SAMBA TV

THE STATE OF VIEWERSHIP

H2 2023 | UNITED STATES

ANALYZING APPROXIMATELY **46 BILLION** HOURS OF LINEAR AND STREAMING

SAMBA TV

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Strikes, ad tiers, bundles, and live streaming: 2023 was a year of big change

2023 is in the rear-view mirror and it proved to be quite an eventful year for our industry in both expected and unexpected ways. Going into the year, we expected live streaming would change the streaming landscape, new Advertising-based Video on Demand (AVOD) and Free Ad-supported Streaming TV (FAST) options would influence consumer choices, AI would advance the industry, and measurement would take center stage in understanding ad performance. These all played out accordingly, with Thursday Night Football on Amazon Prime attracting younger and diverse audiences, nearly every SVOD dipping a toe into ad-tiers, churn increasing year-over-year for all major streamers, and advanced measurement solutions providing advertisers with new ways to optimize their campaigns.

But as per usual with our industry, expect the unexpected. The WGA and SAG-AFTRA strikes shook things up, with their impact beginning to be seen in the second half across streamer offerings. We expect the impact from the actors and writers strikes is far from over and will continue to be felt by publishers and advertisers alike well into 2024. Also causing disruption was the return to pre-pandemic behaviors, specifically a healthy box office to streaming distribution model and the resurgence of bundling multiple streaming subscriptions together. Of course, this shift toward bundling could yield some positive economics for streamers looking to increase loyalty, as subscription cycling remains rampant.

Looking ahead, 2024 promises to bring more challenges and opportunities. While bundling is sure to help streamers retain audiences, the threat of reduced content from the strikes alongside FAST's feverish entry into consumer homes presents new challenges. To drive viewers to new shows, streamers must utilize other omniscreen outcome-based tactics, like digital campaigns for tune-in, to reach audiences. Another opportunity comes in the form of an election year. Political advertisers started gearing up for a massive election season in 2023, however, these advertisers will face an audience that's more fragmented and harder to reach than ever.

One takeaway that can be broadly applied to all advertisers this year? Embrace data transparency, outcome-based measurement, and innovative technology rooted in AI and you will be well positioned to reach your consumers efficiently and effectively in 2024 and beyond.

❤

Team Samba

Methodology

Samba TV gathers viewership data via its proprietary Automatic Content Recognition (ACR) technology from tens of millions of opted-in Smart TVs. Samba TV's ACR is integrated at the chipset level across 24 of the top Smart TVs sold in more than 100 countries globally and captures content that crosses the TV screen, regardless of source. This results in unbiased, comprehensive viewership insights from around the world.

As is standard industry practice, Samba TV analyzes the large proprietary dataset to project household-level TV viewership utilizing its research panel of more than 3M smart TVs, balanced and weighted to the U.S. Census across age, gender, ethnicity, and household income. By contrast, Samba TV's panel is nearly 80x larger than the legacy industry model and is aligned to the US census by 0.03%.

Samba TV does not estimate viewership on non-TV devices such as mobile phones. Samba TV measures at the household level, and does not extrapolate to the individual viewer.

In this report, Samba TV first-party data is supplemented with data from a nationwide survey conducted within the U.S. from 8/22/23-8/30/23 among 2,507 adults by HarrisX. Results were weighted for age, gender, region, race/ethnicity, and income where necessary to align them with their actual proportions in the population.

01

Big Picture TV Trends

TV consumption habits continue to shift, as more people - particularly younger viewers - embrace OTT and move away from linear. The ability to customize subscriptions and bundles has changed the game, with the popularity of AVOD and FAST only increasing during the second half of 2023.

Linear reach down year-over-year and flat compared to H1 2023

Over the past three years, we've seen a trend of linear reach dropping during the first half of the year and spiking during the second half as viewers lean into new summer programming in July and a bevy of sports and holiday content in the fall. 2023 bucked this trend, however, with the average daily reach of linear TV during the second half of the year on par with the first half, and down 4% from the second half of 2022. Engagement from older audiences continues to fuel the fire of linear TV, with 57% of baby boomers subscribing to cable or satellite TV compared with less than half of Gen X and millennials, and just 39% of Gen Z. As the buying power of younger viewers increases, advertisers must look for alternative platforms to reach these audiences who are driving the shift away from linear.

1/2 U.S. adults have a **monthly cable** or satellite TV subscription

39%
Gen Z

47%
Millennials

47%
Gen X
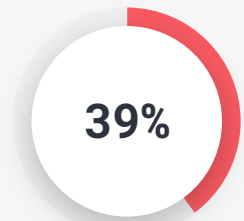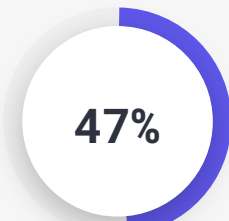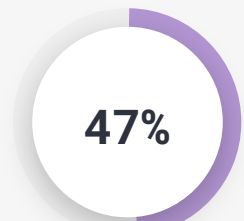
57%
Baby Boomers

Average daily reach of linear TV: U.S., H1 2021 – H2 2023

YoY
▼ **−4%**

H1 '21	H2 '21	H1 '22	H2 '22	H1 '23	H2 '23

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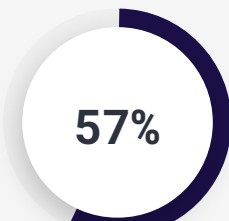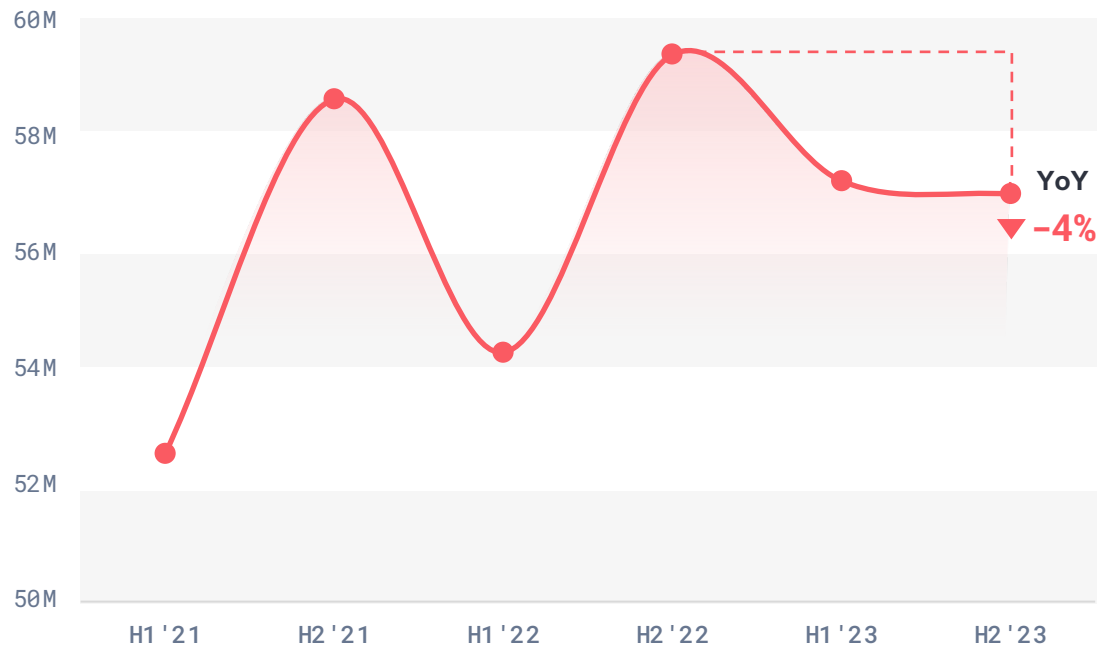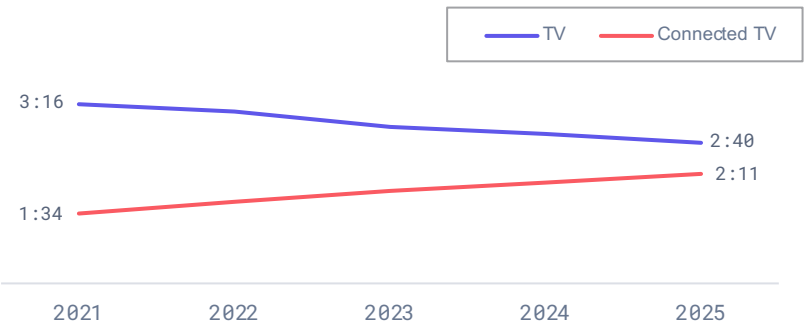# Hours watched on OTT spiked during the second half of 2023, while linear declined

The number of OTT hours viewed during Q3 2023 was 23% higher than Q3 2022, while Q4 2023 saw an 18% spike. Even though services like Netflix actually released less programming in 2023 than 2022, consumer reliance on streaming services remains at a high, with viewership during Q3 2023 reaching a multi-year peak. Meanwhile, linear hours viewed declined during both quarters in 2023, as data shows that the average time spent with connected versus traditional TV will largely even out over the next few years.

Average time spent per day with TV: U.S., 2021 – 2025
Source: Insider Intelligence

—— TV   —— Connected TV

3:16
2:40
1:34
2:11

2021   2022   2023   2024   2025

Total TV hours watched: OTT & linear: H2 2022 – H2 2023

—— OTT (Millions)   —— Linear (Billions)

1.8M   26.B
1.6M   22.B
1.4M   18.B
1.2M   14.B
1.0M   10.B

Q3 '22   Q4 '22   Q1 '23   Q2 '23   Q3 '23   Q4 '23
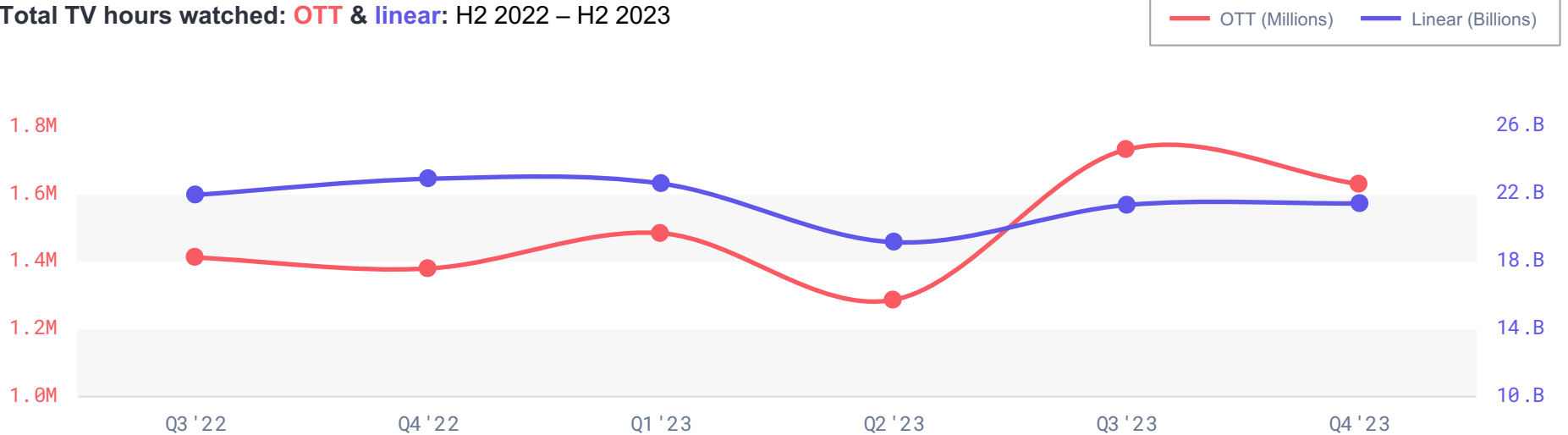
FAST swells as an alternative to SVOD

Between 2022 and 2023 all of the major FAST services saw increased viewership, as consumers grow tired of expensive premium services and show willingness to watch ads. Amazon's Freevee saw the steepest uptick, with viewership increasing by 26% year-over-year. As FAST viewership accelerates, audiences are moving away from other types of platforms, with 32% of people saying that they are watching less SVOD as a result of FAST and 23% watching less traditional TV. This presents opportunities for advertisers to scoop up attention via FAST services and move dollars away from platforms that are being used less as a result of the shift.

U.S. FAST viewers, by provider: U.S., 2021 – 2025
Source: Insider Intelligence

Legend: Amazon Freevee — Crackle — Pluto TV — The Roku Channel — Tubi
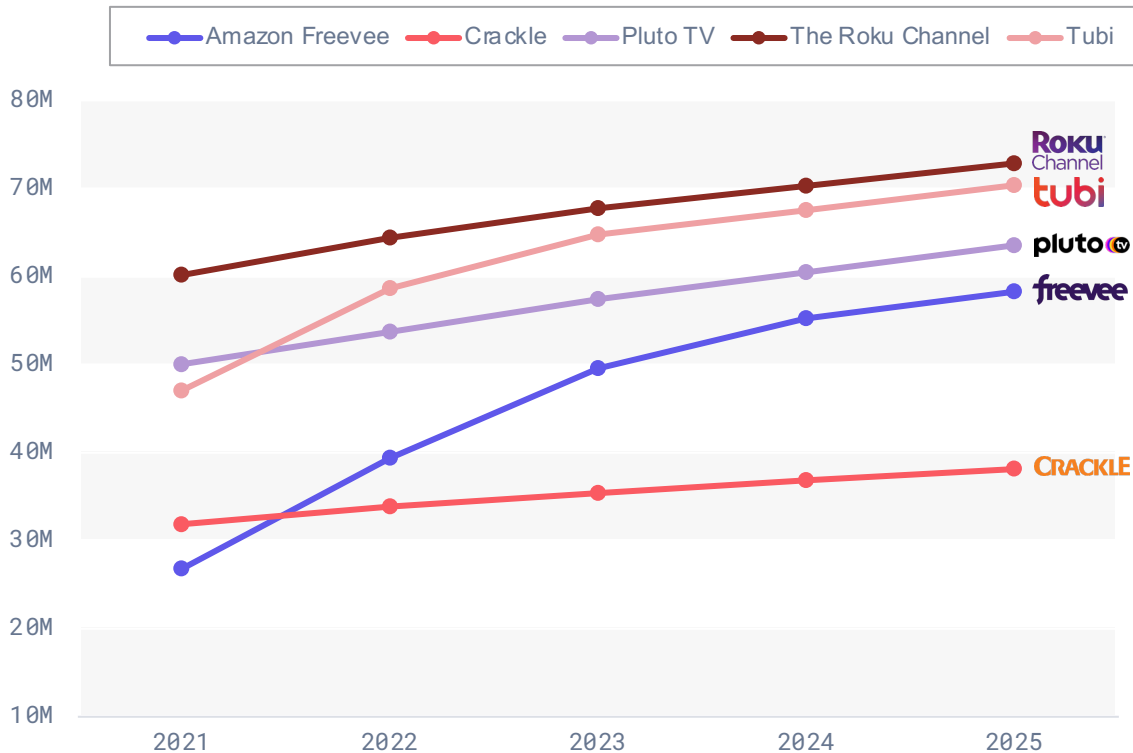
32% of U.S. streamers are **FAST** subscribers

Types of TV services U.S. adults are watching less because they are watching more free streaming services: U.S., July 2023
Source: Insider Intelligence

