



The Gauge - US Total TV and Streaming Trends

Update for the Global OTT Forum

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Session Topics

- ▶ **The Gauge:**
What it is and how it's created
- ▶ **Trending Streaming:**
What's happened this year
- ▶ **A Demographic View:**
Consumption by age group
- ▶ **Top Streaming Programs**
The weekly ranker

Streaming Video measurement

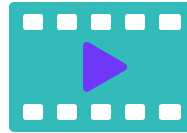
The Macro, the Micro, and the Messages



Total App Usage

Streaming Platform Ratings

Streaming Meter data
based on an expanding
subset of Nielsen's national
panel



Programs

Streaming Content Ratings

Program/episode measurement
based on Nielsen's entire
national panel



Ads

Digital Ad Ratings

census measurement of
ads through CTV devices

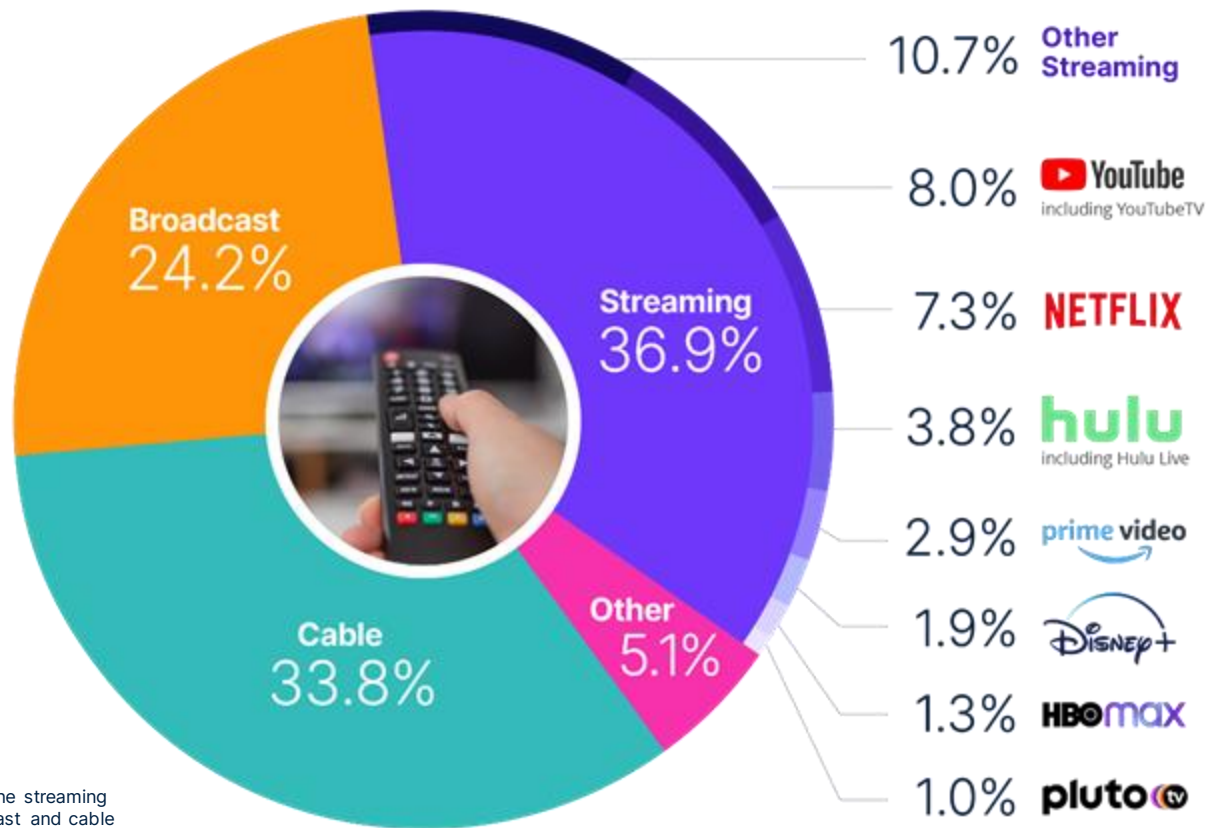
The Gauge:

What's driving change?



