HOW TV VIEWERS IN THE US FIND SHOWS TO WATCH IN THE NEW VIDEO LANDSCAPE

With more choice than ever before, TV series viewers are increasingly using mobile, social media and communities to discover and decide which new shows to watch. Here are four key insights to help marketers understand the new video landscape.

SERIES DISCOVERY IS SHIFTING TO DIGITAL

66%
of TV series viewers say that they discover new shows through at least one online site, app or service

56%
increase in average daily time spent watching online video content in the US from 2015 to 2019 [1]
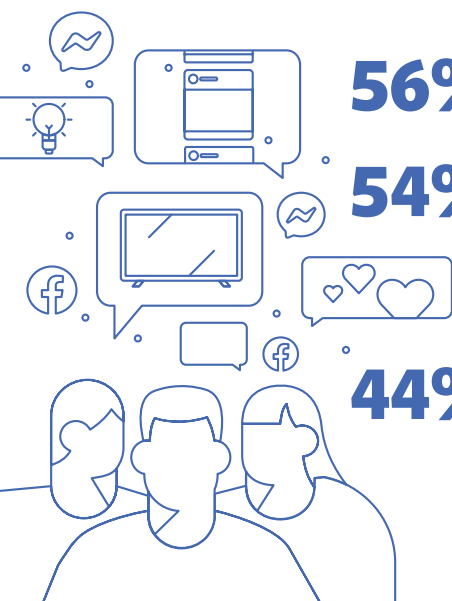
51%
of 18-34-year-old TV series viewers say they discover new TV shows on a Facebook platform* (compared to 41% discovering on TV)

*Facebook, Instagram, Messenger or WhatsApp

COMMUNITIES INFLUENCE THE DECISION TO TRY A NEW SHOW

56% – of US internet users access social media while watching TV [2]

54% – of TV series viewers* say social media posts from friends and family are helpful in deciding which new TV shows to watch
*who use social media to evaluate TV series

44% – of 18-34-year-old TV series viewers who use Messenger weekly say they use the platform to chat with friends and family about TV series

DIFFERENT TYPES OF CONTENT CAN ATTRACT DIFFERENT AUDIENCES

83%
of video streaming trialists in the US expect to be paying for the same amount of streaming services or more in the next year [3]

44%
of video streaming trialists say that one specific piece of content drove them to sign-up for their last paid service [3]

1 in 5
18-34-year-old streaming trialists say an older series that's no longer in production motivated them to sign-up for a streaming video service [3]

TV SERIES VIEWERS WANT TO HEAR FROM NETWORKS AND STREAMING SERVICES

66% — of TV series viewers say they'd like to receive info or offers from TV networks or video streaming services after starting a new series from the provider
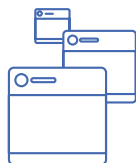
41% — of TV series viewers* say they learn about new series from social media advertisements

*who discover new shows on social media

40% — of TV series viewers say they'd like to receive info on episode or season release dates from TV networks or streaming services

WHAT DOES IT MEAN FOR MARKETERS?

Tap into the power of communities for show discovery

Friends and family are huge influencers when it comes to finding a new show to watch. Leverage word of mouth and recommendations on social media to spark buzz on new releases and existing content.

Curate content recommendations to simplify the decision-making process

As personalization becomes a growing consumer expectation, ensure you're guiding viewers to the right content based on their personal tastes through dynamic and engaging communication.

Remove friction and build relationships with viewers through ongoing engagement

Consumers are eager to hear from networks and streaming services, especially when it adds value to the viewing experience. Be sure to keep them informed about things like release dates, so they'll keep returning to watch.