Service	Percentage
Subscription video-on-demand(SVOD) services	32%
Traditional broadcast/pay-TV services	23%
Virtual pay-TV services	22%
Transactional video-on-demand(TVOD) services	18%
Not watching less of any service	34%
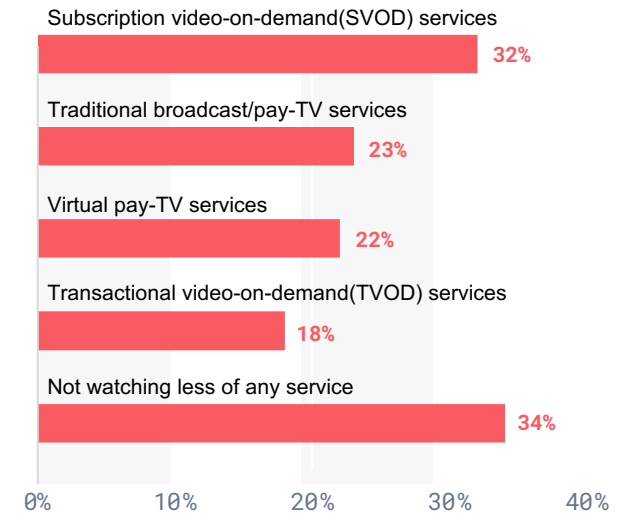
Popularity of ad supported tiers increases across traditionally SVOD platforms
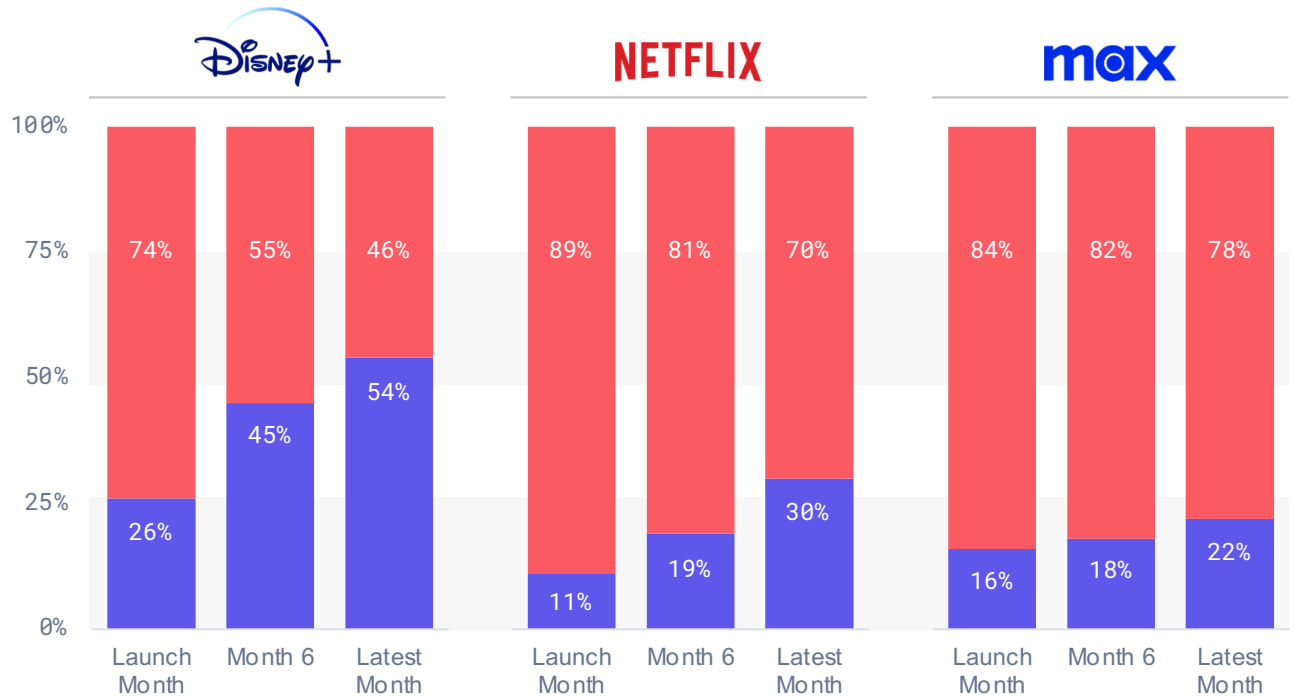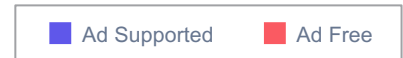
With over a year having passed since Disney+ and Netflix released ad tiers, their popularity has continued to grow. Data shows that in October 2023, over half of Disney+ sign-ups were on the ad-supported tier and 30% of Netflix sign-ups were. Meanwhile, despite boasting shorter ad breaks, Max viewers have been slower to transition to the ad tier. In late January 2024, Amazon Prime Video also embraced the AVOD model, and Apple TV+ has signaled some intent to move into advertising. With this new normal and the opportunity it presents, advertisers must ensure they are using all of the platforms at their disposal to reach disparate audiences who split their attention across AVOD, FAST, cable, live streams, and all of the other places to consume TV in 2024.

52%

of U.S. adults **would drop to a lower priced ad-tier** if a streaming service they subscribed to offered one

Share of sign-ups by plan tier: U.S., launch month - October 2023
Source: Antenna

Legend: ■ Ad Supported ■ Ad Free

Disney+

	Launch Month	Month 6	Latest Month
Ad Free	74%	55%	46%
Ad Supported	26%	45%	54%

NETFLIX

	Launch Month	Month 6	Latest Month
Ad Free	89%	81%	70%
Ad Supported	11%	19%	30%

max

	Launch Month	Month 6	Latest Month
Ad Free	84%	82%	78%
Ad Supported	16%	18%	22%

*Latest month refers to October 2023
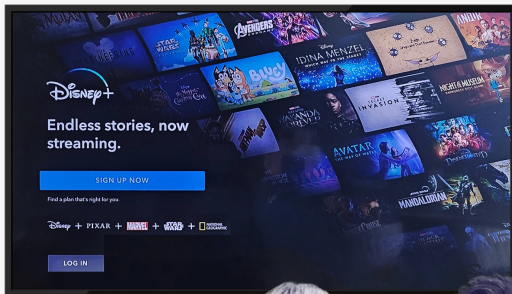
TV consumption on mobile presents advertisers with opportunities to drive outcomes

Over the past few years, we have consistently seen willingness among younger generations to stream TV on mobile devices. The vast majority of Gen Z and millennials do so, and half of Gen Z actually prefers to stream TV on devices other than the TV. There was also a 5% increase in Gen X viewers who stream content on mobile between the first half of 2023 and the second half. With audiences watching TV on the same devices they use to make purchases, the opportunity is ripe for advertisers to drive measurable outcomes instantly.

1/2

half of Gen Z prefers **to stream TV on devices** other than a smart TV

Percentage of population that streams content on mobile

Gen Z	Millennials	Gen X	Baby boomers	Silent
91%	88%	73%	43%	30%

02

The Streaming Wars

Subscription cycling and platform churn has only increased over the past year, presenting streamers with new challenges in retaining audiences. New shows generate buzz for a limited window, while binge culture maintains its hold. Advertisers embracing measurement are winning out with high tune-in rates and lifts from unexposed audiences.
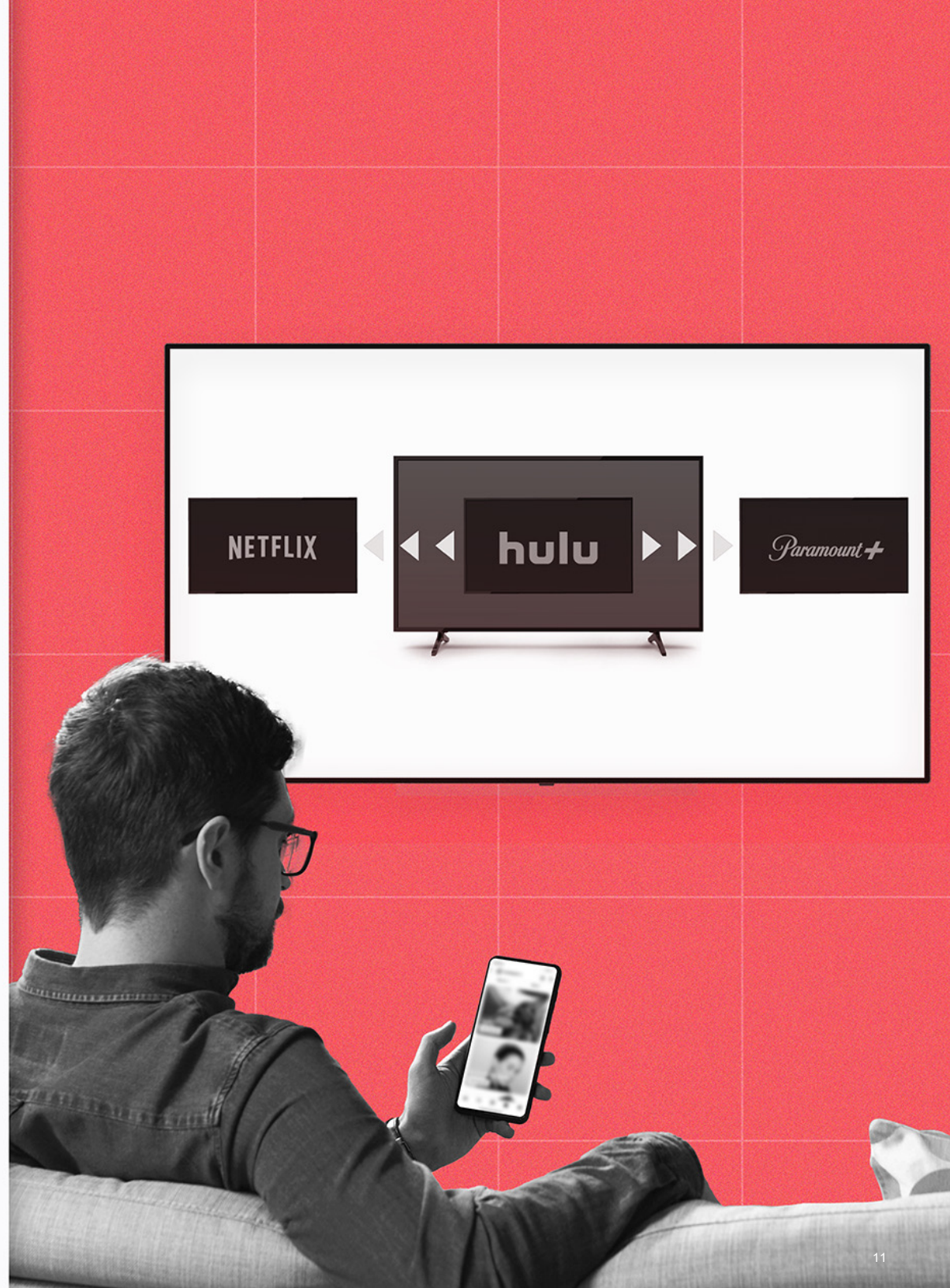
Subscription cycling threatens loyalty as streamers look to new ways to up retention

Streaming viewership is near ubiquitous these days, with 100M U.S. households watching OTT content throughout the half. However, audiences continue to limit the number of services they will subscribe to in order to keep costs down. In fact, about half (46%) of U.S. households watched two or less services throughout the second half of 2023. Subscription cycling is a way of life, as every platform saw churn increase year-over-year and about half of Gen Z indicating that they plan to cycle through subscriptions within the next six months. To better appeal to today's consumers and limit churn, streamers will need to ensure viewers are engaged with their broader content portfolios and see the benefit of retaining subscriptions. Looking ahead, bundling will be a key way for streamers to maintain loyalty, as viewers who may be done watching a program within one platform on a bundled subscription turn to another within the bundle.
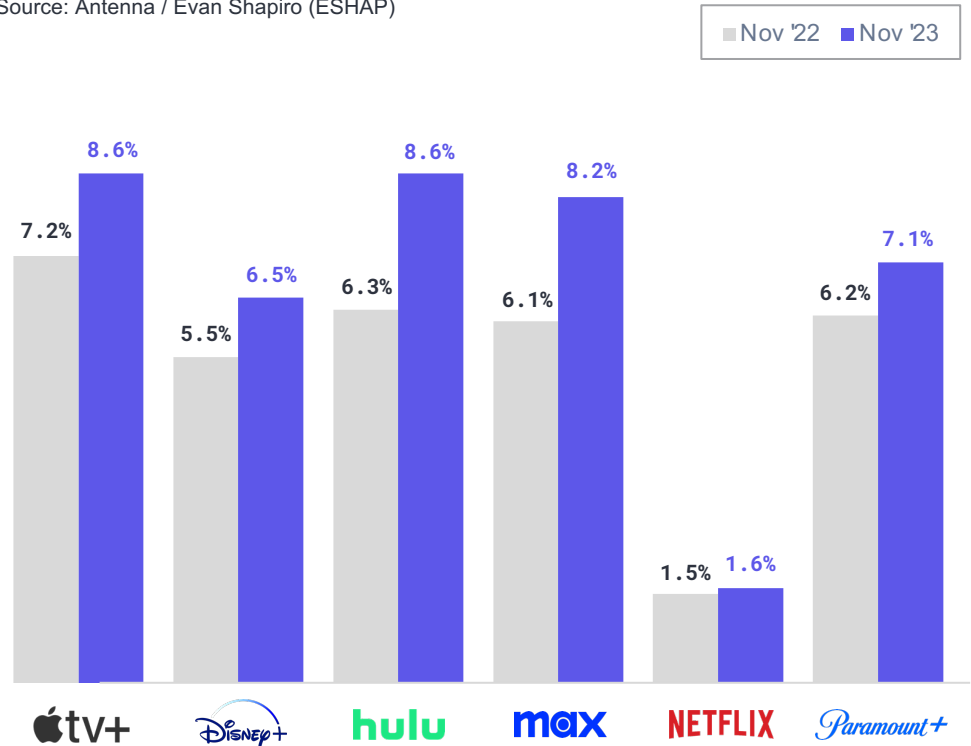
100M
U.S. households watched **OTT content** during H2 2023

46%
of U.S. streamers **watched 2 or less** services during H2 2023

U.S. adults planning to subscription cycle in the next 6 months

Gen Z	Millennials	Gen X	Baby Boomers
67%	76%	66%	45%

Churn year-over-year
Source: Antenna / Evan Shapiro (ESHAP)

Legend: ■ Nov '22 ■ Nov '23

	tv+	Disney+	hulu	max	NETFLIX	Paramount+
Nov '22	7.2%	5.5%	6.3%	6.1%	1.5%	6.2%
Nov '23	8.6%	6.5%	8.6%	8.2%	1.6%	7.1%
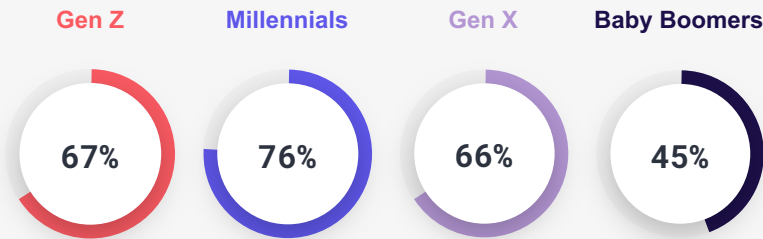
High volume of ads served for Paramount+ on CBS, while Max and Netflix see gains

ViacomCBS's Paramount+ and Warner Bros. Discovery's Max served the most ad impressions of the top streaming platforms during the second half of 2024, impacted by their built-in linear presences. Paramount+ accounted for roughly a quarter of the share of voice of streaming service ad impressions, ranking as the most advertised brand during CBS primetime airings. Meanwhile, platforms like Max, Hulu, and Disney+ comprised 15% to 18%. However, the brand with the strongest year-over-year increase was Netflix, which served more than twice as many impressions during the second half of 2023 than compared to the second half of 2022, as it leans into its AVOD offering. We expect these numbers to continue to shift as these streamers introduce additional bundling offers and buy up more sports rights, aiming to shift those linear viewers onto their streaming platforms.

