

BLOG: THE BAUMINATOR

Hulu: 44% of Viewers Binge-Watch at Least Weekly

HULU ISSUED SOME REVEALING DATA that shines some light on how the over-the-top service has become a hub for binge viewing, defined in this case as watching three to five episodes in succession.

Hulu said that 44% of its viewers binge at least once a week, and that the average viewer is watching 10 different shows at one time, typically a mix of Hulu originals, comedies, dramas and reality shows.

Among other stats, Hulu said 29% of subscribers binge-watch more often today than they did last year. Shows that are new to the viewer drive most of Hulu's binge watching, followed by original series and "old favorites."

Hulu also drilled down on some binge trends for specific shows and series.

Within the past year, more than 11,000 Hulu subscribers watched all 15 seasons (or 335 episodes) of *CSI: Crime Scene Investigation*, and nearly 130,000 watched all 180 episodes of *The Golden Girls* in an average of two months. And some 35,000 viewers binged out on the full 10 seasons of *Futurama* in an average of 18 days, equating to about eight episodes per day.

Hulu also noted that nearly 30,000 viewers binged on all 192 episodes of *Full House* via the service in one month.

For more from this blog, go to broadcastingcable.com/June25.



Jeff Baumgartner

"If we count video-based content with quality [as TV], you can see that times are great for us. More people have never watched TV, more people have never watched it more frequently, they've never watched it for longer and they've never watched it in more places. I think this is a great time to be in the TV industry."

— Tom Goodwin, executive VP of innovation at Zenith USA, speaking ironically in his "TV: R.I.P." keynote June 14 at the PromaxBDA conference in New York.



VIDEOPHILE

Paid OTT Services Still Have Room to Grow

SUBSCRIPTION STREAMING SERVICES are gaining ground with consumers, but there's apparently plenty of runway ahead before they'll reach a saturation point.

In the U.S., nearly half of consumers are still not willing to pay for a subscription video-streaming service, according to the latest *Global Television Demand Report* from Parrot Analytics, based on data from about 2,000 participants across four global markets taken in Q1.

While about 20% of consumers are willing to shell out for at least one subscription video service, less than 5% are willing to pay for four or more. However, 45% of consumers in that group are age 25-34.

According to Parrot Analytics's "Demand Expression" metric, *Star Trek: Discovery* from CBS All Access was the most popular digital original series in the U.S. in Q1, outpacing *Stranger Things* (Netflix), *Black Mirror* (Netflix), and *The Grand Tour* (Amazon Video).

Parrot's Demand Expression metric is calculated using a cross-platform audience for titles with in a market (not panel data) using a weighted mix of sources including video-streaming platforms, social media, photo-sharing platforms, blogging and microblogging platforms, fan and critic rating sites and file-sharing systems. — Jeff Baumgartner

