ONE PLATFORM
AUDIENCE TRENDS

EXECUTIVE SUMMARY

Television has long been recognized as one of the most effective media for marketers to reach consumers due to its mass appeal and ability to deliver advertising impact. But television has evolved exponentially in the past decade, and can no longer be defined as a linear program schedule delivered through cable wires and antennae. This evolution means TV content has never been more accessible. As consumers, we have never had so many options; we are now in an age of personalization and choice. The way we watch—*when, where, how, what, why* we watch, and *who* we are watching with—has forever changed. Yet the central motivation for viewers remains the same: premium content.

The proliferation of distribution channels has made it increasingly difficult for marketers to reach their consumers through brand-safe premium content at scale. At **NBCUniversal**, the intersection of data, content, and technology allows us a unique opportunity to deliver premium video experiences to our audiences. Our content informs, entertains, and inspires; in turn, we can observe and learn from our viewers.

One Platform Audience Trends will be a series of comprehensive reports providing transparency into consumer behaviors from more than 250MM monthly viewers across **NBCUniversal's One Platform**. Using a blend of first- and third-party data, we aim to objectively explore, analyze, and uncover behavioral trends across our audiences and provide insights into viewing motivations and patterns. These reports are meant to serve as a roadmap for how marketers can align their strategies with consumer behavior across touchpoints and better understand their journey across our entire portfolio of premium content.

KEY TAKEAWAYS

Marketers should follow the consumer across platforms as viewing behaviors become more fluid

Traditional TV viewers and streamers are inherently different audiences, making a multi-platform strategy essential for maximizing exposure

Viewers prefer the TV screen for watching content, enabling a more engaging experience for both content and advertising

Similar to live TV, streaming also offers valuable opportunities for marketers to capitalize on major content events

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INTRODUCTION

VIEWER INSIGHTS

"Before Covid, I wasn't inclined to watch everything. I kind of did go out of my comfort zone since everything I did like, I already watched. So [Covid] gave me the chance to explore more genres now that I really like to watch."

Zoe, Age 13-17

Over the last few years, the emergence of new subscription streaming services—and more time at home during the pandemic—has revitalized our love affair with TV and fundamentally changed how we watch. At a time when consumers are faced with an abundance of choice, it is more critical than ever to understand viewership trends and dynamics across the video ecosystem.

Two years ago, NBCU launched **One Platform** to reflect the changes in audience behaviors and fluidity across content, screens, and time. We provided marketers with more seamless access to ad inventory across the NBCUniversal portfolio, highlighting the power of our content to attract, inform, influence, and connect people and communities— wherever they are.

One Platform was also created as a means to look ahead. Beyond providing unified targeting solutions, it offers unique opportunities to track shifts in audience behaviors of more than **250MM monthly viewers**, helping marketers better navigate the constantly shifting video landscape.

This first **One Platform Audience Trends** report aims to shed light on recent consumer trends, highlighting key themes including:

- The continuing shift from traditional TV to streaming and digital platforms

- How traditional TV and streaming platforms are complementary to each other

- The importance of the large-screen TV

- The rise of the self-programmer

SHIFTING PLATFORMS:
TRADITIONAL AND NON-TRADITIONAL TV VIEWING PREFERENCES

Streaming services have increased in number and popularity over the last few years as viewers explore alternatives to traditional television. This paradigm shift has contributed to much more fluidity in viewing behaviors, but **the shift from traditional TV viewing to streaming does not always equate to total replacement of behaviors.** Rather, viewers are becoming savvier and consuming content in a variety of ways.
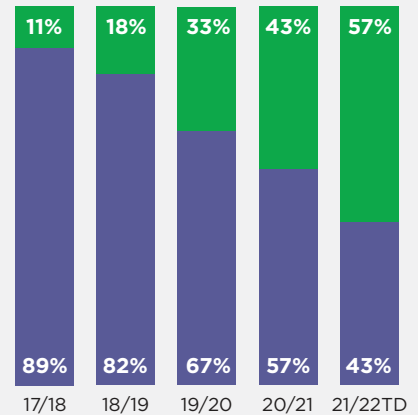
One Platform streaming and digital video consumption has more than quadrupled over the last five years as traditional TV viewing has waned, but not all viewers have adopted new behaviors at the same pace. Streaming is more prevalent amongst younger viewers, but consumers of all ages are quickly adapting to new platforms.