Linear & OTT ad impressions share of voice by streaming service advertiser*: H2 2023

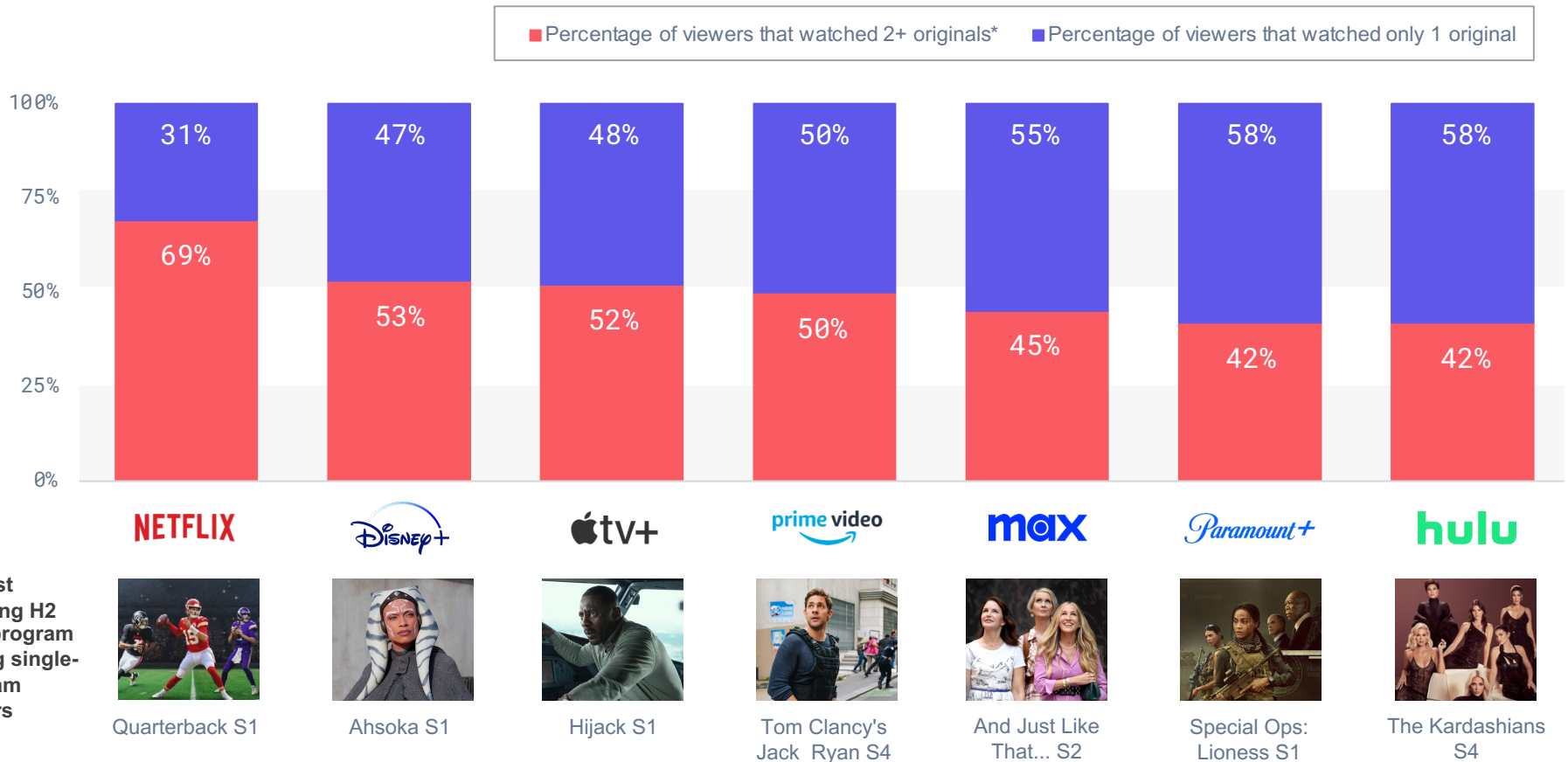| Advertiser	YoY
Paramount+	−3%
max	+59%
hulu	−25%
Disney+	−39%
prime video	−35%
peacock	−30%
tv+	−9%
NETFLIX	+133%
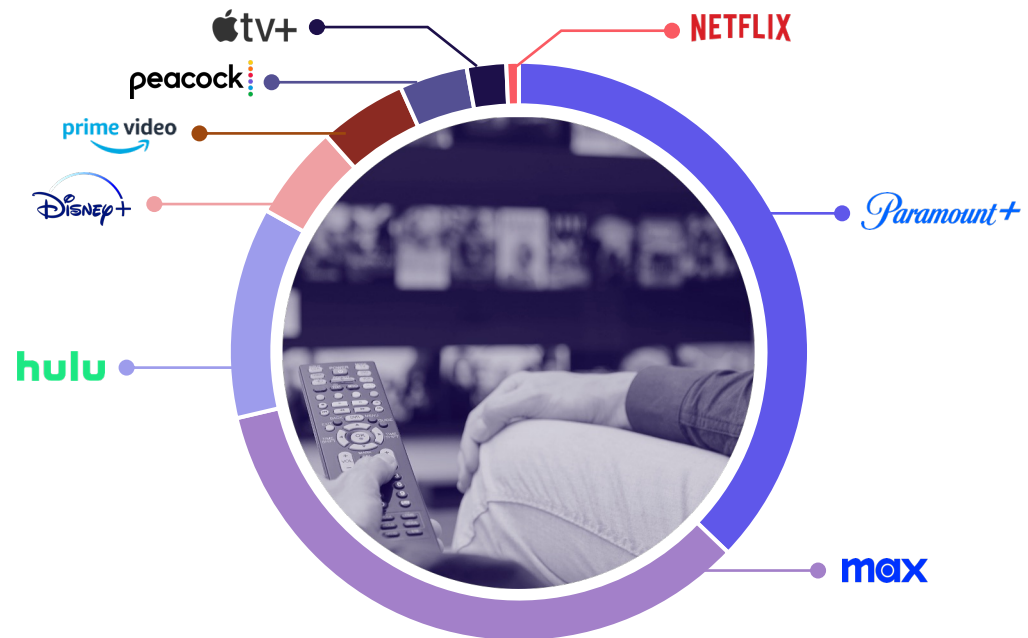
*Data shows ad impressions served promoting streaming services across all linear and OTT channels

13

Viewers drawn to a platform for new content don't always stick around

While original programming certainly draws in audiences, those viewers are not necessarily loyal to the platform. In fact, across the majority of top streaming platforms, more than half of viewers watched only one of the top 50 programs. Netflix was a standout, however, with almost 70% of viewers watching multiple programs within the top 50. Streamers looking to retain viewers and limit churn will need to ensure consumers are engaged with their broader content library, understand the value of their offering, and believe the cost is worth it. Leaning into the value of bundling and offering up live streaming events will help streamers maintain their audiences.

Stickiness by streaming platform
Within top 50 originals on streaming platform in H2 2023

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

	NETFLIX	Disney+	tv+	prime video	max	Paramount+	hulu
Watched only 1 original	31%	47%	48%	50%	55%	58%	58%
Watched 2+ originals	69%	53%	52%	50%	45%	42%	42%

Highest reaching H2 2023 program among single-program viewers

| Quarterback S1 | Ahsoka S1 | Hijack S1 | Tom Clancy's Jack Ryan S4 | And Just Like That... S2 | Special Ops: Lioness S1 | The Kardashians S4 |

*Within top 50 originals on streaming platform

14

Binge culture has taken hold, with top binged show of H2 driving higher binge rate than H1

It's safe to say that consumers have largely resumed their pre-pandemic lives and are not home nearly as much as they were during lockdowns. Nonetheless, one behavior that viewers have enjoyed is binging their favorites. Now with many shows releasing all episodes at once, viewers hungry to know what happens will often consume the whole program within just five days. The most binged show of the second half of 2023 was Depp v. Heard, which saw 67% of households that finished the season do so within the first five days. Comparatively, the most binged show of the first half of 2023 (MH370: The Plane That Disappeared) saw a lesser 65% binge rate, highlighting the growing hold that binge culture has on U.S. audiences.
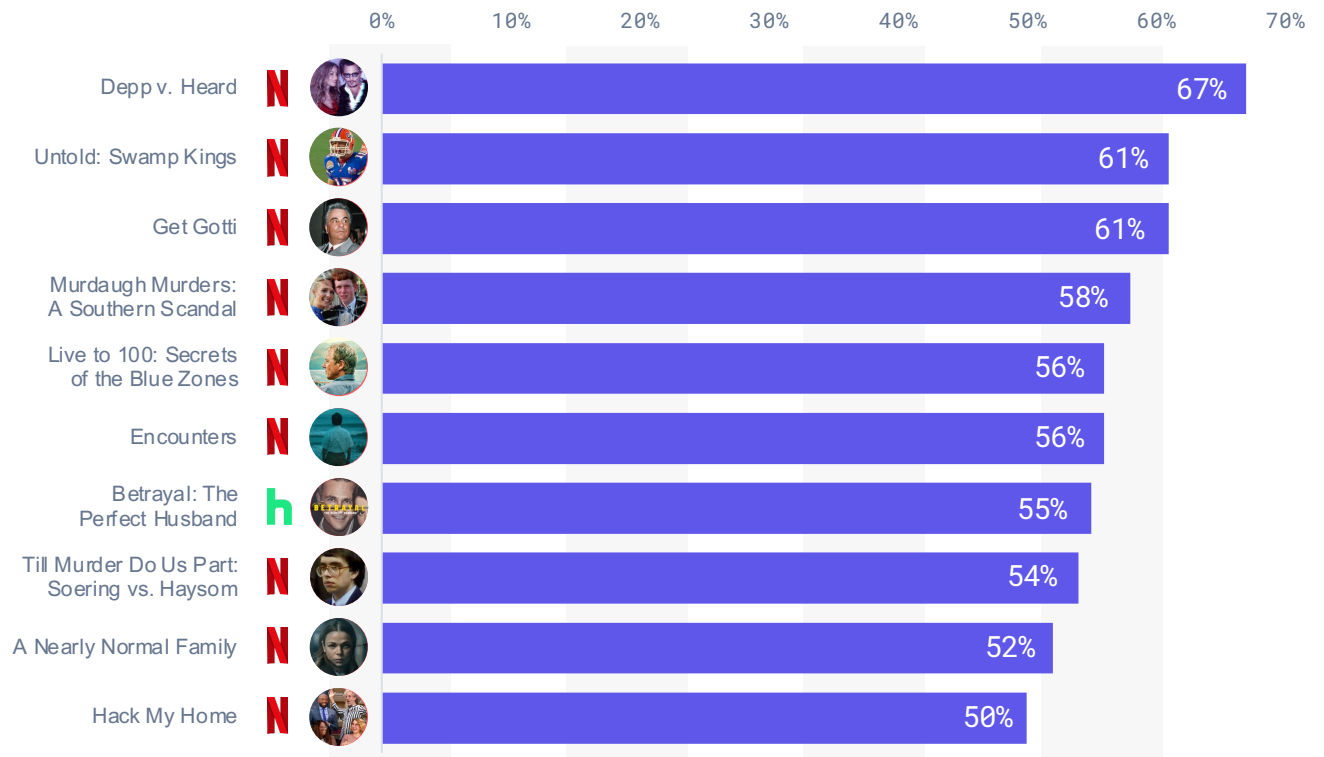
45%

of households that watched the top bingeable premieres of H2 2023 finished the season **in five days**

68%

of U.S. adults identify **themselves as binge-watchers**, while 76% of millennials do

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

Show	%
Depp v. Heard	67%
Untold: Swamp Kings	61%
Get Gotti	61%
Murdaugh Murders: A Southern Scandal	58%
Live to 100: Secrets of the Blue Zones	56%
Encounters	56%
Betrayal: The Perfect Husband	55%
Till Murder Do Us Part: Soering vs. Haysom	54%
A Nearly Normal Family	52%
Hack My Home	50%

# When people can binge shows, they're more likely to finish them

As streamers compete for audience attention and engagement, the bulk release model has proved to be a differentiator in driving retention throughout a show's full season. The highest retention rate for a bulk release during the second half of 2023 was Virgin River's season five on Netflix, which maintained 62% of its audience between the premiere and finale, compared with the highest retention rate weekly release (The Gilded Age's season two on HBO and Max) which maintained 49% of its audience. Streamers looking to capture audience attention across a full season should take note to better retain their viewers, particularly if it's a new season debuting. Whereas advertisers can rely on these bingeable shows for a captive audience within a condensed window of time.

