

How Streaming Release Models Impact Viewing Behaviors



Rebecca Fine
Samba TV



Cole Strain
Samba TV



We Have Proprietary TV Data

We analyze viewership at the **glass**



First Party ACR Data SAMBA TV CHIPSET TECHNOLOGY

48M TVs
GENERATED FROM EXCLUSIVE TV & STB PARTNERSHIPS

20+
SMART TV BRAND INTEGRATIONS

- | | | | | |
|-----------------------------|------------------------------|---------|-----------|--------------|
| SONY | MAGNAVOX | TCL | Panasonic | PHILIPS |
| TOSHIBA | TELEFUNKEN
Elektroakustik | beko | SHARP | SANYO |
| Graetz | AOC | element | VESTEL | Westinghouse |
| HITACHI
Inspire the Next | Polaroid | FINLUX | SEIKI | GRUNDIG |

SET-TOP BOX DATA PARTNERSHIPS

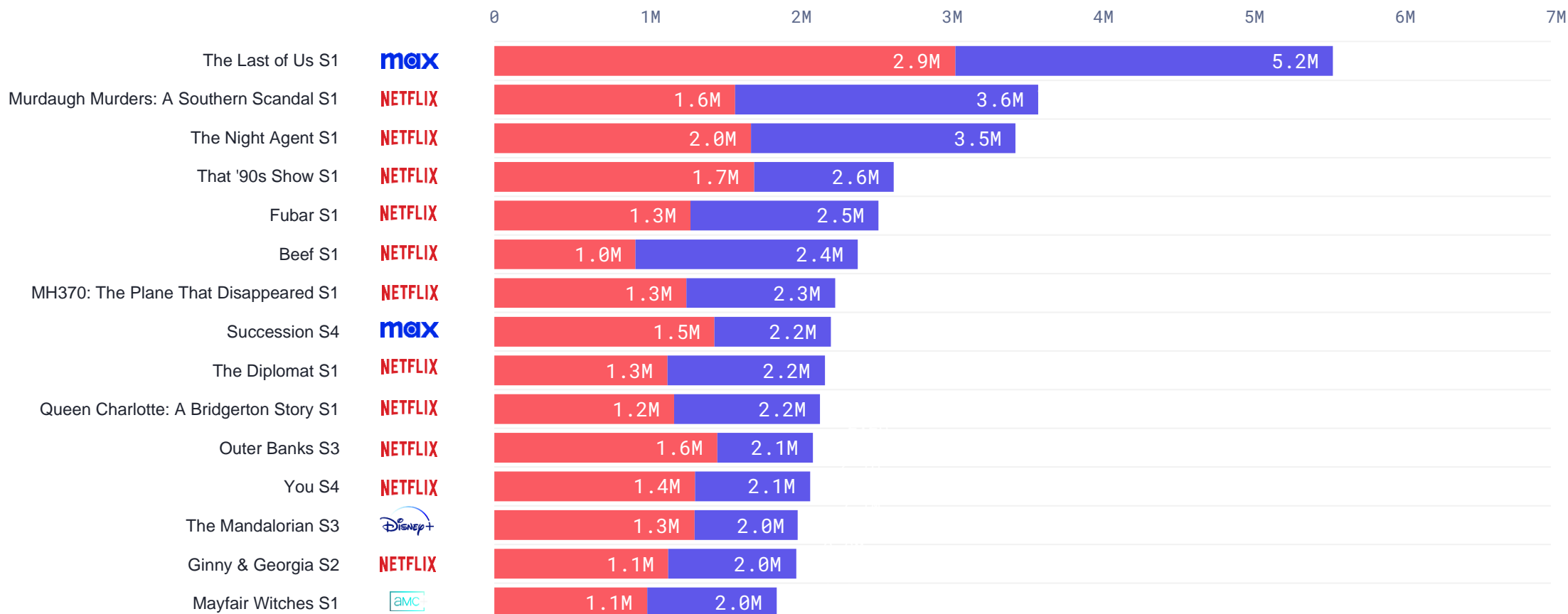
 

Originals Pay Off for Streamers

H1 2023 streaming shows

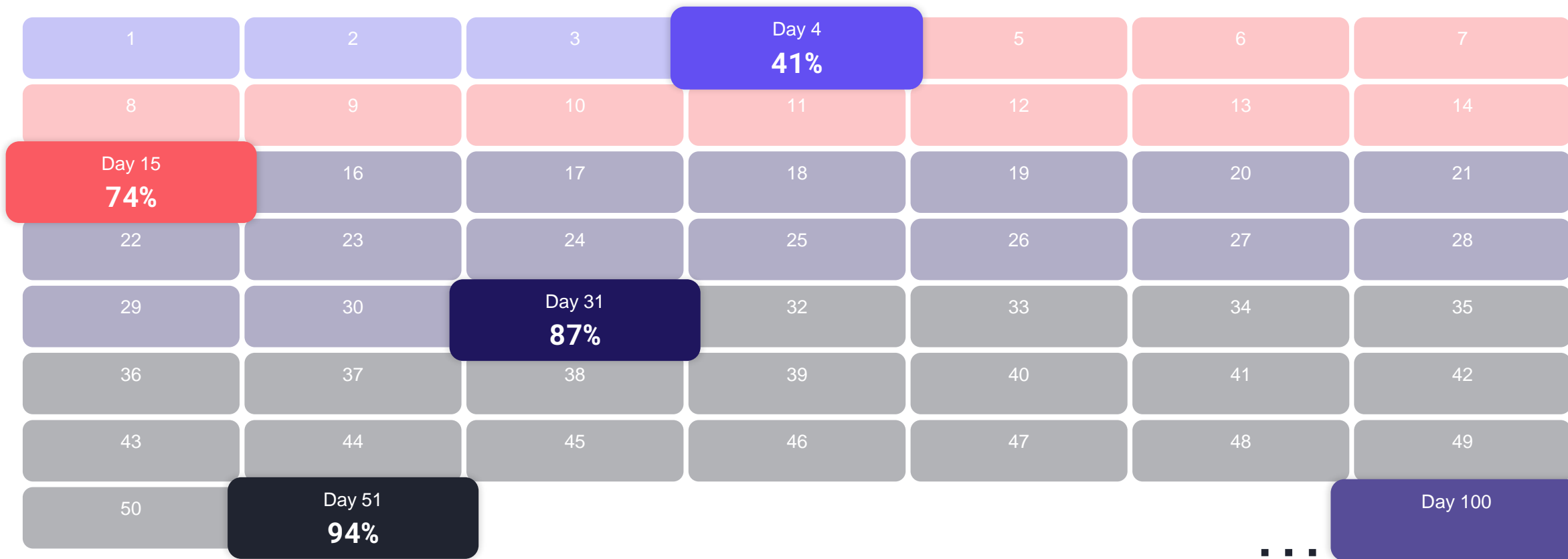
Household viewership of season premiere

■ First 4 days ■ First 15 days



Biggest Spike in Viewership for Originals are in the First 15 Days

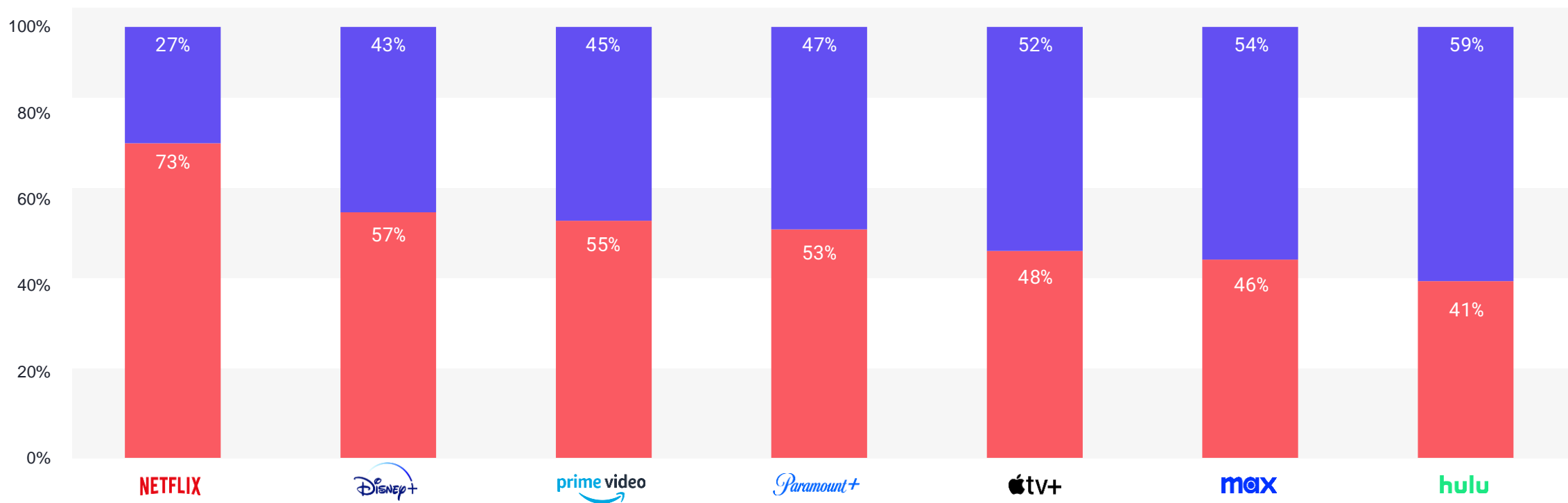
Average household viewership achieved by day*
Percentage of 100-day viewership