Streaming now accounts for **over half of total video hours consumed among People 18-34**. While older audiences still favor traditional TV viewing, they are quickly catching up. Compared to last year, streaming among People 50+ has grown 44% – faster than it has among both the younger People 18-34 (+33%) and People 35-49 (+38%) segments.
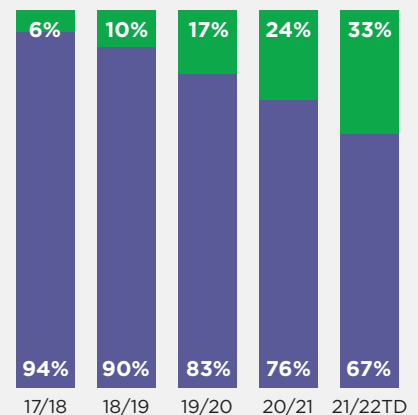
One Platform – Percent Share of Total Viewing Hours
- ● Traditional TV
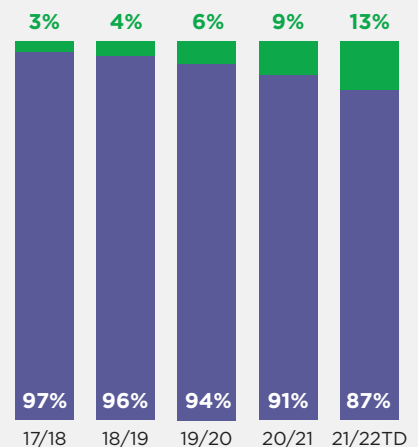- ● Non-Traditional TV (Streaming/Digital)

P18-34

	17/18	18/19	19/20	20/21	21/22TD
Non-Traditional	11%	18%	33%	43%	57%
Traditional	89%	82%	67%	57%	43%

P35-49

	17/18	18/19	19/20	20/21	21/22TD
Non-Traditional	6%	10%	17%	24%	33%
Traditional	94%	90%	83%	76%	67%

P50+

|	17/18	18/19	19/20	20/21	21/22TD
Non-Traditional	3%	4%	6%	9%	13%
Traditional	97%	96%	94%	91%	87%

As the number of streamers and availability of content continue to grow across **One Platform**, dynamic shifts in viewing behaviors are clear: the July 2020 launch of **Peacock** was a key driver of heavy shifts towards ad-supported subscription video services (AVOD/ SVOD), which now accounts for the majority of all streaming and digital video consumption.

Content **availability** and **variety** across **One Platform** are key drivers of total cross-platform viewership. While viewership is certainly driven by individual platform preference, it is also determined by the nature of the content and where it is made available.

AVOD/SVOD now accounts for over half the viewing hours on streaming platforms

21/22TD
- 🟢 AVOD/SVOD
- 🔵 vMVPD
- 🟠 Short-Form
- 🔴 Set Top Box


51%
38%
8%
2%

+25 PPTS
VS 19/20
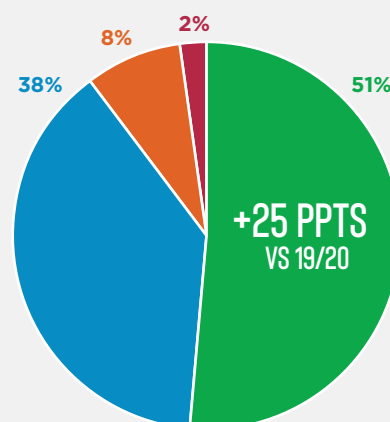
The perishable nature of live event coverage, primarily sports and news, requires viewers to watch on or close to the programmer's schedule. As a result, traditional TV (MVPDs) and alternative TV bundles (vMVPDs) command the lion's share of viewing from those genres. However, as the availability of live sports on AVOD/SVOD platforms including Peacock grows, we will continue to see an increasing share of live viewing from streaming.