Average retention between season premiere and finale*

34%	36%	38%	40%	42%	44%	46%

38% Weekly episodes

39% Multi-part drops
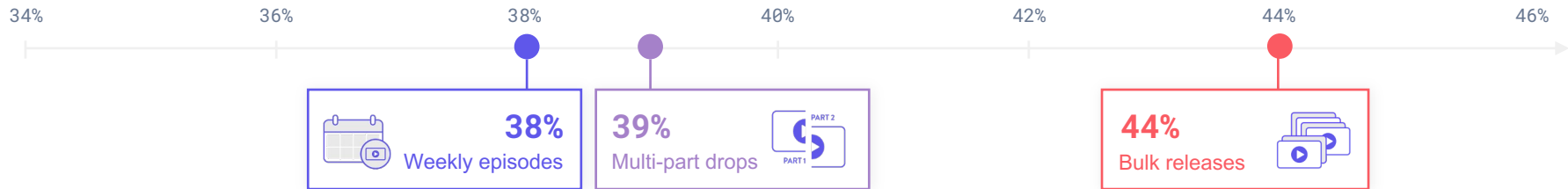
44% Bulk releases

Highest retention rate shows released in bulk

Retention from premiere to finale
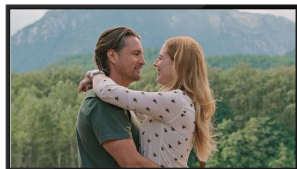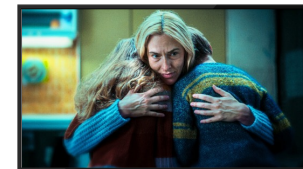
NETFLIX — Virgin River S5 — **62%**

NETFLIX — All the Light We Cannot See S1 — **57%**

NETFLIX — Dear Child S1 — **56%**

Highest retention rate shows released weekly

Retention from premiere to finale

max — The Gilded Age S2 — **49%**

NETFLIX — The Great British Baking Show S14 — **46%**
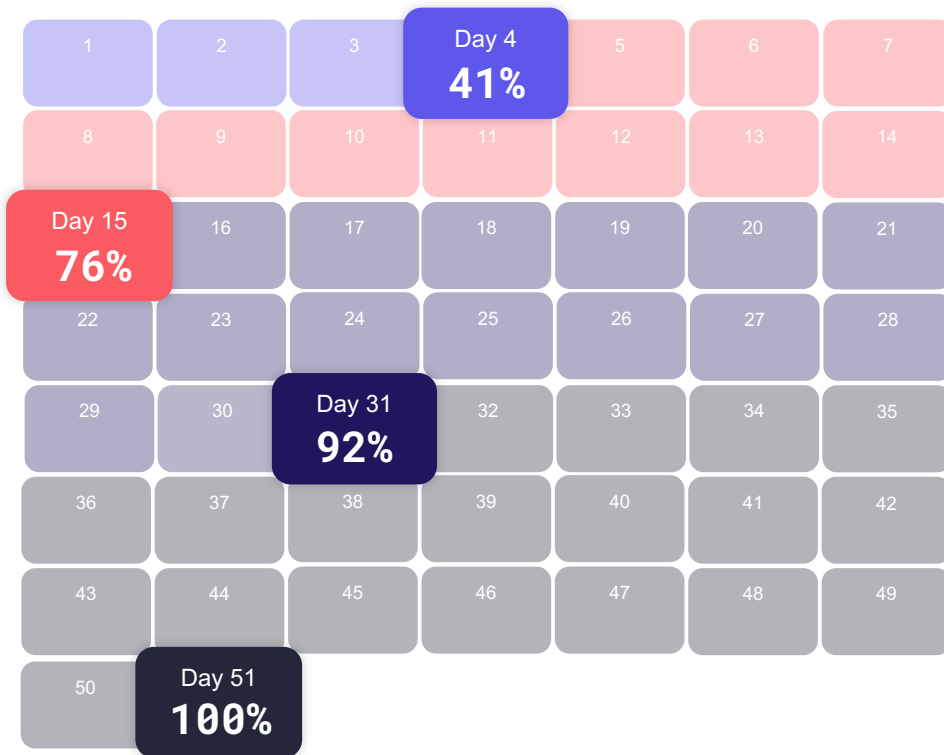
tv+ — The Morning Show S3 — **46%**

*Averages include data from the top 50 streaming premieres of H2 2023 with seasons completed in 2023

Early awareness is key to capitalize on the peak window of viewer interest

Although new shows are available on demand at our fingertips, data shows that viewers prefer to soak up new content when it is just that: new and hot. In fact, across the top shows of the second half of 2023, the vast majority of viewership occurred within the first two weeks, with the shows averaging 76% of 51-day viewership by day 15. Looking back at top shows from the first half of 2023, it's clear that viewership petered off early as well: extending the window to 100 days, 93% of views had occurred by day 50, highlighting the importance for streamers to maintain a healthy slate and focus on early awareness.
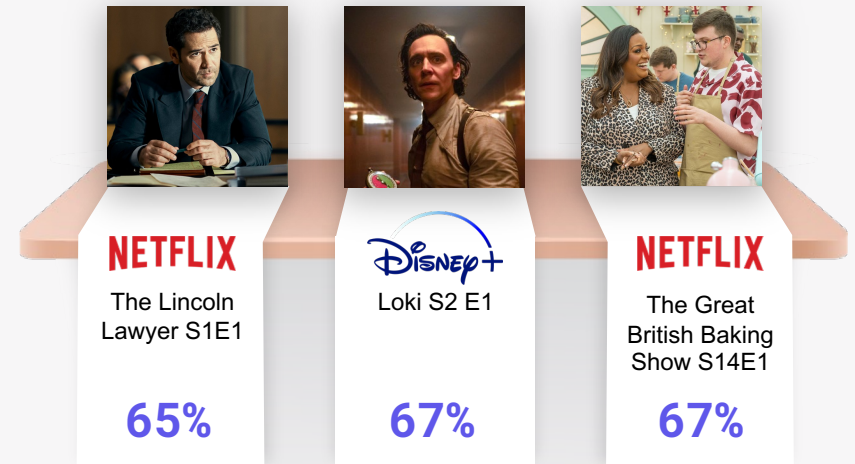
Average household viewership achieved by day*
Percentage of 51-day viewership

1	2	3	Day 4 41%	5	6	7
8	9	10	11	12	13	14
Day 15 76%	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	Day 31 92%	32	33	34	35
36	37	38	39	40	41	42
43	44	45	46	47	48	49
50	Day 51 100%					

*Averages include data from the top 50 streaming premieres of H2 2023 released prior to 11/11/23 to allow a full 51-day viewership window to transpire

Shows with the longest discoverability windows
Based on percentage of 51-day viewing households that watched in the first 15 days

NETFLIX
The Lincoln Lawyer S1E1
65%

Disney+
Loki S2 E1
67%

NETFLIX
The Great British Baking Show S14E1
67%

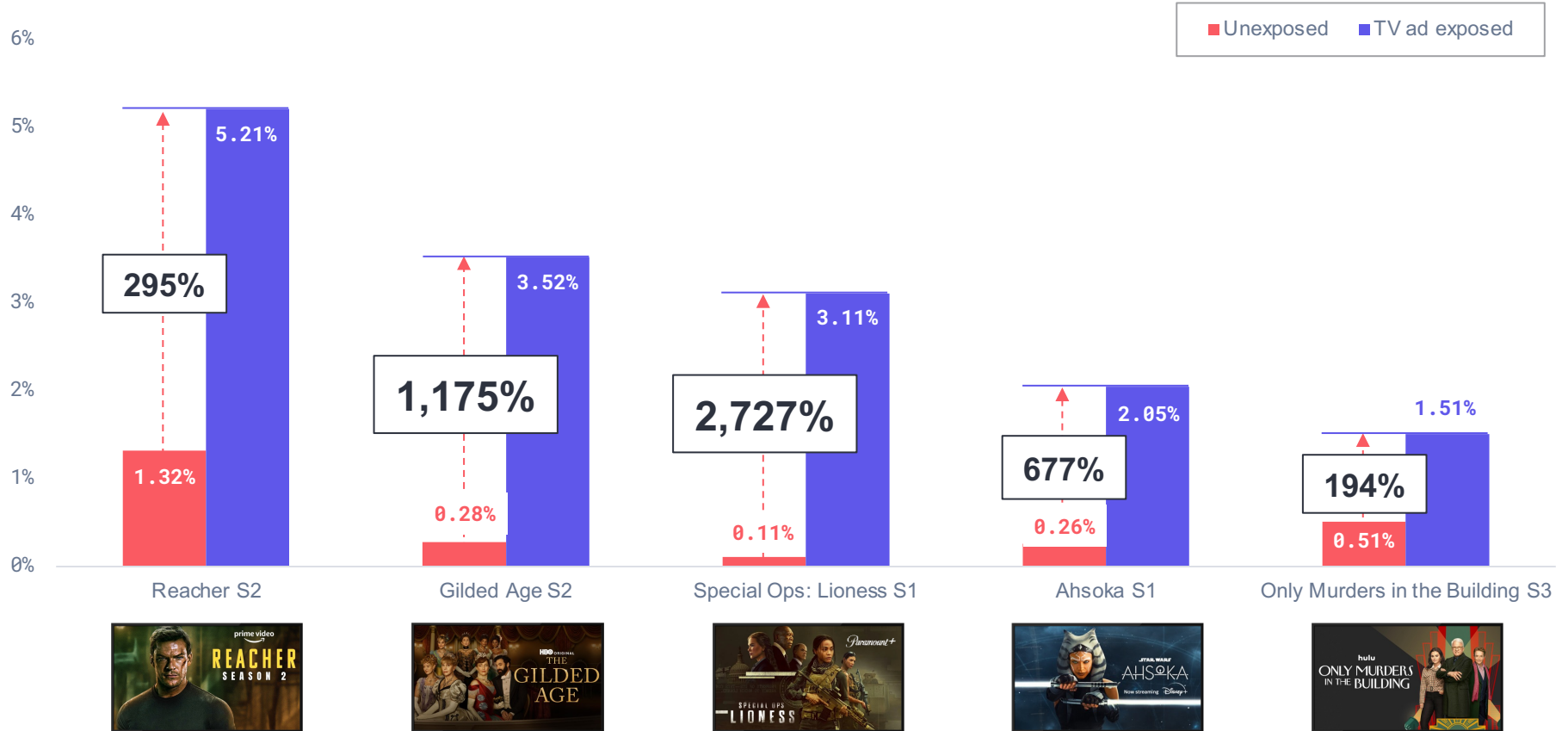**Q.** **Did viewers continue watching top hits from the first half of 2023 during H2?**

Not really. 93% of views within the 100-day window for the top 50 H1'23 shows had occurred by day 50.

Max and Paramount+ drive massive increases in tune-in with TV ad campaigns

Across some of the biggest streaming shows of the half on various platforms, TV ads proved effective at driving viewers to tune in. While Reacher's season two on Amazon Prime Video drove the highest tune-in rate (5.21% of ad exposed households watching the premiere episode within 30 days of exposure), Gilded Age's season two on HBO and Max and Special Ops: Lioness's debut season on Paramount+ saw the highest increases in viewership from audiences unexposed to those ads. This showcases the effectiveness of utilizing ad campaigns to move the needle and inspire viewers to watch these marquee shows.
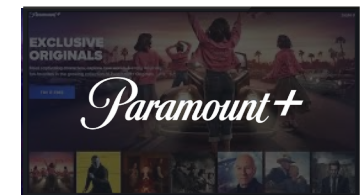
Tune-in rate by TV ad exposed group vs. unexposed
Viewership measured within 30 days of ad exposure

Legend: ■ Unexposed ■ TV ad exposed

Show	Unexposed	TV ad exposed	Increase
Reacher S2	1.32%	5.21%	295%
Gilded Age S2	0.28%	3.52%	1,175%
Special Ops: Lioness S1	0.11%	3.11%	2,727%
Ahsoka S1	0.26%	2.05%	677%
Only Murders in the Building S3	0.51%	1.51%	194%

Ad exposure for specific programs drives halo effect to bring in viewers

When people see an ad for a new show are they inspired to check out other programming available on the platform? Data shows that is the case for some of the biggest premieres of the second half of 2023, most apparent with Reacher's season two ads sparking a halo effect viewership rate of 10.34% for other Amazon Prime Video programming. As streamers look to maintain their audiences and drive retention, they should make sure to measure the halo effect across their biggest releases to see which campaigns are most effective at increasing stickiness on the platform.

Halo effect tune-in rates by platform
Viewership measured within 30 days of ad exposure

10.34%

of households that saw ads for Reacher watched other Amazon Prime Video programs

9.69%

of households that saw ads for The Gilded Age watched other Max programs

8.94%

of households that saw ads for Only Murders in the Building watched other Hulu programs

6.75%

of households that saw ads for Ahsoka watched other Disney+ programs

6.05%

of households that saw ads for Special Ops: Lioness watched other Paramount+ programs

03

Biggest TV Moments

As we begin to feel the effect of the actors and writers strikes on new TV content being released, what's paying off for streamers? Data shows that adaptations and docuseries were hits this half, along with blockbuster movies that were released on streaming platforms. Meanwhile, the NFL continues to dominate on linear, as more live sports make their way to streaming platforms.

NFL dominates linear viewership

The vast majority of the top linear programs of the half were related to sports, and of those, 76% were NFL games. Monday Night Football on ABC and Sunday Night Football on NBC remain dominant drivers of linear viewership. However, with rights moving to streamers like Amazon Prime Video for Thursday Night Football, the landscape continues to shift. 60 Minutes grabbed the majority of viewership of non-sports programs, with episodes related to Ukraine and the Israel and Gaza conflict ranking within the top programs of the half. While there was a prevailing trend in subject matter for the top episodes of the news program, each of the top ranked 60 Minutes segments were boosted an NFL game. Takeaway for advertisers, if you don't want to place your buy in the NFL games themselves, place your buys the following programs.

89 out of the 100 most watched linear programs of H2 2023 were related to **sports**

76% of those 89 programs were **NFL football**
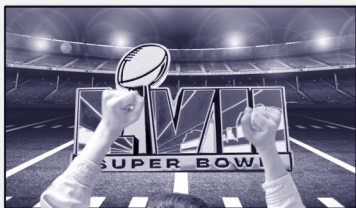
Top H2 2023 linear programs
Based on live + same day household viewership

Rank		Network
1	Monday Night Football - Kansas City Chiefs vs Philadelphia Eagles	abc
2	Sunday Night Football - New York Jets vs Kansas City Chiefs	NBC
3	Monday Night Football - New York Jets vs Buffalo Bills	abc
4	Sunday Night Football - San Francisco 49ers vs Dallas Cowboys	NBC
5	Sunday Night Football - Dallas Cowboys vs Philadelphia Eagles	NBC

Top H2 2023 linear programs (excluding sports)
Based on live + same day household viewership

Rank		Network
1	97th Annual Macy's Thanksgiving Day Parade	NBC
2	60 Minutes 11/26 - Rise; Sealand; Ancient Vines	CBS
3	60 Minutes 12/10 - The Resistance; Red and Green; Novak Djokovic	CBS
4	60 Minutes 10/29 - Vice President Harris; A Quiet Invasion; The Air We Breathe; The State of the Blues	CBS
5	60 Minutes 9/17 - President Zelenskyy; Into the Streets; Prime Time in Colorado	CBS

Top streaming shows playbook: adaptations and docuseries

Netflix was the clear leader of streaming originals in the second half of 2023, with Amazon Prime Video's action-packed Reacher and Max's The Gilded Age being the only non-Netflix programs to break through. Digging into the programs, we see evidence of Netflix's playbook to weather the actors and writers strikes. The platform kept its viewers engaged and shifted away from reliance on writers by leaning into programs that pulled storylines from novels and real events. In fact, 70% of the top 10 streaming shows were based on real events, adaptations from novels, or docuseries. Compared to the first half of the year, that's approximately 133% more programs based on novels or real events. As the impact of the actors and writers strikes are likely to be felt into the first half of 2024, expect more of this playbook to play out across streamers.

