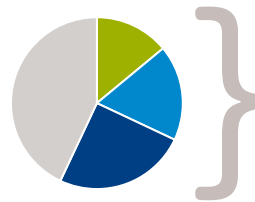


TAKE A TV BINGE WATCHING JOURNEY: 57% IN THE US REGULARLY BINGE WATCH – UP FROM 51% IN 2015



Regularly binge watch

- Usually** = all or almost all of the time
- Frequently** = more than half of the time
- Sometimes** = about half of the time

Binge viewers watch three or more episodes in a single sitting.

Why do they binge?

Because they have free time and want to catch-up on shows or new episodes.

Millennials: 18% more likely to binge because they are hooked/can't stop watching

African Americans: 35% more likely to binge because they don't want spoilers to ruin the show



Who are the bingers?

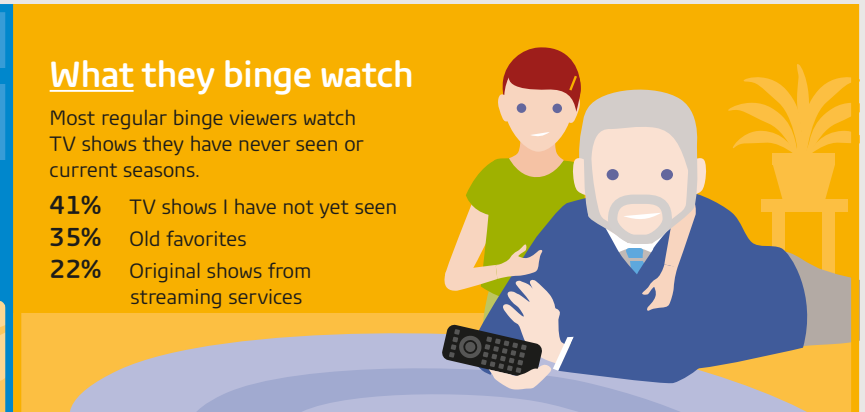
- 32%** binge more than half the time they watch TV
- 53%** of all Millennials binge view more than half of the time



What they binge watch

Most regular binge viewers watch TV shows they have never seen or current seasons.

- 41%** TV shows I have not yet seen
- 35%** Old favorites
- 22%** Original shows from streaming services



How are people binge viewing?

Majority of the time, regular binge watchers use streaming services.

- 7 in 10** Use streaming services to binge
- 1 in 4** Use the DVR to binge
- 1 in 5** Use traditional TV Marathons
- 1 in 6** Use video on demand



How do they feel about binge viewing?

73% of regular binge watchers have a positive view. Specifically, they say they feel...

- 48%** Up-to-date/in-the-know
- 40%** Accomplished
- 36%** Sad it ended
- 18%** Regretful/lazy