When it comes to entertainment programs such as dramas and comedies, many consumers are embracing the convenience of viewing content on their own schedule. While **more than half of One Platform entertainment content is still viewed on traditional TV,** AVOD/SVOD platforms are increasingly becoming a go-to destination.

It is important to note that although we delineate discrete sources of viewing, **not all consumers make such clear distinctions between traditional television and streaming**. The lines of demarcation are eroding as accessibility to content becomes ubiquitous. While the growth trend of streaming is predictable, viewing patterns will vary genre-to-genre, program-to-program, and even episode-to-episode. Viewer preferences often depend on individual demographics, location, time of viewing, content availability, and other factors. And though these nuances are important, **viewership of top content, as a rule, spreads across platforms**. Knowing this, marketers can adopt a similar fluidity to their media plans, pulling away from fixed-platform allocations to meet audiences wherever and whenever they watch.
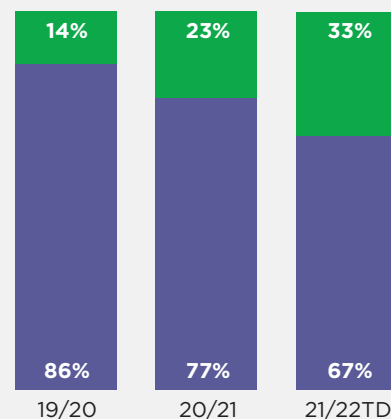
One Platform - Percent Share of Sports + News Viewing Hours
- Traditional TV
- Non-Traditional TV (Streaming/Digital)

	19/20	20/21	21/22TD
Non-Traditional TV	8%	13%	17%
Traditional TV	92%	87%	83%
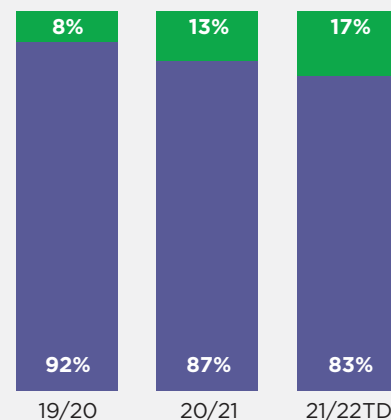
One Platform - Percent Share of Entertainment Viewing Hours
- Traditional TV
- Non-Traditional TV (Streaming/Digital)

	19/20	20/21	21/22TD
Non-Traditional TV	14%	23%	33%
Traditional TV	86%	77%	67%

DRIVING INCREMENTALITY:
MAXIMIZING REACH ACROSS PLATFORMS

Although we see fluidity across traditional and non-traditional forms of video viewing in aggregate, it remains true that there are inherent compositional differences—mostly driven by age—between traditional TV viewers and streamers. For instance, **53% of Peacock's streaming audience does not subscribe to a pay TV bundle**. To best exemplify these distinctions, we examined audience overlap for entertainment programming commonly viewed on linear television and streaming platforms.

First, we look at Bravo programming that originates on Linear TV and is made available the day after air on Peacock. Overall, we are seeing low duplication of viewers, with only 6% of the total audience viewing Bravo content on both platforms. When drilling down to an individual show level, the overlap is even smaller. In the example on the right, the vast majority of *Below Deck Sailing Yacht* viewers are choosing a single platform for viewing throughout the season.

We also analyzed the overlap between two distinct programming groups: NBC's top five entertainment shows on Linear TV and the top five shows exclusively available on Peacock. Across the two unique groups of programs, only 4% viewed content on both platforms.