September 2022

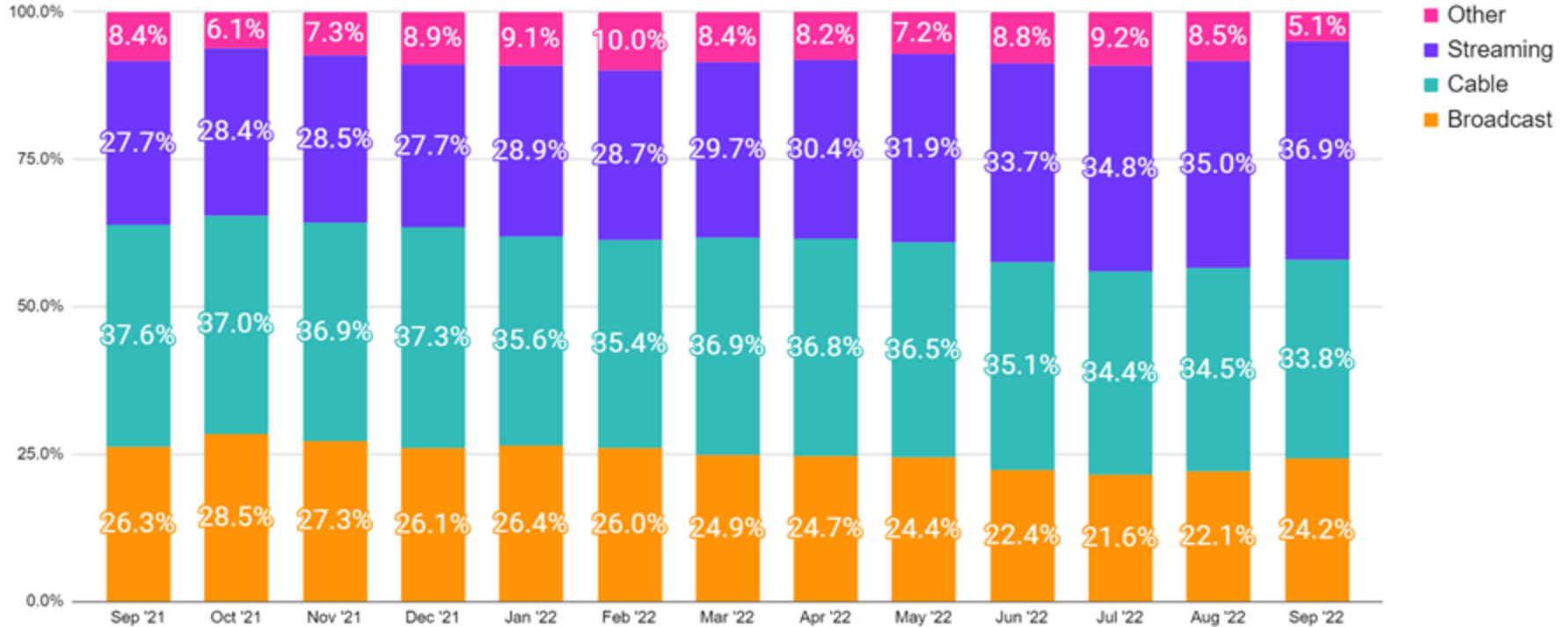
Total Day Persons 2+



Linear Streaming (VMVPD/MVPD Apps) are included in the streaming category and represents **5.4%** of total television. Broadcast and cable content viewed through these apps also credit to their respective categories.
Source: Analysis of September 2022 (8/29/2022 - 9/25/2022) Nielsen National TV Panel Data augmented by Streaming Platform Ratings

The Gauge (Trended)