Platforms Saw Only Half Of Viewers Watch More Than One Top 50 Program in H1

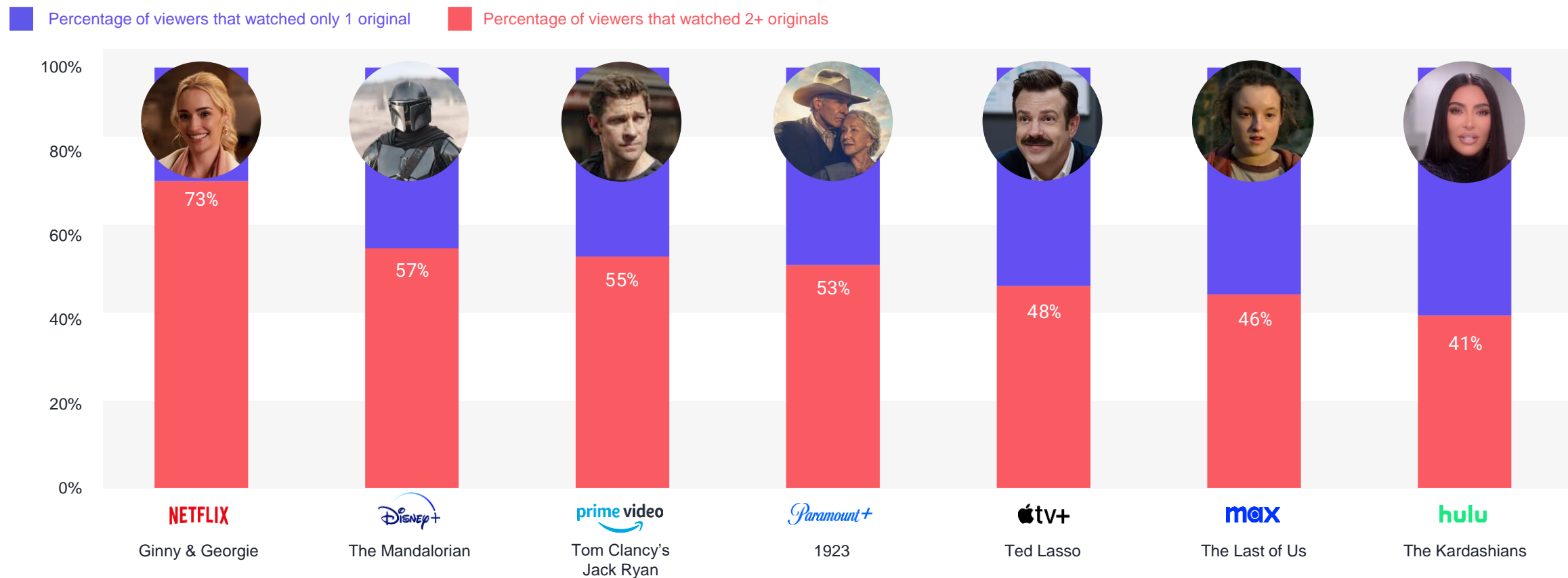
Stickiness by streaming platform

■ Percentage of viewers that watched only 1 original
 ■ Percentage of viewers that watched 2+ originals