Even though traditional pay-TV household numbers are declining, linear TV still represents a significant portion of video consumption amidst the rise of streaming platforms. But the audiences on these distinct platforms are complementary and incremental to each other, enabling marketers to target consumers at greater scale.

Audience Duplication (Traditional Linear Bravo TV / Peacock)

Primetime Bravo Original Content
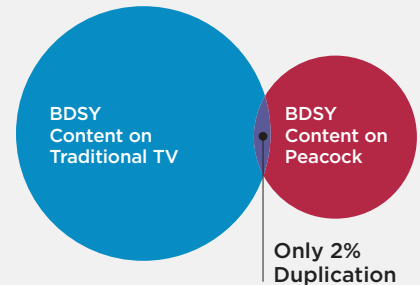Combined Reach Across Traditional TV / Peacock

Bravo Content on Traditional TV
Bravo Content on Peacock
Only 6% Duplication
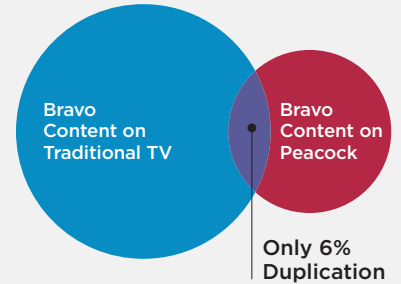
Below Deck Sailing Yacht
Combined Reach Across Traditional TV / Peacock

BDSY Content on Traditional TV
BDSY Content on Peacock
Only 2% Duplication
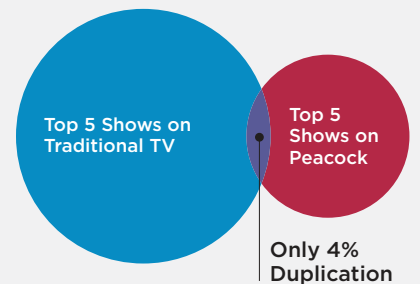
Audience Duplication (NBC Linear TV / Peacock)

Top 10 Entertainment Programs – Top 5 on NBC and Top 5 on Peacock
Combined Reach Across Traditional TV / Peacock

Top 5 Shows on Traditional TV
Top 5 Shows on Peacock
Only 4% Duplication

SIZE MATTERS:
CONSUMERS PREFER THE TV SCREEN

Screen selection—laptop, smartphone, tablet, or TV—is yet another decision consumers have to make when watching content. Despite the current heights of mobile device usage, **the TV screen is still the preferred screen for watching premium content**. While smartphone and computer screens were the defaults in the early days of streaming, the proliferation of connected devices and streaming services has brought viewers back to the big screen.

One Platform - Percent Share of Streaming Hours – By Screen Type/Size
21/22TD vs. 19/20

Total Streaming Video

Large Screen TV		Mobile		Desktop	
83%	+6ppts	12%	-4ppts	5%	-2ppts

Short-Form Video

Large Screen TV		Mobile		Desktop	
37%	+5ppts	47%	-5ppts	16%	No Change

In fact, viewers will often choose the biggest screen available—particularly when watching long-form content and live events. The latest **One Platform** numbers reveal that over 96% of total video consumption across linear and streaming platforms is happening on a TV screen. When looking at streaming video alone, 83% is on a TV screen, and this share of viewing continues to trend upward.

Interestingly, more and more short-form content is also being consumed on TV screens. Currently, 37% of **One Platform** short-form is viewed on TV—a 14% share growth compared to two years ago.

We expect these trends to continue as viewers favor engaging with premium content on the largest screen in the household. This is good news for marketers looking to build brand awareness with engaged audiences.

VIEWER INSIGHTS

"If it's something new that I've never seen before, like a new episode, I prefer to watch it on the TV, because I want that whole experience."