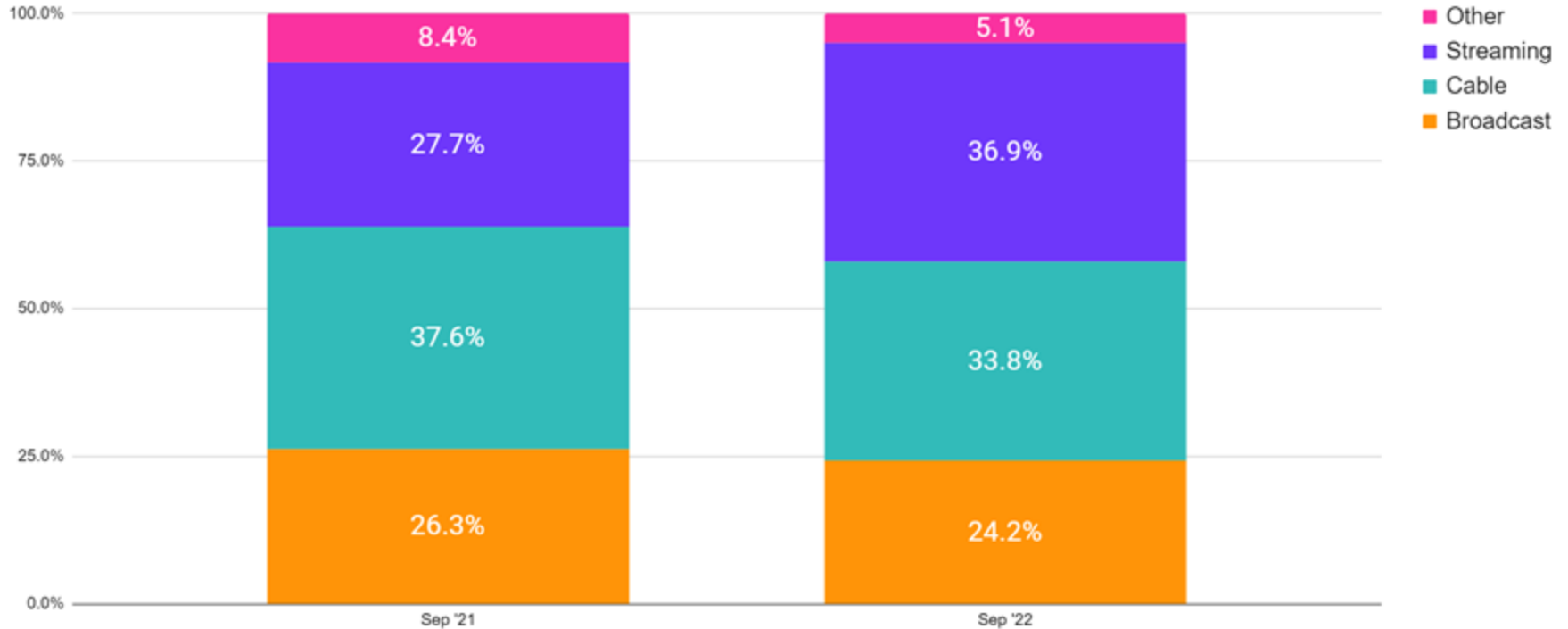
September '21- September '22



Source: Nielsen NPOWER, National Panel and Streaming Platform Ratings for Streaming Data