Top H2 2023 streaming shows
Based on household viewership of season premiere

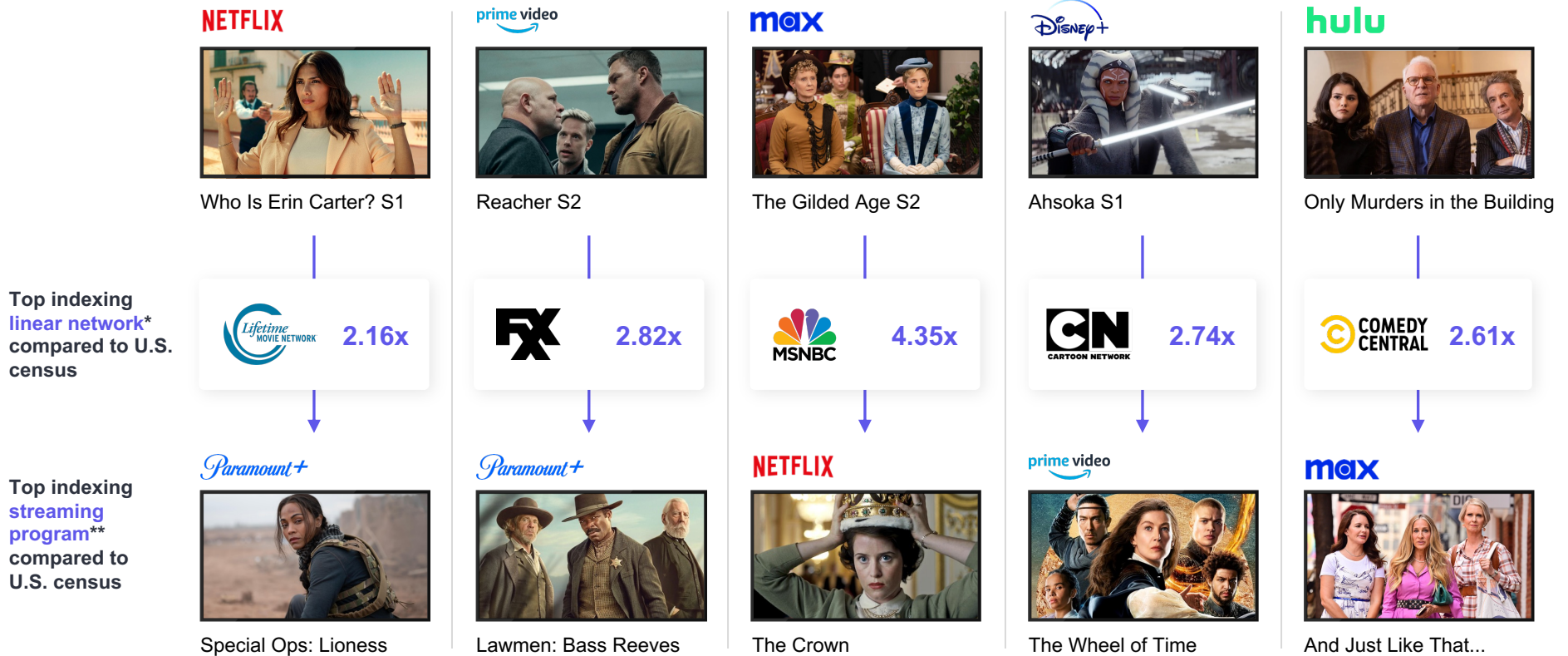|			
1.		Who Is Erin Carter? S1	NETFLIX
2.		Painkiller S1	NETFLIX
3.		Reacher S2	prime video
4.		Virgin River S5	NETFLIX
5.		The Lincoln Lawyer S2	NETFLIX
6.		Quarterback S1	NETFLIX
7.		All the Light We Cannot See S1	NETFLIX
8.		The Gilded Age S2	max
9.		Depp v. Heard S1	NETFLIX
10.		The Fall of the House of Usher S1	NETFLIX

7 in 10 of the top streaming shows were based on **real events, novels, or docuseries**

Understanding drivers behind top shows drives better discovery

Planning effective ad campaigns requires a deep understanding of viewership behavior. People aren't watching the top streaming shows of 2023 in a vacuum, and the content they watch across other networks and platforms can provide insight into how best to reach them. For example, viewers of Only Murders In the Building over-indexed by 12.97x based on viewership of And Just Like That on Max. When planning for season four of Only Murders, Hulu could consider targeting viewers of women-led programming that is similar to And Just Like That, such as Fleishman is in Trouble or Tiny Beautiful Things, or even broadening their buy to hit Comedy Central viewers to better appeal to the audience most likely to watch.

Highest indexing networks and OTT programs among viewers of streaming premieres
H2 2023, viewership window covers month following premiere

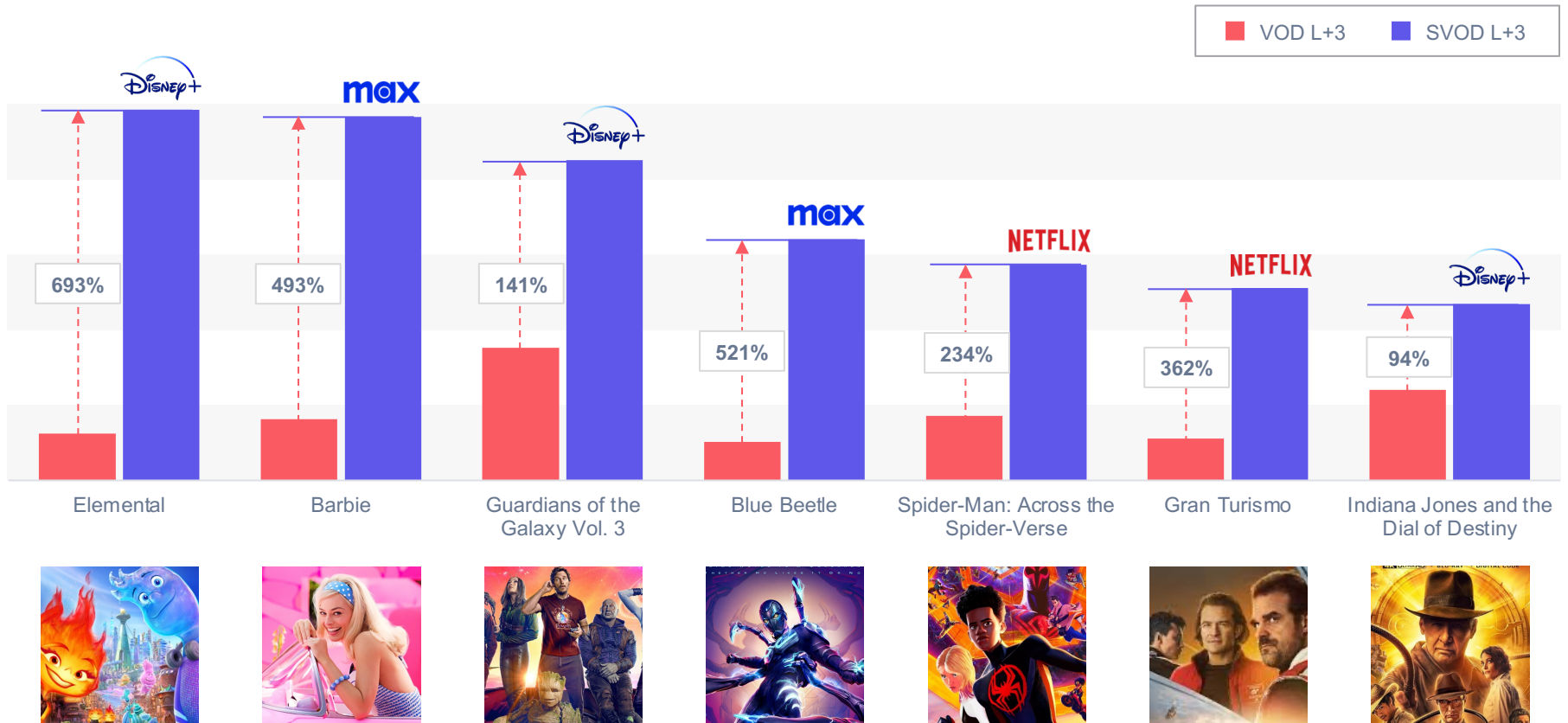|	NETFLIX	prime video	max	Disney+	hulu
	Who Is Erin Carter? S1	Reacher S2	The Gilded Age S2	Ahsoka S1	Only Murders in the Building
Top indexing linear network* compared to U.S. census	Lifetime MOVIE NETWORK — 2.16x	FX — 2.82x	MSNBC — 4.35x	CN CARTOON NETWORK — 2.74x	COMEDY CENTRAL — 2.61x
Top indexing streaming program** compared to U.S. census	Paramount+ — Special Ops: Lioness	Paramount+ — Lawmen: Bass Reeves	NETFLIX — The Crown	prime video — The Wheel of Time	max — And Just Like That...

*Excludes premium networks
**From a different streaming service

23

Box office is back but streaming still draws in viewers

This was a big year for the silver screen. Following a sluggish rebound from the pandemic that shuttered theaters and drove movies direct to streaming, the box office showed signs of life in 2023 with double the revenue of 2021. Despite the resounding success that Barbie vs. Oppenheimer saw, one pre-pandemic behavior has stuck around: strong viewership once these movies hit streaming platforms. While many movies land on paid video-on-demand platforms like Apple TV and Amazon Prime Video first, the data shows that it isn't until these titles hit popular streaming platforms for free that viewers opt to watch, making rights to these movies a huge win for streamers.

PVOD vs. SVOD release viewership
Percent increase in viewership from VOD to streaming in first four days

Legend: ■ VOD L+3 ■ SVOD L+3

Chart data (percent increase, platform):
Movie	Increase	Platform
Elemental	693%	Disney+
Barbie	493%	max
Guardians of the Galaxy Vol. 3	141%	Disney+
Blue Beetle	521%	max
Spider-Man: Across the Spider-Verse	234%	NETFLIX
Gran Turismo	362%	NETFLIX
Indiana Jones and the Dial of Destiny	94%	Disney+

Genre viewership shows the early impact of the actors and writers strikes

The actors and writers strikes in the second half were expected to have a dramatic impact across both linear and streaming. While many shows were delayed as a result, some streamers dug into other genres to keep their content flowing. Compared to the first half of 2023, we see a considerable shift in genres like docuseries and crime which require less of a lift in actors and scripts. In fact, representation of docuseries within the top streaming shows was up 78% from the first half and crime was up 56%. Meanwhile, drama was still the leading genre but was down 17%, thriller was down 46%, and comedy down 55%. Expect these genre buckets to continue their prevalence throughout the first half of 2024.
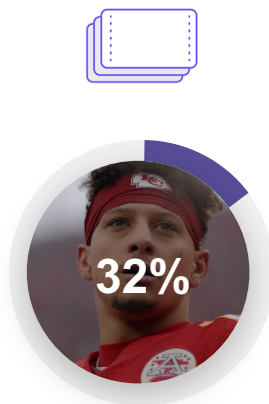
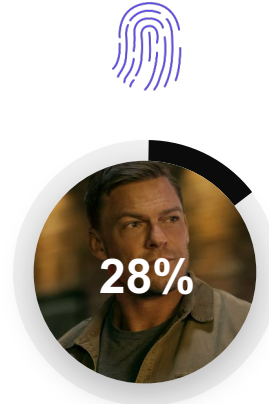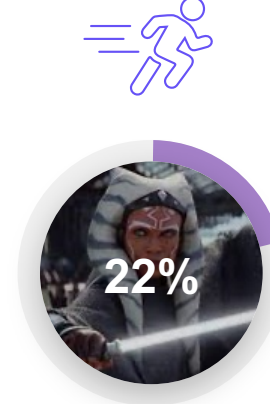**Most represented genres across the top 50 streaming shows: H2 2023**
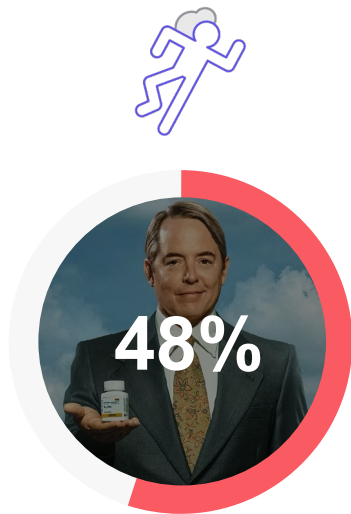
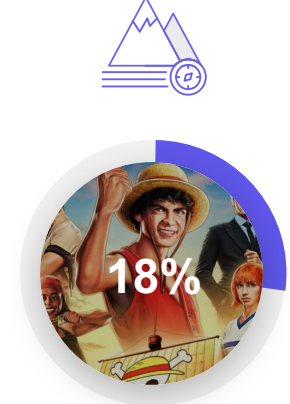|	**Drama**	**Docuseries**	**Crime**	**Action**	**Adventure**
	48%	32%	28%	22%	18%
H2'23 vs. H1'23	↓ 17%	↑ 78%	↑ 56%	↑ 38%	↑ 50%

Thursday Night Football on Amazon Prime draws in younger, diverse audiences

We've seen that NFL remains a saving grace for linear TV, comprising the majority of top linear programs of the half. But with more sports broadcasts switching to streaming platforms, how will that impact viewership and advertising? Thursday Night Football's switch to Amazon Prime provides some insight into what's to come, and the data shows that younger, diverse audiences are turning out. For example, Gen Z households (A20-24) over-indexed by 5% based on viewership of the average Thursday Night Football live stream. Similarly, Black audiences over-indexed by 12%, while actually under-indexing on Sunday Night Football on NBC. It's important to note, however, that the transition from linear to streaming will take time as evidenced by the larger volume of viewers tuning in to the NBC Sunday Night Football games.
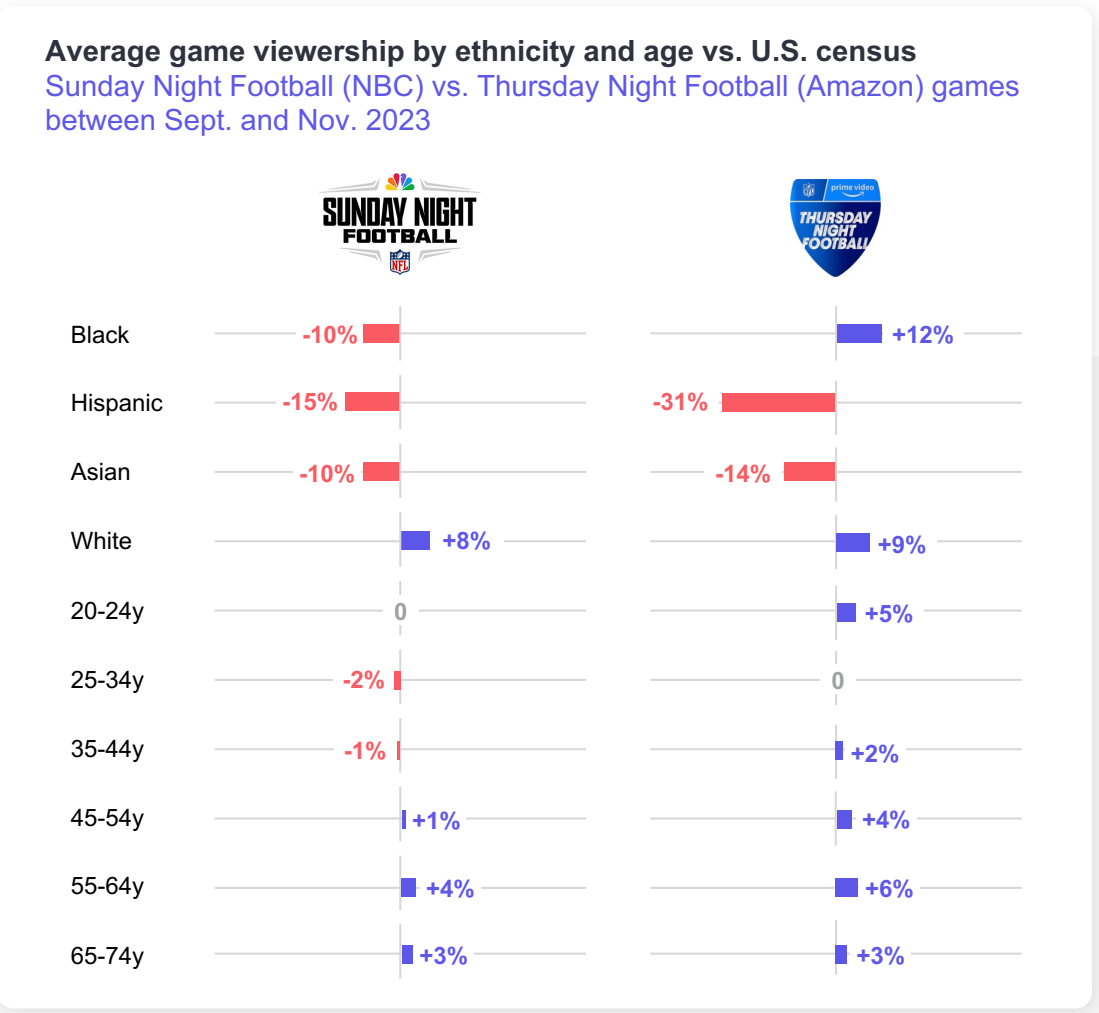
NBC