Claire, Age 18-34

TV ON MY TIME:
VIEWERS INCREASINGLY BECOME SELF-PROGRAMMERS

With all the content and platform options available today, consumers have become quite savvy in navigating the complex video ecosystem. While sports and news are best viewed live, **when it comes to entertainment programs, audiences typically favor watching content on their own schedule.** Content availability and type influence how and when a viewer chooses to watch, from new streaming exclusives to old TV shows that are finding new audiences. Here we examine streaming behavior of in-season TV shows and content discovery on streaming platforms.

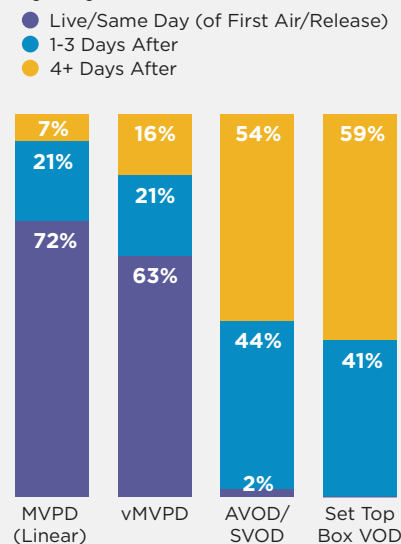### Streaming of In-Season TV Shows

It is swiftly becoming the norm to make linear TV content available for streaming next-day. Among **pay TV customers** (MVPD/vMVPD), 80-90% of entertainment program viewing occurs within three days, with the majority occurring the day of air. In contrast, viewing of current season TV content among **streamers** has typically been more evenly distributed over time. The dependability of content availability on streaming platforms affords fans and viewers the luxury of time to catch up on current season episodes or even past seasons of hyped series.

VIEWER INSIGHTS

"I feel empowered. I feel in control. I feel knowledgeable… I remember 'TV' back when everyone saw the same shows. Now there are so many options that everyone's on their own little trip."

Terry, F35-49

One Platform - Percent Share of Current Season* Entertainment Viewing Hours – By Day Viewed & Platform

- Live/Same Day (of First Air/Release)
- 1-3 Days After
- 4+ Days After

	MVPD (Linear)	vMVPD	AVOD/ SVOD	Set Top Box VOD
4+ Days After	7%	16%	54%	59%
1-3 Days After	21%	21%	44%	41%
Live/Same Day	72%	63%	2%	

Capitalizing on the immediacy of traditional TV is still critical for marketers to build reach quickly. But as more viewers stream content, the proximity of viewing to the live linear airing is of little consequence to advertisers. Dynamic ad insertion (DAI) ensures that viewers are getting fresh ad creative regardless of the show's original air date; coupled with precise audience targeting, it enables marketers to reach the right consumers with the right ad messaging.

Content Discovery on Streaming Platforms

By far, premium content is the biggest motivator in signing up for a new streaming service; sports, original series, iconic programming, and movie releases all influence the decision to subscribe. While a single title can reel viewers in, the appeal of additional content is what gets them to stay.

After signing up for a streaming service, consumers enter a period of exploration and discovery that satisfies current interests while introducing them to new content. Recommendation engines on streaming platforms play a key role in personalizing the consumer experience, exposing viewers to vast libraries of available content according to their interests. As a case in point, **viewers of top titles on Peacock earlier this year watched an average of nine additional titles on the platform**. See sidebar.

IN OUR RESEARCH, A FEW KEY PATTERNS EMERGE:

Live events and new releases drive sign-ups

Viewers have affinities toward show talent and content genres

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Popular content has universal appeal but can serve as a gateway to content discovery

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Marquee Programming Draws in News Subs Leading to Discovery of Additional Content