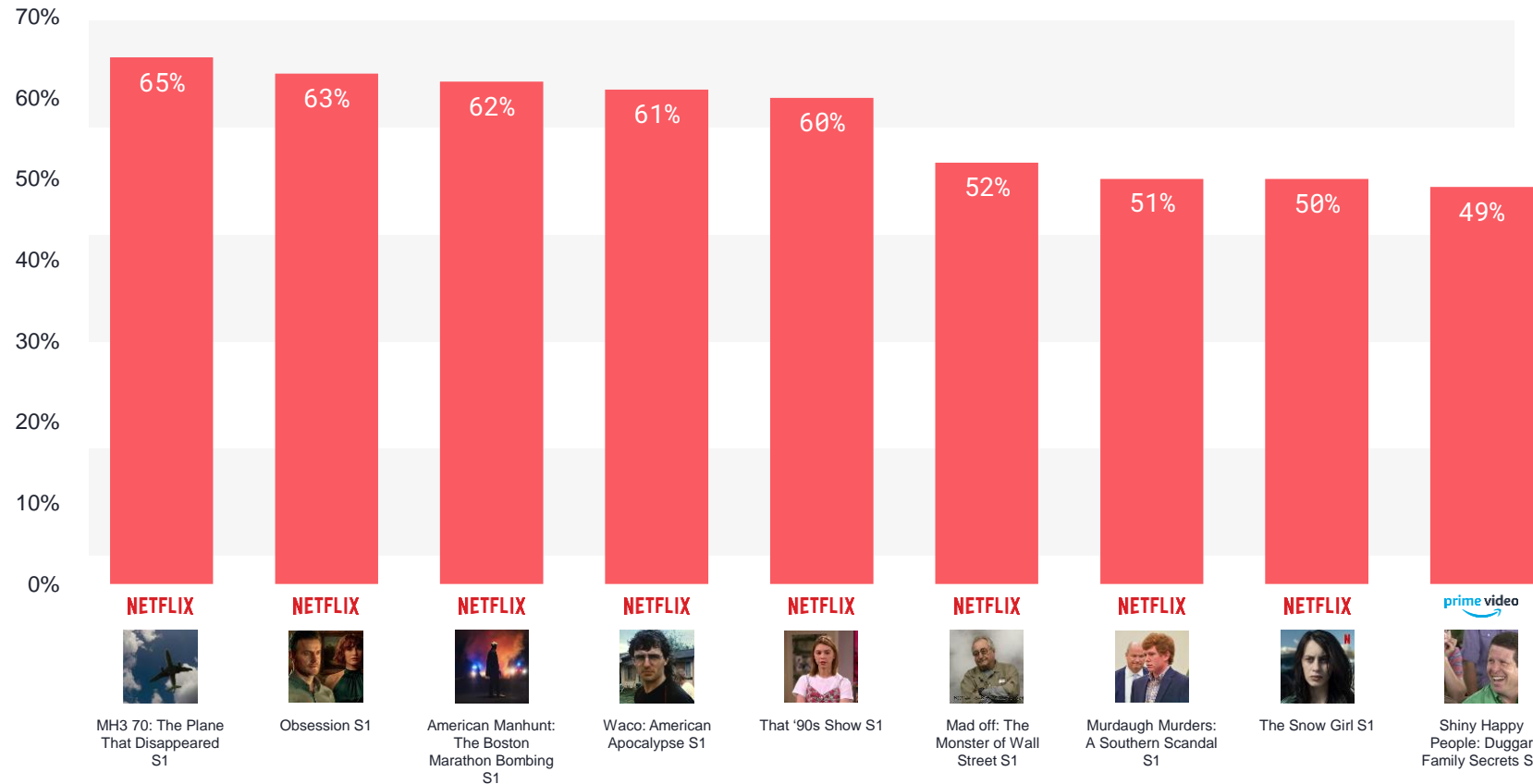
Most Viewed Programs Among One-Hit Watchers by Platform

Most viewed program among those who watched only 1 on the platform



When Given the Choice – Viewers Prefer to Binge

Top streaming shows with multi-episode releases on premiere date
 Percentage of 31-day season finishers that binged in first five days



47%

of **households** that watched the top bingeable premieres of **H1 2023** binged in five days on average

72%

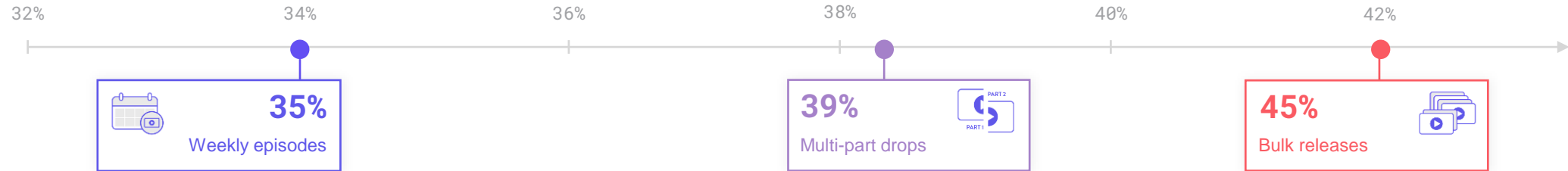
of **U.S. adults** identify themselves as **binge-watchers**