15.2M
U.S. households

Average Sunday Night Football viewership
September – November 2023

18.2M
U.S. households

Highest reaching Sunday Night Football viewership
New York Jets vs. Kansas City Chiefs 10/1

prime video

3.1M
U.S. households

Average Thursday Night Football viewership
September – November 2023

4.6M
U.S. households

Highest reaching Thursday Night Football viewership
Philadelphia Eagles vs. Minnesota Vikings 9/14

Average game viewership by ethnicity and age vs. U.S. census
Sunday Night Football (NBC) vs. Thursday Night Football (Amazon) games between Sept. and Nov. 2023

	SUNDAY NIGHT FOOTBALL	THURSDAY NIGHT FOOTBALL
Black	-10%	+12%
Hispanic	-15%	-31%
Asian	-10%	-14%
White	+8%	+9%
20-24y	0	+5%
25-34y	-2%	0
35-44y	-1%	+2%
45-54y	+1%	+4%
55-64y	+4%	+6%
65-74y	+3%	+3%

26

Cable news viewership trailed off after election day

Even though fall 2023 marked an entire year to go for the U.S. presidential election, the three major cable news networks saw some of their highest single-day viewership numbers in October in the run up to the November 7 Election Day that carried weight in some states. That changed after November 7, as all three networks saw steep drop offs in daily reach from then through the end of the year. FOX News continues to lead the news category in overall household reach, but CNN and MSNBC were neck-and-neck throughout the year, trading spots several times between March and September. The first GOP debate in August captured the most household viewership and for the longest amount of time, with an average viewing time of 78 minutes. This would prove to be the high-water mark in debate season, as candidates exited the race and viewership waned. Political advertisers should take note that viewers are more fragmented and more disenfranchised in this election cycle, meaning an omniscreen targeting approach is more crucial than ever to reach key voters.

Cable news network daily reach (7-day moving average)

GOP debate viewership

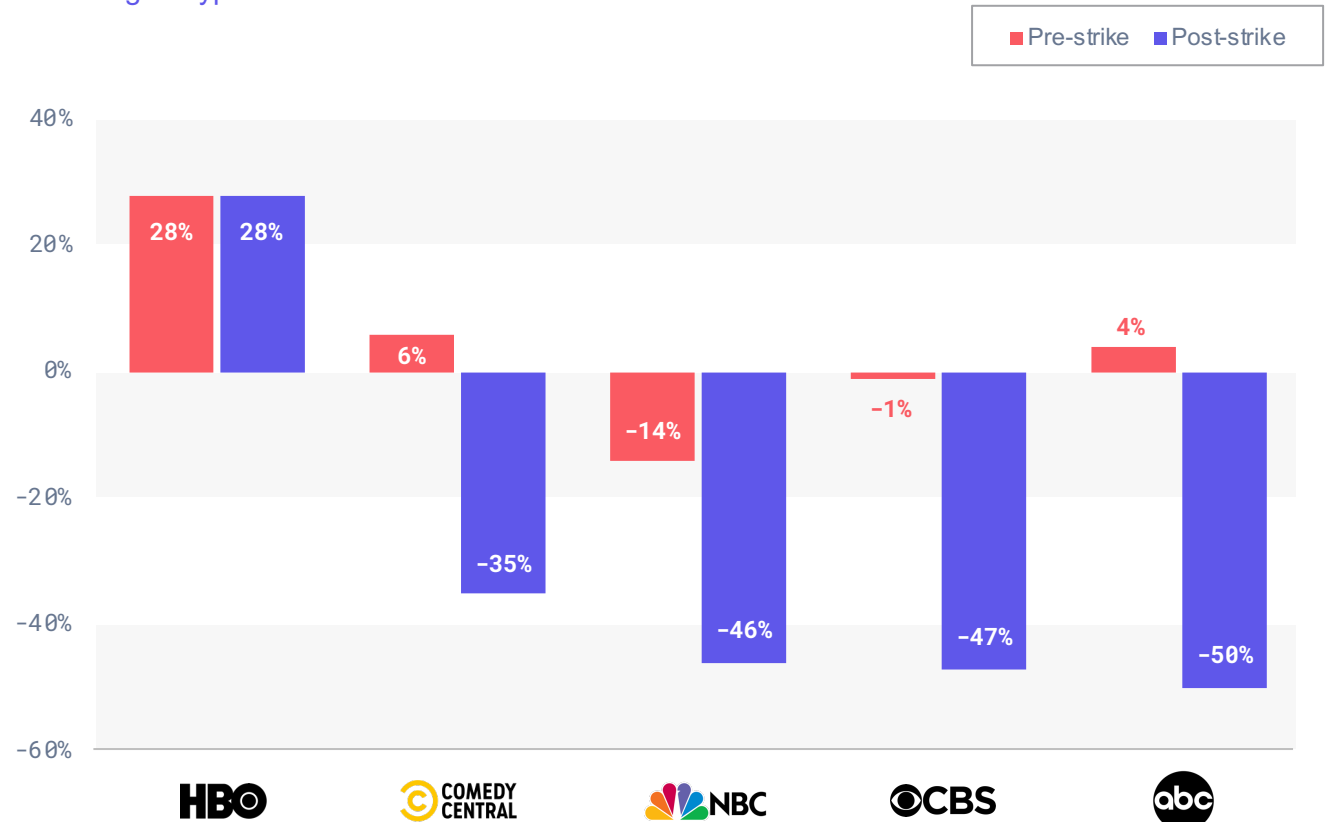| Debate #	Date	Network	HH Reach	Avg. Mins Watched
1	8/23/23	FOX NEWS Channel	6.6M	78
2	9/27/23	FOX BUSINESS	4.1M	59
3	11/8/23	NBC NEWS	5.2M	62
4	12/6/23	THE CW / NEWS NATION	2.0M	56

Late-night felt the sting of dual strikes

The TV industry faced a reckoning in 2023, as both the actors and writers strikes went on strike for several months. While both unions reached agreements late in the year, what was immediately clear was that the short-term impact shifted the TV and advertising landscape for a third of the year. Without writers for jokes and guests to promote their projects, many of the top late-night shows went off the air for part of the year. Their networks felt the negative impact, as four of the five leaders in late-night saw double-digit decreases in reach during the late fringe time slot. The impact of the strikes is likely to be felt even more acutely going into 2024, as the effects of writers ceasing activity for several months take hold.

45%

of U.S. adults supported the actors and writers strike

Pre-strike vs. post-strike year-over-year change in average daily reach
Late fringe daypart

Legend: ■ Pre-strike ■ Post-strike

Network	Pre-strike	Post-strike
HBO	28%	28%
COMEDY CENTRAL	6%	-35%
NBC	-14%	-46%
CBS	-1%	-47%
abc	4%	-50%

04

Linear and OTT Advertising

With ads often hitting the same viewers repeatedly, how can advertisers optimize for reach and frequency and effectively drive real-life outcomes? These questions are particularly important ahead of the 2024 election season, with voters weary of seeing the same ad multiple times. Meanwhile, health & beauty brands are increasing ad impressions while insurance brands are pulling back.

In the busiest shopping season, QSR and retail comprise nearly half of top advertisers

The second half of 2023, made up of back-to-school, Black Friday, and other holiday shopping, saw quick service restaurants (QSR) and retailers dominating ad impressions. Pizza reigned as king, with Domino's topping the list of advertisers by impressions. The pizza chain piloted delivery sharing with app Uber Eats in various U.S. markets earlier in the year and continued rolling out the partnership nationwide. While retailers dealt with supply chain and inflation challenges, many big box retailers still ramped up their ad spend in the busy shopping seasons of the second half. E-commerce giant Amazon and retailers like Target and Walmart were among the top 20 advertisers by impressions, pacing slightly ahead of department stores like Macy's and Kohl's.

Top linear + OTT advertisers by impressions: U.S., H2 2023

1	Domino's	11	Wendy's
2	verizon	12	macy's
3	Liberty Mutual INSURANCE	13	T Mobile
4	PROGRESSIVE	14	TOYOTA
5	SUBWAY	15	PURINA
6	BURGER KING	16	Downy
7	amazon	17	KOHL'S
8	TARGET	18	Skyrizi
9	CHEVROLET	19	HYUNDAI
10	Walmart	20	GOLO for Life

*Excludes TV networks

30

Oversaturation remains problematic as 92% of ads reach only half of households

Balancing reach and frequency remains a difficult proposition for advertisers, as the vast majority (92%) of ads continue to reach just half of U.S. households. Those half of households, who also consume the most linear TV, were bombarded by an average of 150 ads per day. Meanwhile, the other half of households saw only 8% of ad impressions at an average of only 13 per day. The need to find creative ways to reach households who have shifted away from linear TV remains persistent, both for the sake of reaching unexposed audiences as well as preventing ad fatigue among the over-exposed.
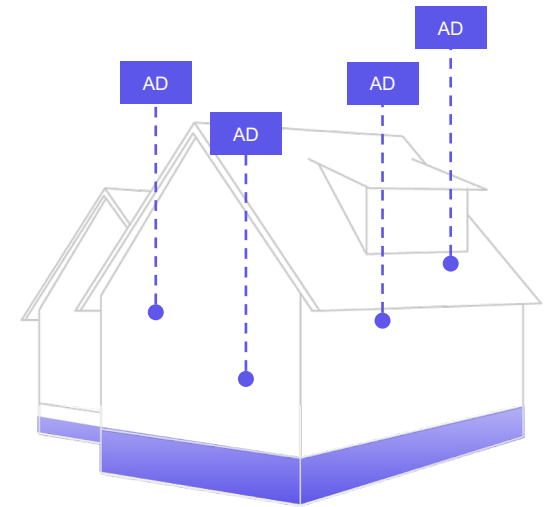
150

Average number of TV ads seen per day by the **top 50%** of linear TV households

13

Average number of TV ads seen by the **bottom 50%** of linear TV households
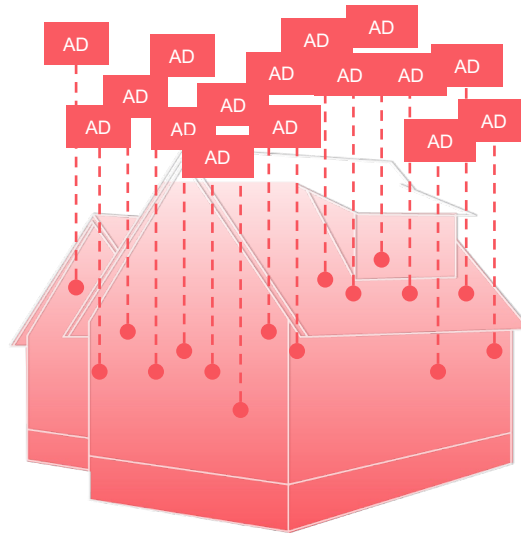
92% of TV ad impressions reached the top **50%** of linear TV households: H2 2023

8% of TV ad impressions reached the bottom **50%** of linear TV households: H2 2023

Multi-tasking TV viewers provide new opportunities for advertisers

With many Americans moving a mile a minute these days, sitting in front of the TV can provide a rare moment of stillness. Luckily for advertisers these captive audiences typically opt for a second screen while watching TV. In fact, three-quarters of audiences are plugged into another device while in front of the biggest screen at home, with Gen Z opting to text, millennials favoring social media, and older generations emailing. When viewers have a second device out they are primed to make purchases based on the ads they see, making measurable outcomes more highly attainable for advertisers.

3 in 4

U.S. adults look at a mobile device while watching TV

8 in 10

of those U.S. adults **look at a mobile device more than half the time** while watching TV

1 in 3

U.S. adults shop online while streaming TV

Top activity engaged in while streaming TV by generation: H2 2023

66%	**60%**	**60%**	**57%**
Gen Z	**Millennials**	**Gen X**	**Baby Boomers**
Text message	**Use social media**	**Check email**	**Check email**
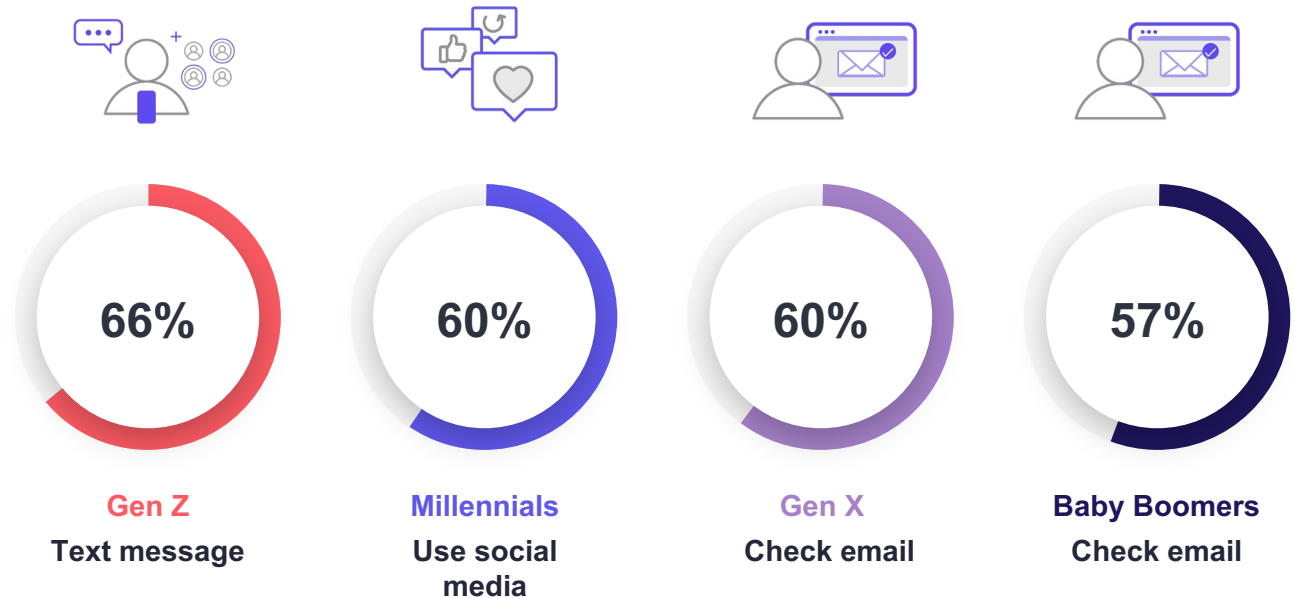
Insurance advertisers cool ad spend year-over-year

Insurance remains an advertising powerhouse, with brands like Liberty Mutual and Progressive cracking the top 10 advertisers overall this half. However, the majority of top insurance advertisers served less impressions in the second half of 2023 than the second half of 2022. The primary exception was Humana, which drove a 41% increase with a campaign that included highlighting "original influencers" as well as Spanish-language promotion. With 90% of insurance ad impressions reaching the top 50% of linear TV viewers, there is an apt opportunity to reach the other half of these viewers. The most frequent time of day to serve ad impressions for these brands was in the daytime at 35% of all impressions, however this daypart saw a slight decline year-over-year.