One Year Of The Gauge

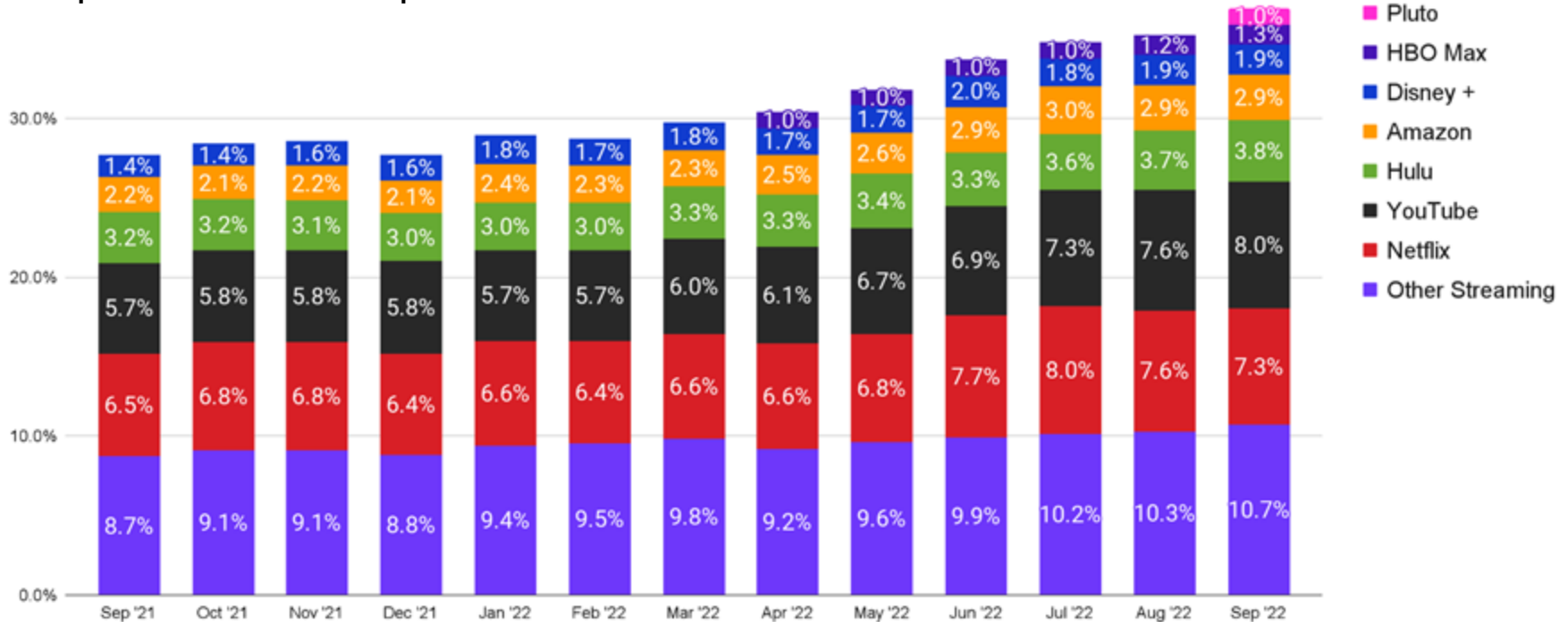
September '21 vs. September '22



Source: Nielsen NPOWER, National Panel and Streaming Platform Ratings for Streaming Data

