

DAILY REFERENCE DATA

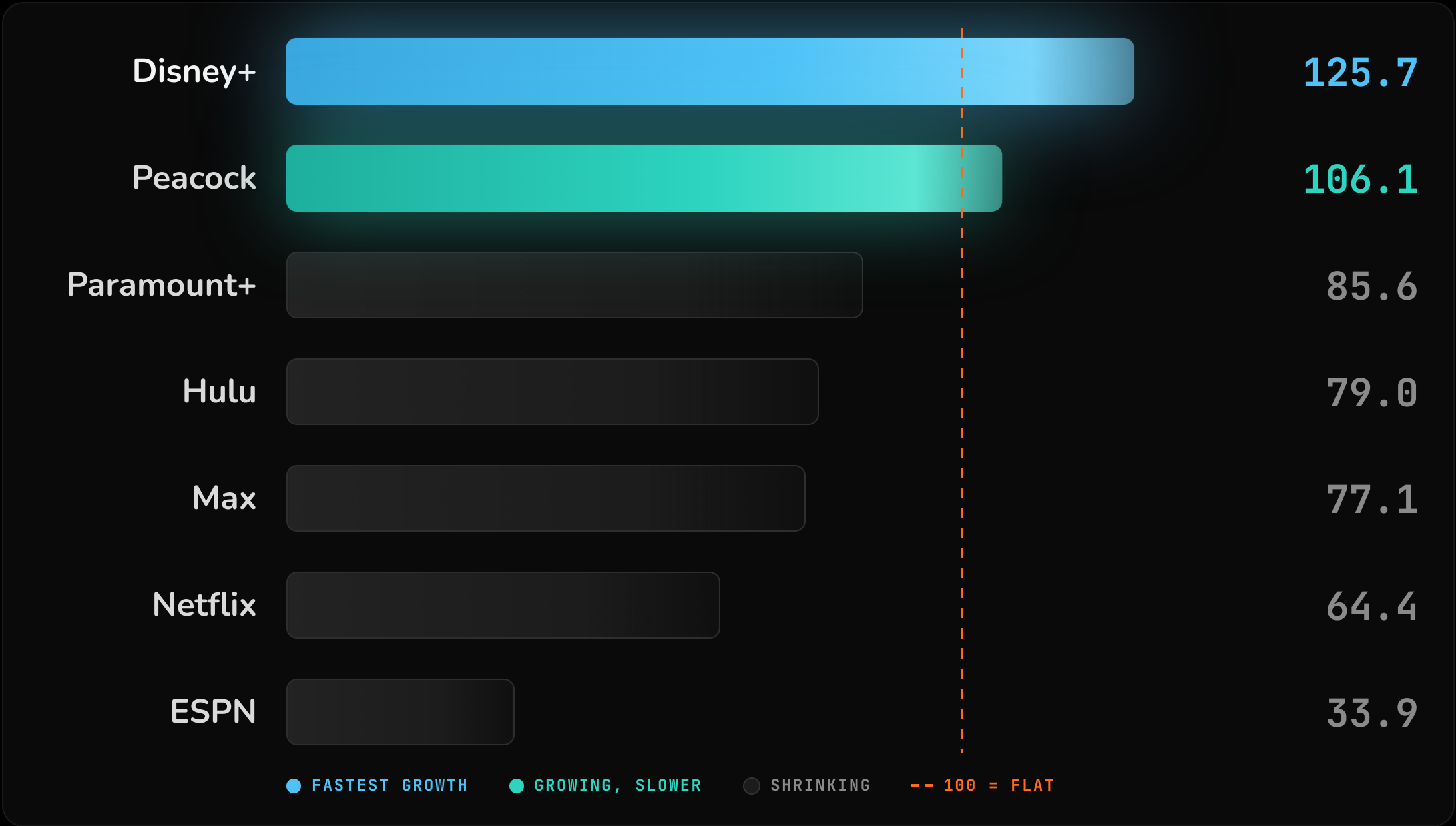
Disney+ goes into September leading app download growth in August.

Streaming apps download growth, measured on the same days of August against last year. Above 100 is growing, below 100 is shrinking.



Streaming Apps › Download Growth

AUGUST THROUGH THE 27TH



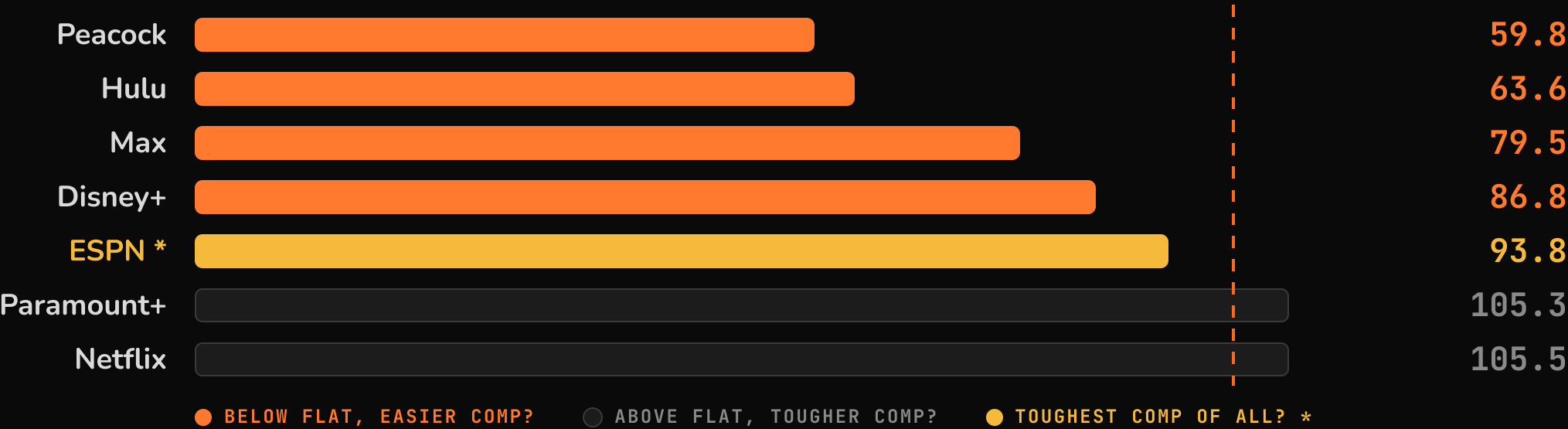
WHAT SEPTEMBER IS UP AGAINST

Five of seven saw app downloads shrink last September. Where will the Prisms land in a month?

A weak September last year is potentially a low bar to clear. What content lands this September likely decides who clears it, and by how much.

Streaming Apps › September 2025 base

100 = FLAT



Most likely to move downloads SEPTEMBER 2026

● Netflix **LIVE EVENT**

The **NFL from Melbourne** on the 10th, then **Stranger Things: Tales From '85** on the 17th.

● Disney+ **TWO FILMS**

The Mandalorian and Grogu on the 2nd and **Toy Story 5** on the 23rd, both exclusive to the app.

● Peacock **ALL AT ONCE**

The Paper season two, every episode on the 9th, into the weakest base on the board.

● ESPN * **LAUNCH COMP**

New app launched **21 August 2025**, so it is comping its biggest month of the year, not a soft one.

Also dated: **Chad Powers** season two on Hulu the 3rd, **Jay-Z in 8** on Max the 18th, **MobLand** season two on Paramount+ the 18th.