90%

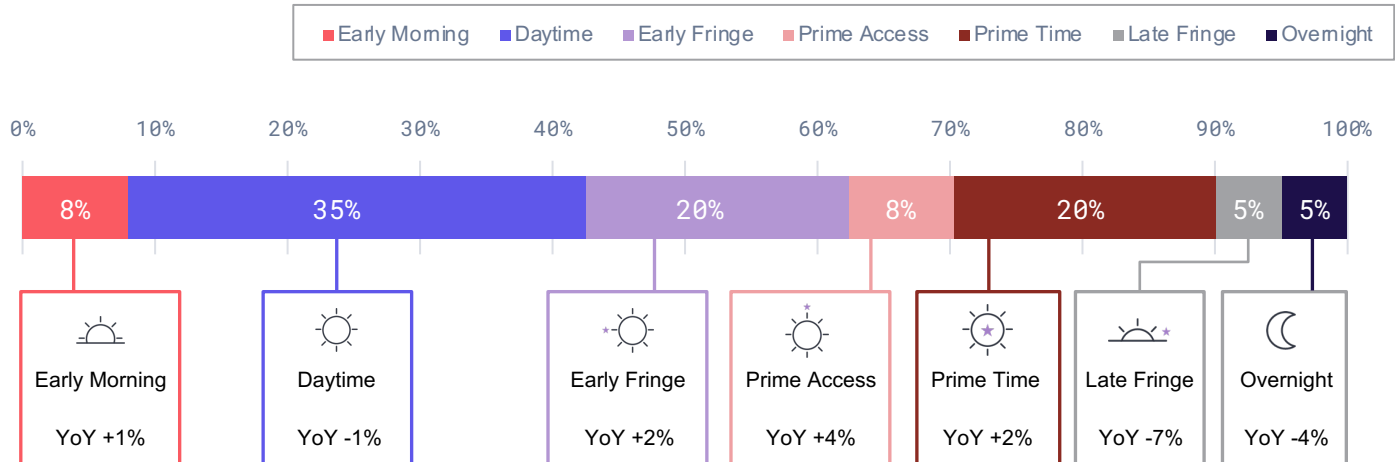of insurance ad impressions reached the **top 50%** of linear TV viewers

Top insurance advertisers by ad impressions: H2 2023 vs H2 2022

1	Liberty Mutual INSURANCE	−8%
2	PROGRESSIVE	−15%
3	Allstate	+11%
4	GEICO	−59%
5	Humana	+41%
6	State Farm	−25%
7	United Healthcare	−36%
8	COLONIAL PENN	−13%
9	The General	−10%
10	SELECTQUOTE We shop. You save.	+21%

Growing insurance brands
Year-over-year increases >500%

1. Medicare
2. GoHealth
3. fabric by Gerber Life
4. fetch by
5. Amica

Ad impressions by daypart

Legend: ■ Early Morning ■ Daytime ■ Early Fringe ■ Prime Access ■ Prime Time ■ Late Fringe ■ Overnight

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

| 8% | 35% | 20% | 8% | 20% | 5% | 5% |

Early Morning	Daytime	Early Fringe	Prime Access	Prime Time	Late Fringe	Overnight
YoY +1%	YoY -1%	YoY +2%	YoY +4%	YoY +2%	YoY -7%	YoY -4%

33

Finance advertisers drive growth, led by app-based firms

New app-based firms invested heavily in advertising in the second half of 2023. Of all top finance advertisers, Rocket Money skyrocketed its advertising by the highest margin, increasing year-over-year impressions by 663% as the brand leaned in to a rebrand. Other growing brands included both traditional advertisers like J.P Morgan, as well as online entities like bizz2credit. Meanwhile, business, finance, legal, and logistics advertisers served a third of their ads during the daytime, followed by 18% of ads during primetime.

91%
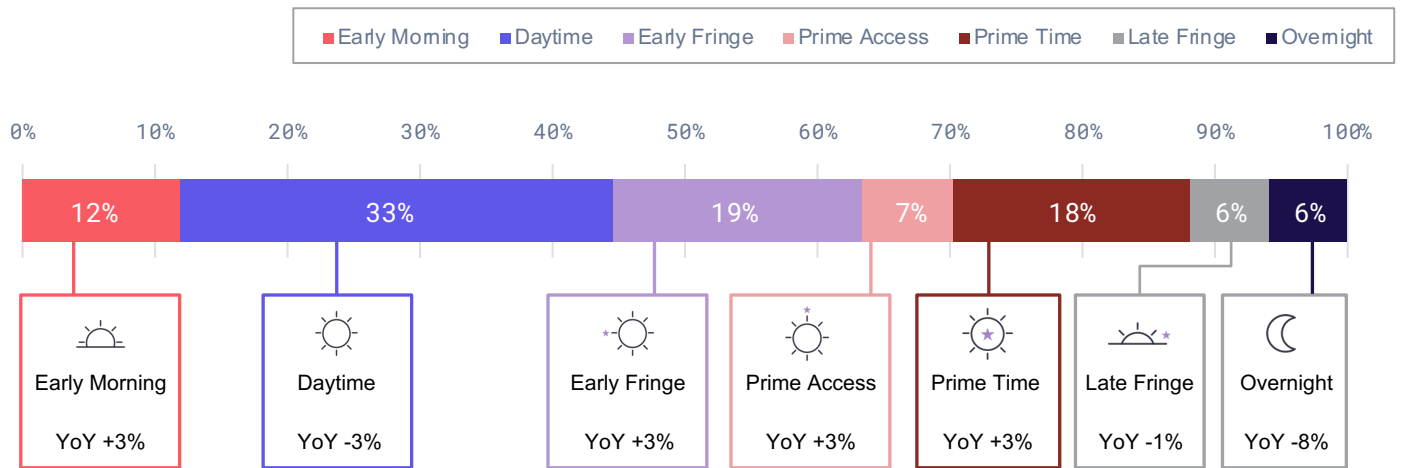of business, finance, legal, and logistics ad impressions **reached the top 50%** of linear TV viewers

Top business, finance, legal, & logistics advertisers by ad impressions: H2 2023 vs H2 2022

#	Advertiser	Change
1	CHASE	+23%
2	Capital One	−20%
3	MORGAN & MORGAN	+24%
4	chime	+9%
5	credit karma	−2%
6	BANK OF AMERICA	−11%
7	SoFi	+19%
8	DISCOVER	−23%
9	experian	−17%
10	ROCKET Money	+663%

Growing business, finance, legal, & logistics brands
Year-over-year increases >500%

1	2	3	4	5
BMO	J.P.Morgan	biz2credit	GRAYSCALE	ROCKET Money

Ad impressions by daypart

Legend: ■ Early Morning ■ Daytime ■ Early Fringe ■ Prime Access ■ Prime Time ■ Late Fringe ■ Overnight

Early Morning	Daytime	Early Fringe	Prime Access	Prime Time	Late Fringe	Overnight
12%	33%	19%	7%	18%	6%	6%
YoY +3%	YoY -3%	YoY +3%	YoY +3%	YoY +3%	YoY -1%	YoY -8%

SAMBA TV

CPG holiday favorites are among biggest food and beverage advertisers

The second half is made up of two strong food and beverage holidays: Halloween and Thanksgiving. Surrounding these two holidays are not only more hosting, but also sports games for get togethers. So, it's no surprise that beer brands like Modelo and Corona as well as seasoning brand McCormick were in the top 10 for the half. Looking at Halloween, we see that KitKat landed at ninth. The top food and beverage brand of the half, however, was nutritional drink Ensure with its campaign highlighting energy and protein benefits. Of the top 10 brands, Cirkul saw the largest year-over-year increase, with TV spots explaining what Cirkul is and how it makes water a "party."

91%

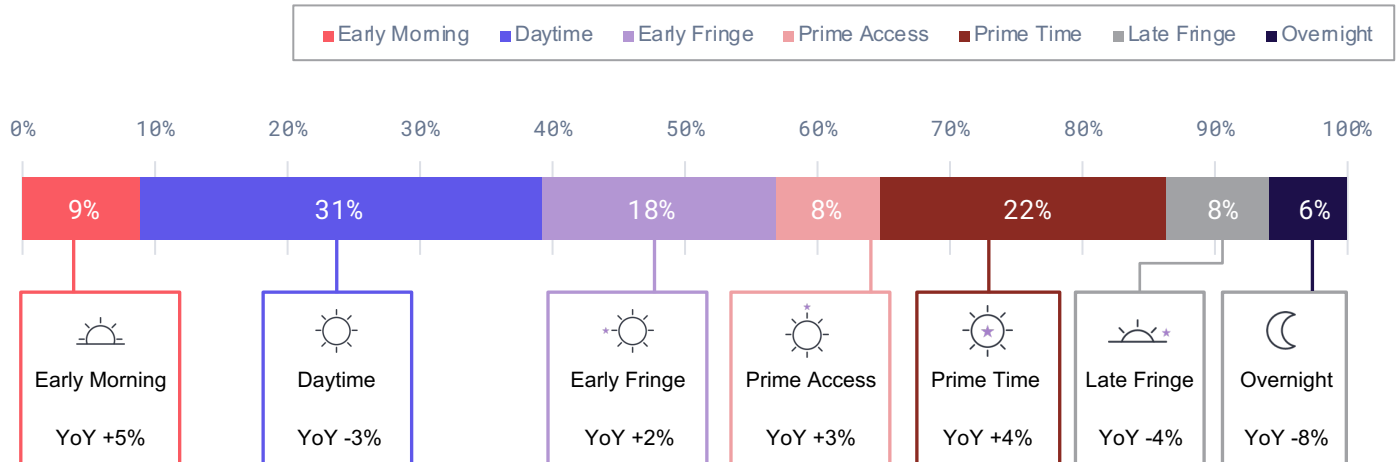of food & beverage ad impressions **reached the top 50%** of linear TV viewers

Top food & beverage advertisers by ad impressions: H2 2023 vs H2 2022

1	Ensure	+7%
2	Modelo	+35%
3	Kellogg's	−39%
4	Corona	−2%
5	Cheerios	+1%
6	Lindt	+36%
7	McCormick	+19%
8	Coffee mate	+162%
9	KitKat	−5%
10	Cirkul	+271%

Growing food & beverage brands
Year-over-year increases >500%

1 RAO'S HOMEMADE
2 FAGE
3 Lean Cuisine
4 RED BARON
5 Diet Coke

Ad impressions by daypart

■Early Morning ■Daytime ■Early Fringe ■Prime Access ■Prime Time ■Late Fringe ■Overnight

Early Morning	Daytime	Early Fringe	Prime Access	Prime Time	Late Fringe	Overnight
9%	31%	18%	8%	22%	8%	6%
YoY +5%	YoY -3%	YoY +2%	YoY +3%	YoY +4%	YoY -4%	YoY -8%

35

Direct-to-consumer (DTC) health and beauty brands see spike in impressions

The majority of top health and beauty brands saw increases in ad impressions versus 2022. Hair company Pantene saw the most dramatic spike, at 325%. Harry's, a men's DTC razor company, was another growing brand this half. Harry's recently expanded beyond DTC to roll out to big box retailers like Target and Amazon. The company's ad campaigns breaking down stereotypes of men also generated some virality which helped the brand's boost in this half's rankings. Other gainers this half were seen in supplements like GOLO in the top spot, up 9% year-over-year and Balance of Nature in number two, up 42% year-over-year.

92%
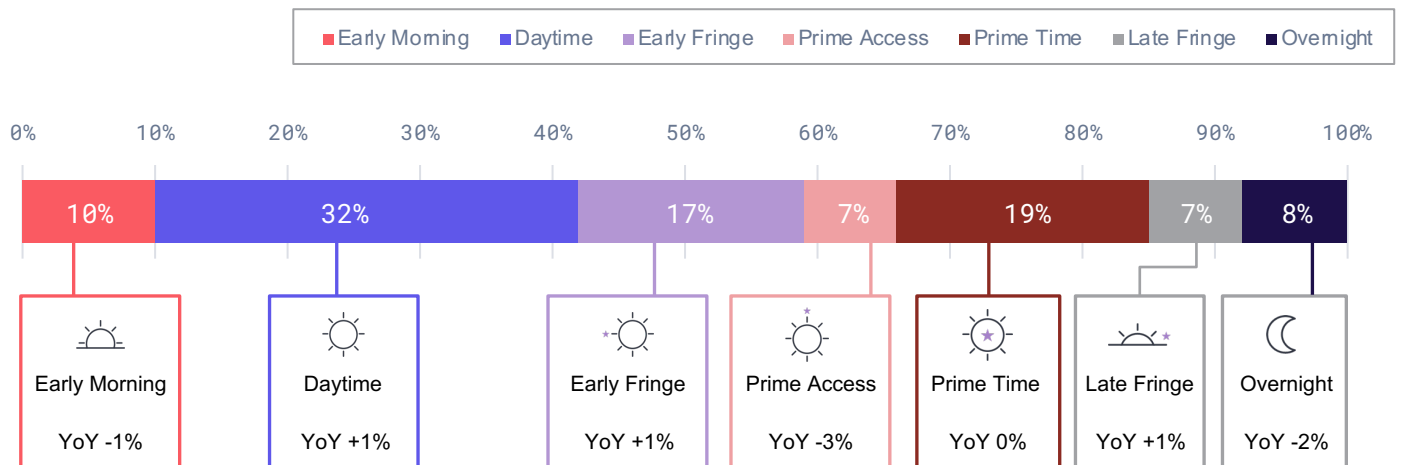of health & beauty ad impressions **reached the top 50%** of linear TV viewers

Top health & beauty advertisers by ad impressions: H2 2023 vs H2 2022

#	Brand	
1	GOLO for Life	+9%
2	BALANCE OF NATURE	+42%
3	Dove	−7%
4	Crest	+26%
5	OLAY	−24%
6	L'ORÉAL PARIS	−12%
7	NUTRAFOL	+3%
8	Lumē	+8%
9	SENSODYNE	+20%
10	PANTENE	+325%

Growing health & beauty brands
Year-over-year increases >500%

1. HARRY'S
2. N°7
3. Suave
4. CloSYS — Gentlest. Oral Care. Ever.
5. IMMUNO 150

Ad impressions by daypart

Legend: ■ Early Morning ■ Daytime ■ Early Fringe ■ Prime Access ■ Prime Time ■ Late Fringe ■ Overnight

| Early Morning	Daytime	Early Fringe	Prime Access	Prime Time	Late Fringe	Overnight
10%	32%	17%	7%	19%	7%	8%
YoY -1%	YoY +1%	YoY +1%	YoY -3%	YoY 0%	YoY +1%	YoY -2%

With younger audiences less likely to see political ads, effective targeting is key

With just 46% of Gen Z and millennials seeing "a lot" or "some" political ads in the past three months, a nuanced strategy is essential to reaching these elusive viewers. Advertisers must ensure that their campaigns incorporate an omniscreen approach across mobile and Connected TV to capture the attention of younger audiences, who are more likely to have shifted away from traditional TV. What's more, 41% of undecided or dissatisfied voters say that seeing repetitive political ads would likely worsen their perception of a candidate, further highlighting the risks of ad fatigue. It is essential for advertisers to manage frequency and leverage real-time audience segments to target unexposed voters with ads.

