

Digital TV^{Europe}

Disney+ viewership already exceeding seven exabytes per month



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Six months after launching, Disney+ already represents a significant portion of internet traffic.

According to traffic monitoring data from Enea, Disney+ currently represents 1.2-2.2% of all mobile video traffic in North America and Europe. By contrast, Netflix accounts for 7-15% of traffic in the regions

The firm adds that the streamer has reached 7 exabytes of data streamed per month and that it has been in the top 10 HTTP domains for the territories in which it has gone live. Specifically for Southern Europe, Disney+ is in the top 5 while the report also says that it is the second busiest HTTP domain in North America.

Additional research from Enea across 5,000 mobile subscribers in the US, UK, Japan and the UAE found that 29% are planning on subscribing to the streamer. The UAE was the country most interested, with 49% of the respondents there expressing an interest in Disney+

The report comes after Disney confirmed that it has exceeded [54 million paying subscribers to Disney+](#). Company CEO Bob Chapek said that the fledgling streamer has “exceeded even our highest expectations.”