WWL Radio: Disney Plus latest shot fired in streaming wars

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Assistant Professor of Marketing John Healey was interviewed by WWL Radio for a story on the debut of Disney Plus, the entertainment giant's new streaming service. Healey said that while Disney Plus is being billed as a competitor to Netflix and other streaming services, it's cable television companies that are more likely to be

threatened.

> "This is going to make their services, the cable company's services, less valuable to Disney, to some degree," and Healey says it will make cable's offering less valuable to consumers, too.

To hear the segment in its entirety, visit wwl.radio.com:

https://wwl.radio.com/articles/disney-latest-shot-fired-streaming-wars