Streaming Platforms Share Of TV

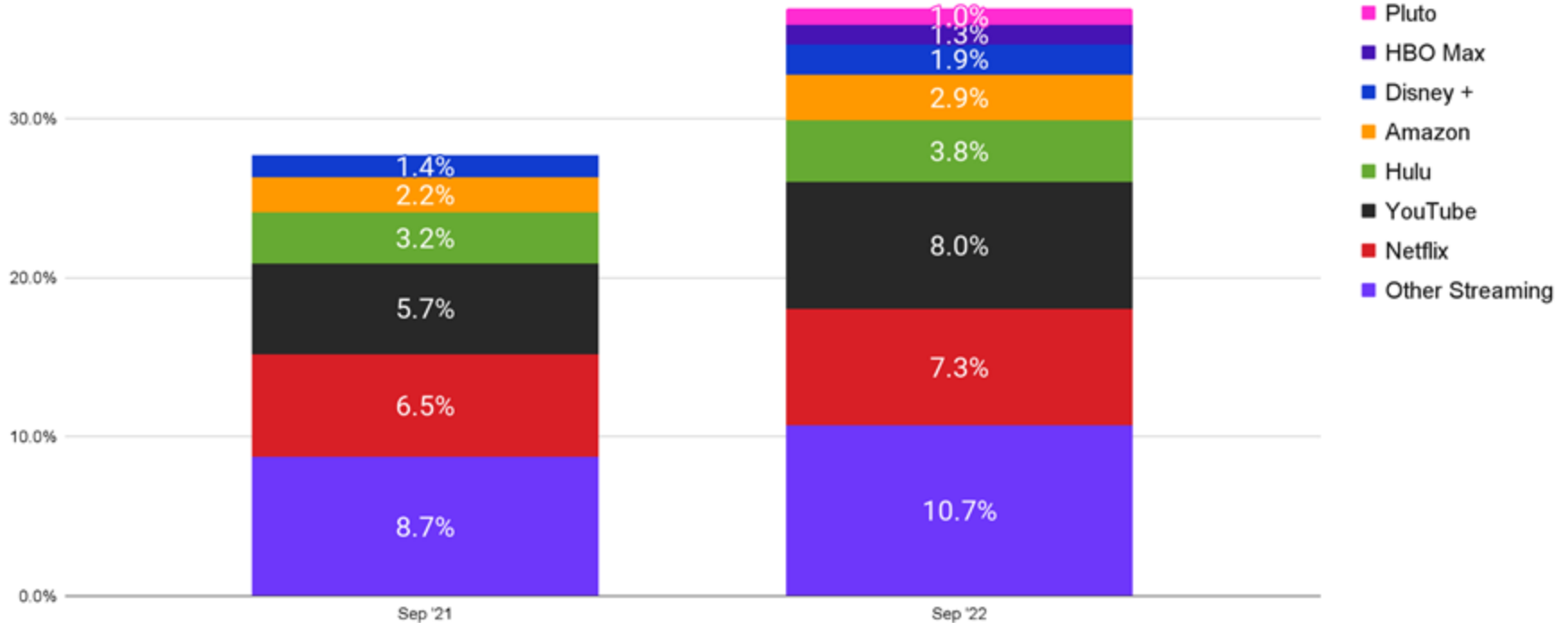
September '21- September '22



Source: Nielsen NPOWER, National Panel and Streaming Platform Ratings for StreamingData, Note: Hulu includes Hulu Live and Youtube includes Youtube TV

One Year Of The Gauge: The Streamers

September '21 vs. September '22



Source: Nielsen NPOWER, National Panel and Streaming Platform Ratings for StreamingData, Note: Hulu includes Hulu Live and Youtube includes Youtube TV
HBO Max and Pluto are included in Other Streaming during '21 interval



Nielsen Streaming Top 10

September 26 - October 02, 2022



Top 10 Streaming Programs

PERSONS 2+ TOTAL
MINUTES VIEWED WEEK
OF 9/26/22 - 10/02/22

SVOD Provider	Program Name	# of Episodes	Minutes (M)
Netflix	Dahmer (2022)	10	4,370
Disney+	Hocus Pocus 2	1	2,725
Prime Video	The Lord of the Rings: The Rings of Power	6	966
HBO Max	House Of The Dragon	7	907
Netflix	Lou (2022)	1	802
Netflix	Cocomelon	18	782
Disney+	Hocus Pocus	1	774
Netflix	NCIS	339	748
Netflix	In The Dark	51	665
Netflix	Cobra Kai	50	653

Top 10 Streaming Original Programs

PERSONS 2+ TOTAL
MINUTES VIEWED WEEK
OF 9/26/22 - 10/02/22

SVOD Provider	Program Name	# of Episodes	Minutes (M)
Netflix	Dahmer (2022)	10	4,370
Prime Video	The Lord of the Rings: The Rings of Power	6	966
Netflix	Cobra Kai	50	653
Netflix	The Great British Bake Off	78	559
Hulu	The Handmaid's Tale	50	544
Disney+	Andor	4	485
Netflix	El rey, Vicente Fernández	36	469
Netflix	The Crown	40	432
Disney+	She-Hulk: Attorney At Law	7	396
Netflix	The Empress (2022)	6	377

Top 10 Streaming Acquired Programs

PERSONS 2+ TOTAL
MINUTES VIEWED WEEK
OF 9/26/22 - 10/02/22

SVOD Provider	Program Name	# of Episodes	Minutes (M)
HBO Max	House Of The Dragon	7	907
Netflix	Cocomelon	18	782
Netflix	NCIS	339	748
Netflix	In The Dark	51	665
HBO Max	Game Of Thrones	73	596
Netflix	Grey's Anatomy	396	585
Netflix	Gilmore Girls	153	502
Netflix	Supernatural	327	501
HBO Max	The Big Bang Theory	265	459
Netflix	Dynasty	86	450

Top 10 Streaming Movies

PERSONS 2+ TOTAL
MINUTES VIEWED WEEK
OF 9/26/22 - 10/02/22

SVOD Provider	Program Name	# of Episodes	Minutes (M)
Disney+	Hocus Pocus 2	1	2,725
Netflix	Lou (2022)	1	802
Disney+	Hocus Pocus	1	774
Netflix	Blonde (2022)	1	603
HBO Max	DC League of Super-Pets	1	408
Netflix	A Jazzman's Blues	1	406
Netflix	Last Seen Alive (2022)	1	377
Netflix	The Munsters (2022)	1	359
Netflix	Inheritance	1	350
Netflix	Father Stu (2022)	1	312

www.nielsen.com/us/en/top-ten/
[@Nielsen](https://twitter.com/Nielsen)

4 Main Takeaways...

1 Streaming now over a third of TV usage

But seasonality and media company strategies are impacting adoption

2 New content and sports bringing viewers back

The new broadcast season has shown spark and created promo opportunities

3 The real competition may not be a “streaming war”

News, sports, and entertainment across all platforms are what drive consumers, and promoting them may be the challenge

4 Demos using streaming apps differently

Except when streaming services design content that specifically appeals to unique target audiences

