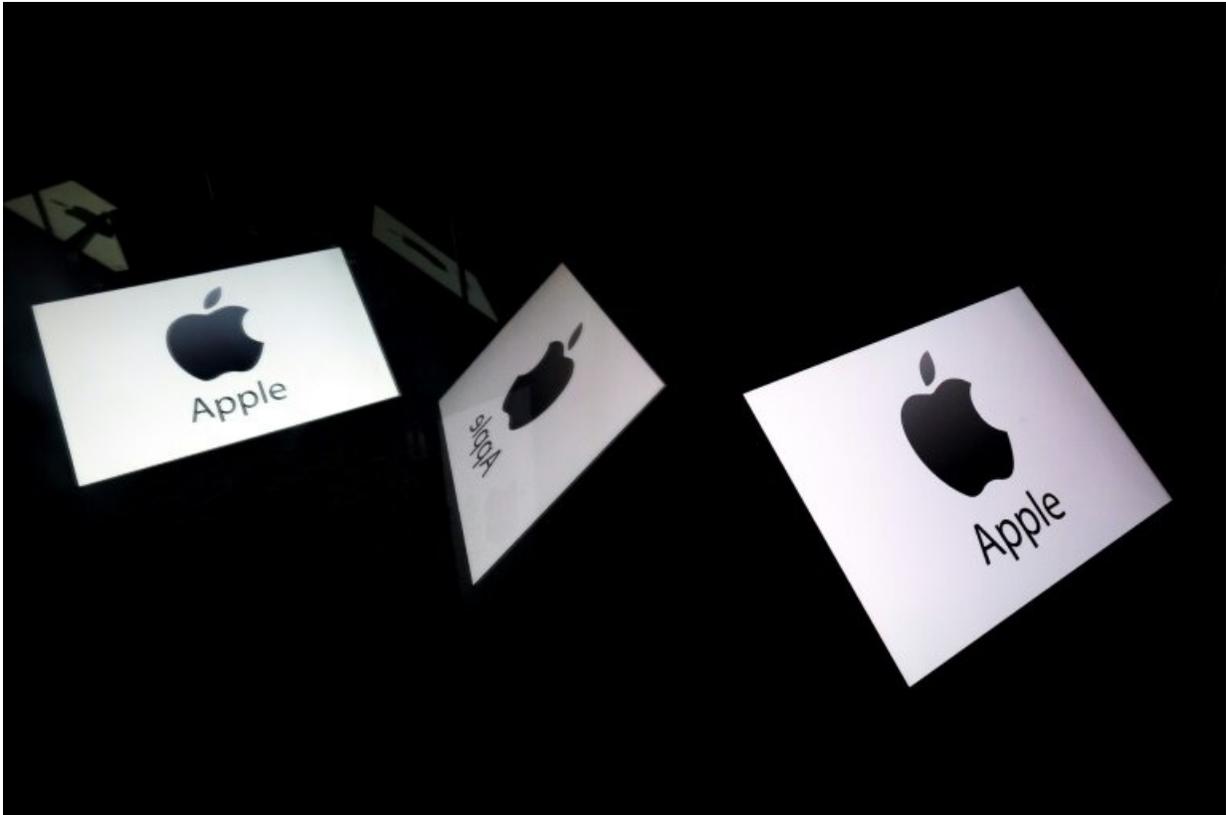


Apple's rivals in streaming video

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Apple will enter a crowded market dominated by Netflix, Hulu and Amazon

Apple is expected to take on streaming rivals like Netflix and Amazon as Hollywood giants Disney and WarnerMedia also move into the space.

Here is a rundown of the key players in the market.

Netflix

Netflix is the undisputed leader in streaming television with some 140 million paying subscribers in 190 countries and territories and hit shows like "The Crown," "House of Cards" and "Stranger Things."

Netflix gained popularity with "catalog" shows and movies from Hollywood and television studios but has been investing heavily in its own content in recent years. It may be vulnerable, according to analysts, if it loses access to these shows since it does not have other revenue from services or products to subsidize its streaming.



Walt Disney Co. has acquired the film and television assets of 21st Century Fox which can help boost its streaming video service

Hulu

Hulu ended 2018 with some 25 million subscribers in the US for its various streaming plans, some of which are ad-supported.

That marked growth of nearly 50 percent for the service launched in 2008 by the major TV and film studios to compete with Netflix.

Hulu has followed Netflix into original shows including "The Handmaid's Tale" and "Castle Rock."

But a big question is how the shakeup in the media industry will affect Hulu. Disney now owns 60 percent of Hulu following a deal with 21st Century Fox, with Comcast's NBCUniversal holding 30 percent and AT&T's WarnerMedia 10 percent. With each of these firms moving into their own streaming services, Hulu's future is uncertain.



Netflix CEO Reed Hastings is seen in a 2016 photo

Amazon Prime Video

Amazon does not disclose the number of Prime Video subscribers, but it could be used by the 100 million members in more than a dozen countries.

Like Netflix, Amazon may also lose content from studio libraries in the coming years but it too has its original shows and movies including the Oscar-winning "Manchester by the Sea."

Amazon may be less vulnerable to new competition because its revenue base comes from the broader base of services and not streaming.

Disney+

Now the biggest powerhouse in the media-entertainment world, Walt Disney Co. will be launching its Disney+ [streaming service](#) this year.

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