70%

of **millennials** are more likely to keep a subscription to **streaming** services that release **shows in bulk**

Bingeable Shows are More Likely to be Completed

Average retention between season premiere and finale among the top 50 H1'23 shows*



Highest retention rate shows released in bulk

Retention from premiere to finale



NETFLIX

Queen Charlotte:
A Bridgerton Story S1

61%



NETFLIX

Vikings: Valhalla
S2

59%



NETFLIX

Ginny & Georgia
S2

56%

Highest retention rate shows released weekly

Retention from premiere to finale



Apple TV+

Ted Lasso
S3

52%



Disney+

The Mandalorian
S3

50%



max

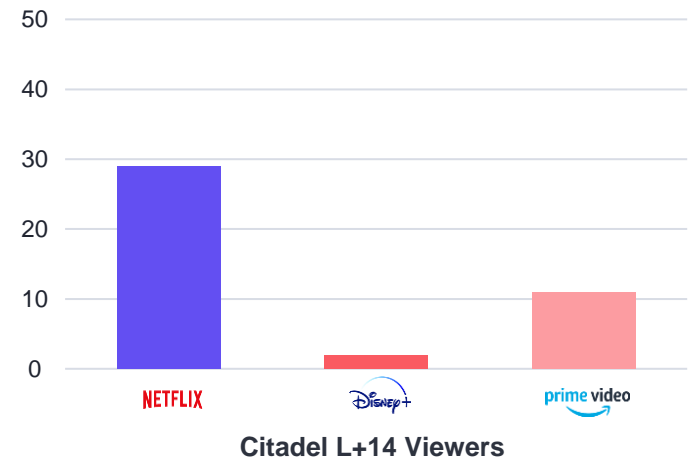
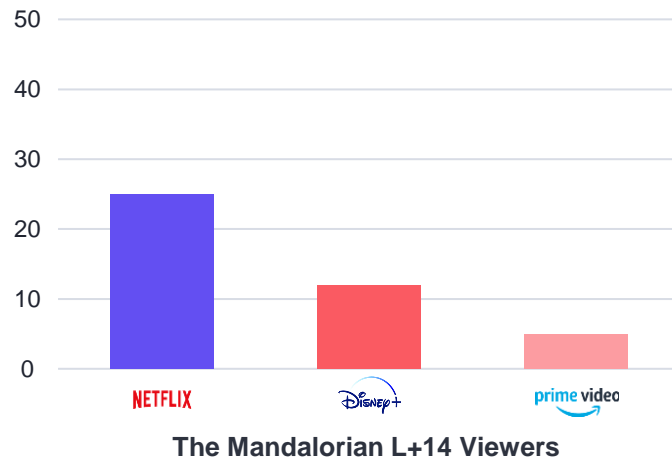
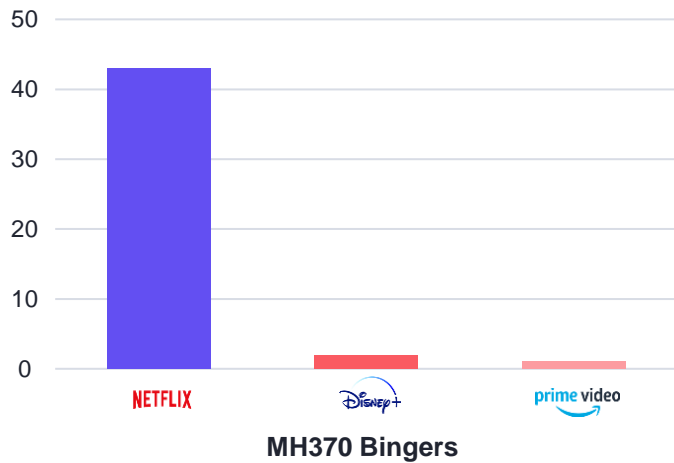
Succession
S4