Who sees political ads?
Percent of generation that saw "a lot" or "some" political ads in the last three months

Generation	Percent
Gen Z	46%
Millennials	46%
Gen X	51%
Baby Boomers	56%
Silent Generation	77%
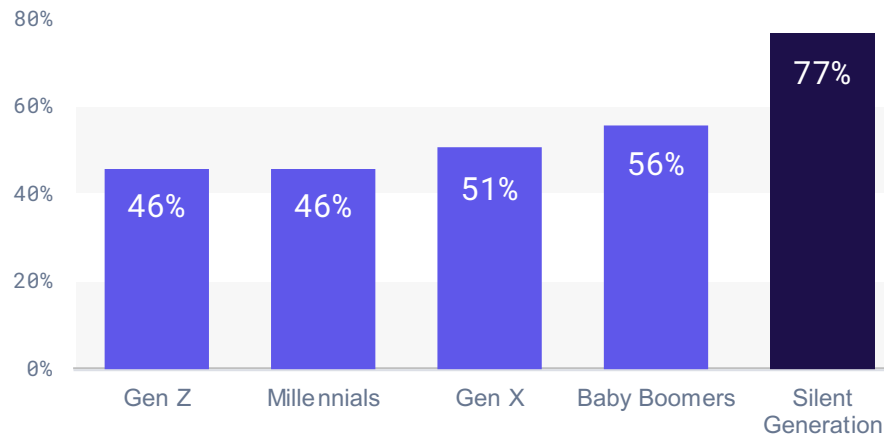
Top sources Americans get their news

01. Broadcast & cable TV
02. Social media
03. Online publications
04. Friends & family
05. Streaming TV

53% of **independent voters** do not have paid cable TV

90% of **linear TV ads in a 2020** battleground senate race reached **just 55%** of households in that state
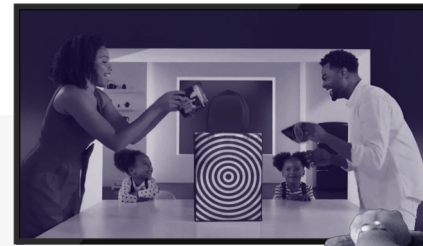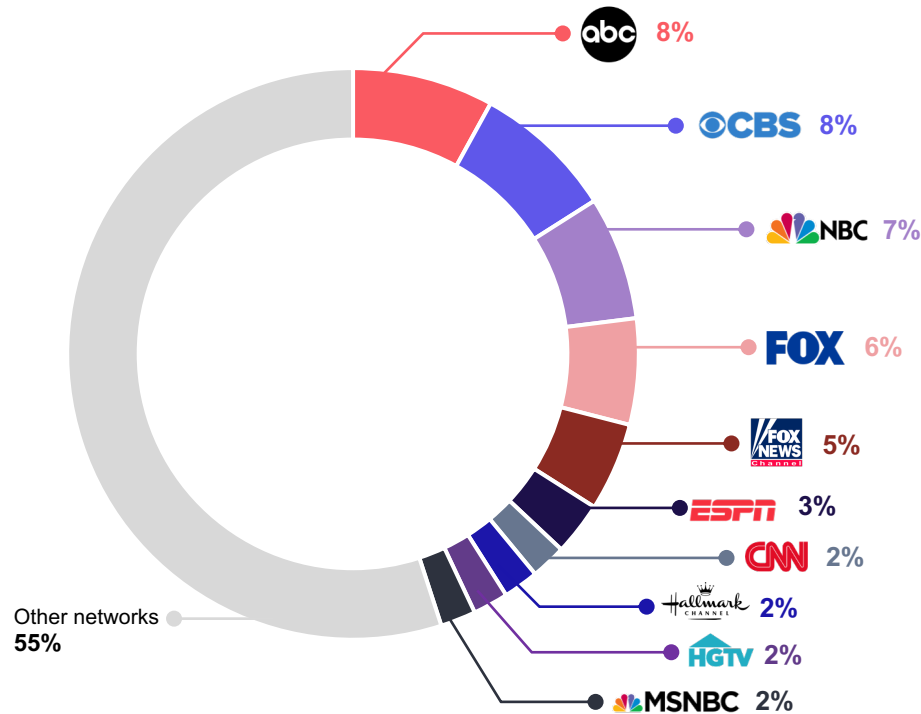
41% of **undecided / dissatisfied voters say** that seeing the **same ad 2-5** times in a month would likely **worsen** their perception of the candidate

SAMBA TV

Broadcast networks comprise almost one-third of ad impressions and lean into promotion of their streaming affiliates

ABC and CBS were the top two networks this half based on ad impressions, each driving 8% of total impressions. The streaming services affiliated with the networks were among the top primetime advertisers for both ABC (Disney+) and CBS (Paramount+), highlighting how the brands are leaning in heavily to their streaming strategies. Otherwise, retailers like Target and Kohl's were the top advertisers on ABC, while insurance (Progressive) and pharma (Pfizer) ranked highly for CBS. With Peacock gaining ground in its live streaming offerings and ahead of an Olympics year, expect NBC to see more ad volume from the streamer. Outside of broadcast, cable news networks drove a high share of impressions during the second half of 2023, with MSNBC seeing some upward momentum, though trends largely mirrored H2 2022.

**Top linear networks by ad impressions: H2 2023**

- abc 8%
- CBS 8%
- NBC 7%
- FOX 6%
- FOX NEWS 5%
- ESPN 3%
- CNN 2%
- Hallmark CHANNEL 2%
- HGTV 2%
- MSNBC 2%

Other networks
55%

Top primetime advertisers by network

abc	CBS	FOX	NBC
TARGET	Paramount+	Ford	HYUNDAI
KOHL'S	PROGRESSIVE	PROGRESSIVE	KOHL'S
Disney+	Pfizer	HYUNDAI	TOYOTA

05

Consumer Snapshots

Samba TV's data offers comprehensive demographics including age, income, and ethnicity, all mapped to the U.S. Census to provide the most accurate measurement possible. So what are key groups watching, and how have their habits shifted with changes in the TV landscape? We took a look at a few key groups to help shed light on their behavior.

SAMBA TV
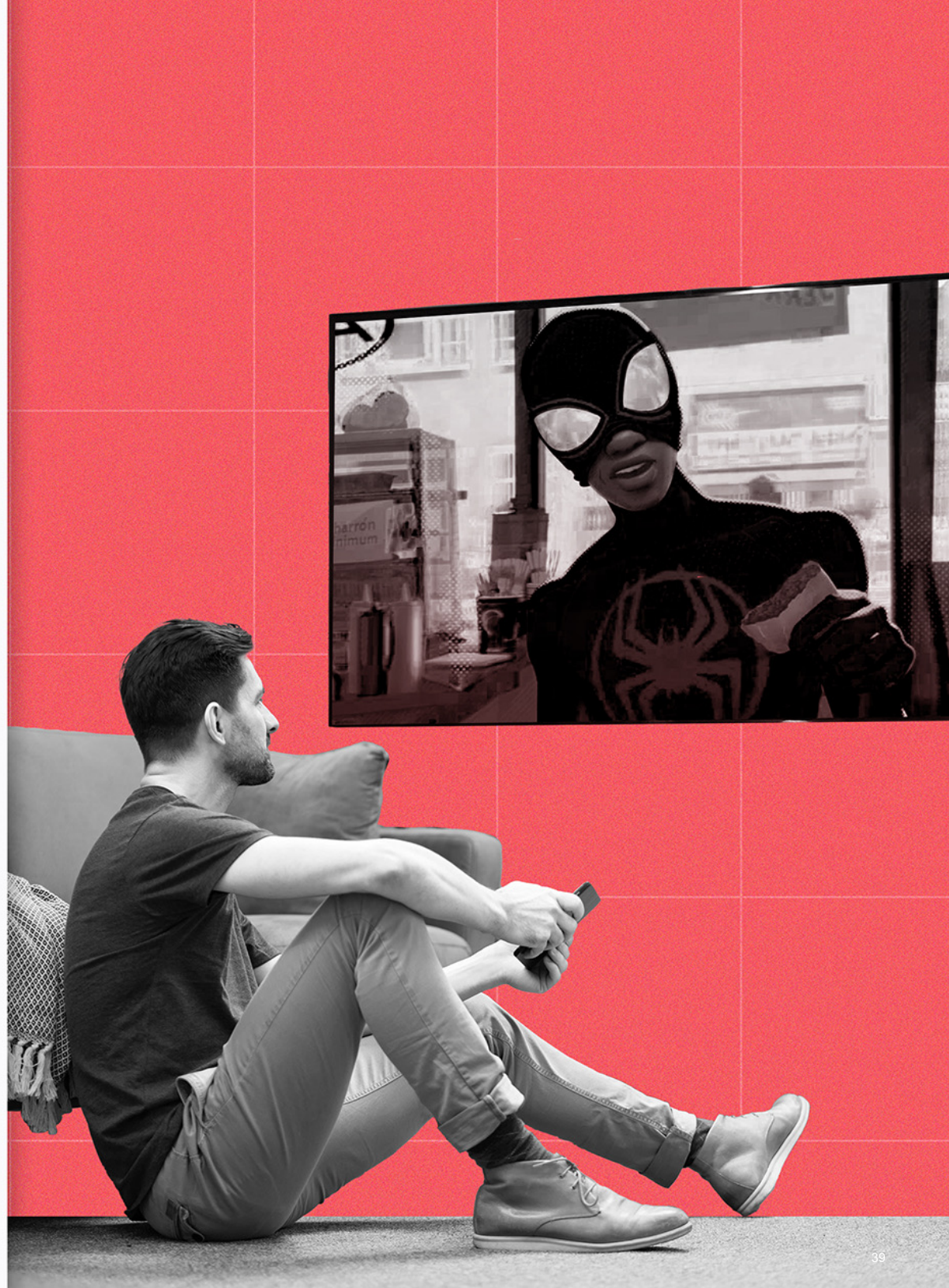
Diverse Gen Z demographic turns to Spanish-language networks, with Fintech advertisers leaning in

One of the hardest-to-reach demographics, Gen Z exhibits behaviors unlike many of the previous generations. More than 60% of Gen Zers are unreachable via traditional linear television and more than three-quarters turn to social media for what movies and TV shows to watch next. Featuring various programs with diverse leads, Netflix is the clear streaming platform of choice for Gen Z audiences. With 25% of this generation identifying as Hispanic, when Gen Z does turn to traditional linear television, they are often watching Spanish-language programming like Discovery Familia, one of the highest indexing networks among this group. Advertisers like global money transfer innovator Paysend have in recent months targeted the USA-Latin America money-transfer corridors, while rewards app Fetch looks to continue serving its Spanish-speaking users.

47%
of Gen Z has subscription cycled in the **past 6 months**

61%
of Gen Z is **unreachable** via **traditional TV**

76%
of Gen Z hears about **new TV shows and movies** through **social media**

Top indexing streaming programs among Gen Z households: H2 2023

NETFLIX
Spider-Man: Across the Spider-Verse

NETFLIX
No Hard Feelings

NETFLIX
You Are So Not Invited to My Bat Mitzvah

Top indexing linear networks among Gen Z households: H2 2023

beIN SPORTS

Discovery FAMILIA

NICKTOONS

Top OTT + linear advertisers*: H2 2023

LABORATOIRES Picot
EXPERT EN NUTRITION DEPUIS 1896

PAYSEND

fetch REWARDS

*Excludes TV networks
*By percentage of impressions served to U.S. Gen Z households in H2 2023

SAMBA TV

Children's programming a hit with millennial parents, advertisers taking note

Millennial households are continuing to exert a considerable impact on the viewership landscape as their preference for streaming content remains strong. The top-ranked streaming programs among millennial households feature popular kid-friendly titles such as Barbie: A Touch of Magic and toddler hit CoComelon Lane on Netflix. Meanwhile, millennial parents are turning to linear networks like Disney Jr. and Disney. Top advertisers included toy brands IMC Toys, Jakks, and ABCmouse.com eager to tap into the viewing behaviors of millennials, largely driven by their small children. These trends highlight the increasingly influential role of kids programming and products in the massive millennial demographic as programmers and advertisers look to the demographic's spending power as well as drive early brand loyalty from what could be an equally sizable Generation Alpha.

60%
of millennials watch **live sports on TV**

73%
of millennial **parents subscribe** to a streaming service just for their **children**

76%
of millennials classify themselves as **binge watchers**

Top indexing streaming programs among millennial households: H2 2023

NETFLIX
Barbie: A Touch of Magic

NETFLIX
CoComelon Lane

NETFLIX
My Little Pony: Make Your Mark

Top indexing linear networks among millennial households: H2 2023

Disney Junior

Disney Channel

BET GOSPEL

Top OTT + linear advertisers*: H2 2023

jakks PACIFIC

IMC Toys

ABCmouse®

*Excludes TV networks
*By percentage of impressions served to U.S. millennial households in H2 2023

41

Mobile devices rule Hispanic viewership, creating opportunities for culturally relevant ads

Hispanic households have shown a strong preference for streaming platforms, with Netflix being the top choice among this demographic, led by Spanish film Nowhere. Streamers would benefit by targeting this demographic with its AVOD options before FAST scoops them up, as over half of Hispanic people would be willing to switch to a cheaper plan that includes ads. Mobile devices, however, play a significant role in Hispanic viewership, with 77% of this audience using their mobile devices while watching TV. Notably, traditional TV advertising may not be as effective in reaching this audience, as 57% of Hispanic households are unreachable through this medium. Advertisers can look to tap into the spending power of the Hispanic audience, which amounts to $2 trillion, by creating culturally relevant advertisements on AVOD tiers.

53%
of Hispanic people would drop down to a **lower priced ad-tier** if a streaming service they had offered it

57%
of Hispanic people are **unreachable** via **traditional TV**

77%
of Hispanic people use a **mobile device** while watching TV

Top indexing streaming programs among Hispanic households: H2 2023

NETFLIX
Nowhere

NETFLIX
Bird Box: Barcelona

NETFLIX
Spider-Man: Across the Spider-Verse

Top indexing linear networks among Hispanic households: H2 2023

beIN SPORTS

Discovery FAMILIA

UNIVERSO

Top OTT + linear advertisers*: H2 2023

Aquaphor HEALING OINTMENT

Remitly

Picot LABORATOIRES

*Excludes TV networks
*By percentage of impressions served to U.S. Hispanic households in H2 2023

42

TLDR: Key takeaways from H2 2023

Retain subscribers with bundling efforts

As subscription cycling threatens retention, streamers should lean into the value of their bundles to keep viewers engaged

Political advertisers should reach younger audiences on OTT and FAST

With younger viewers shifting away from linear, political advertisers need to incorporate an omniscreen approach across mobile and CTV to reach them

Measure cross-platform reach and frequency to limit oversaturation

Repetitive ads cause brand perception to worsen, making advanced measurement that includes TV and digital essential
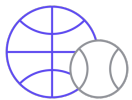
Ride the live sports on streaming wave to reach Gen Z and millennials

With live sports on streaming attracting valuable audiences, and more streamers leaning into this offering, advertisers should lean into these events (or opt to linear and place buys around them)

Follow the data to stay ahead of the impact from the actors and writers strikes

With limited writing resources, we are already seeing genres like docuseries and adaptations pop, and expect that these trends will carry into 2024