48%

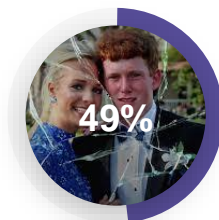
*Averages include data from the top 50 streaming premieres of 2023 to date; includes shows with 5 or more episodes

Binge Watchers Come Back to the Platform & Will Binge Again

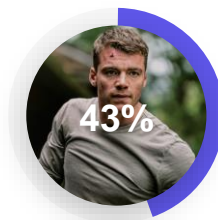
Streaming platforms represented in top 50 reaching programs across below audiences:



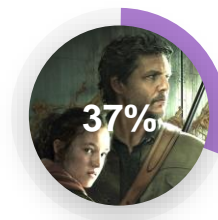
Reach by show across households that binged MH370 H1 2023



NETFLIX
Murdaugh Murders



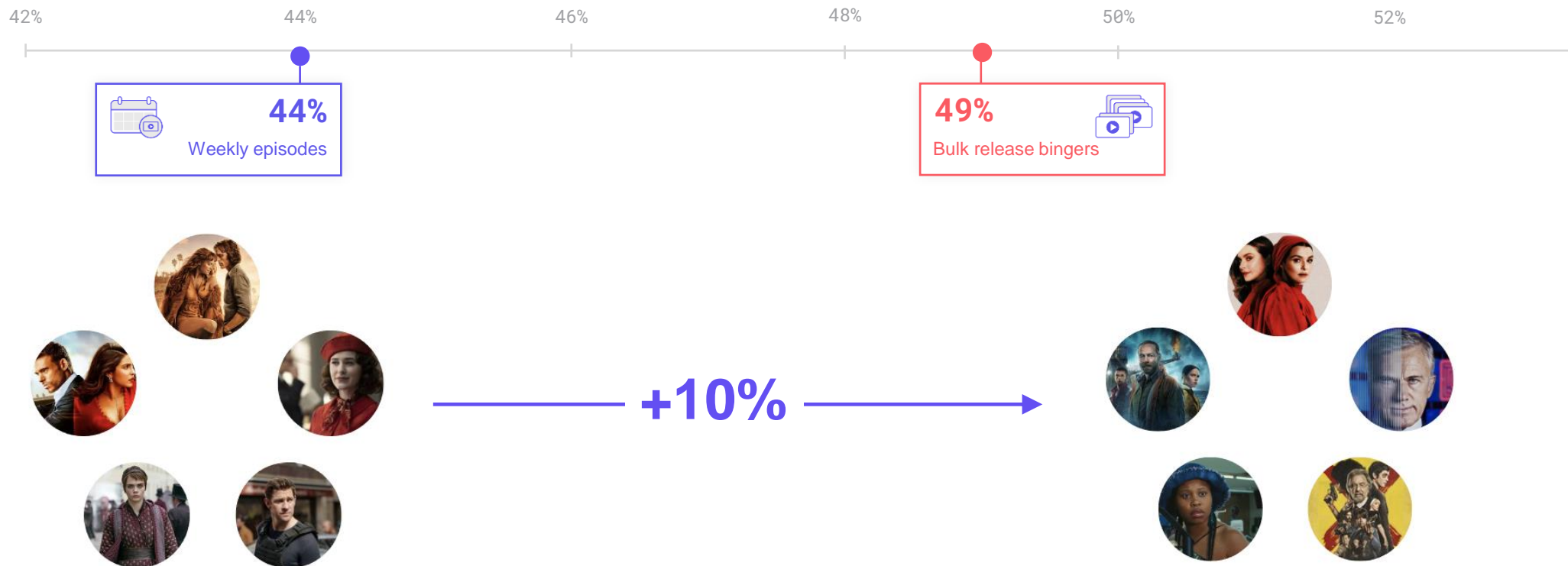
NETFLIX
The Night Agent



max
The Last of Us

Amazon Prime Video Case Study: Bingers More Likely to Still be on the Platform 6 Months Later

APV H1'23 weekly show viewers vs. bulk release bingers that watched on the platform in Dec'2023



Key Takeaways

1

Originals Draw Viewership

No doubt about it

2

But the Impact is Short

Shows are discovered in the first 2 weeks

3

Half of Viewers Watch Only One
of the top originals from the platform

4

Households Like to Binge

47% of viewing households binged top bulk release shows in H1

5

Bulk Releases Increase Series Completion

More episodes are watched

6

Binge Watchers Come Back

And are more likely to watch platforms that release content this way