7+ AVERAGE TITLES VIEWED

ONE OF US IS LYING — GRAND CREW — bust down — kenan

5+ AVERAGE TITLES VIEWED

Premier League — GOLF — sky news — NBC Sports

5+ AVERAGE TITLES VIEWED

THE CAPTURE — RAY DONOVAN — LONGMIRE — MR. MERCEDES

7+ AVERAGE TITLES VIEWED

AMBULANCE — VIKINGS — FIRESTARTER — THE OUTFIT

6+ AVERAGE TITLES VIEWED

NBC NEWS NOW — YELLOWSTONE — KILLING IT — DATELINE

6+ AVERAGE TITLES VIEWED

The Wedding Planner — definitely, maybe — REDEEMING LOVE — Along Came Polly

With this knowledge, marketers can effectively leverage key tentpoles and live events to reach mass audiences via streaming platforms. Viewer affinities to similar content can establish deeper connections and message resonance with their target consumers; and leveraging the breadth and depth of distinct genres on a streaming platform will enable advertisers to balance the reach and frequency of campaigns over time.

VIEWER INSIGHTS

"As you start watching more things, it starts recommending shows for you. It creates an algorithm that is very helpful in recommending new things you may want to try based on the things you watched."

Marianne, Age 18-34

LOOKING AHEAD

Television and video content viewership is constantly evolving into something that is increasingly fragmented and complex. Sheer volumes of content create an abundance of choice compounded by the many ways it can be accessed and experienced.

Understandably, these dynamic factors make it increasingly difficult to track, measure, and predict the interests and behaviors of audiences that matter most to marketers. However, as we fine-tune our measurement capabilities and continue delivering premium content to our viewers across One Platform, we will continue to monitor our audiences, uncover new trends, and shed light on how these insights can inform strategic decisions and impact business outcomes for our partners.

IN CLOSING, WE LEAVE YOU WITH THREE KEY POINTS:

1 **Content will continue moving across platforms and services to reach new viewers and enhance viewing experiences, but it may come with a learning curve…for all involved.** The fragmented media marketplace has made it difficult for consumers and marketers to easily navigate a dizzying space. As streaming wars continue and traditional media networks race to innovate and stay competitive, consumers will continue to reckon with finding content they want, in the way they want to watch it, at the price they are willing to pay. Streaming and video services that not only offer premium content, but also streamline, preserve, and enhance the viewer experience, will prevail—connecting brands and viewers within the context that matters most to them.

VIEWER INSIGHTS

"If I could have personalized ads with things that I may be interested in and could [interact with], even if they know everything about me, but it benefits my life."

Jacob, Age 18-34

2 **Advertising favorability within the video landscape is possible if executed within the right environment and context.** Despite the continuing shift from linear to streaming, several trends indicate that a healthy appetite for ad-supported video content remains. First, the number of AVOD and ad-supported SVOD services continues to grow in volume and in their monthly active user counts. Second, SVOD services that were once entirely ad free are converting into ad-supported business models. Third, MVPD, vMVPD, and STB VOD viewing are still solidly contributing to total consumption. As such, advertisements will continue to play an integral part of the ecosystem and can win mindshare among traditional linear and streaming viewers if done right: targeting the right audience, with the right message, in the right environment.

VIEWER INSIGHTS

"Ads give me ideas. I find them useful...A lot of times they introduce a product that you like, that you want to try, and so you don't want to miss that. You learn about new products, new services, and I find them very useful. I would not opt in to remove the ads."

Debbie, Age 50+

3 **Premium content will be the key driver in motivating viewership across platforms, providing marketers with the best opportunity to connect with consumers at scale and in a brand-safe way.** Viewers will continue to prioritize and spend more time consuming and engaging with premium content. While we have seen a preference for the big screen, viewers still watch premium content across a variety of devices, networks, platforms, and dayparts. Linear and streaming should no longer be considered two silos operating separately, but rather complementary forms of video consumption that work in synergy. Targeting audiences in a unified way—rather than by specific devices or platforms—will be a more effective means for marketers to optimize reach and connect the right message with the right consumer.

VIEWER INSIGHTS

"[Quality of content] is very important when I'm watching whether it's on cable or streaming."

Benjamin, Age 50+

The sands of the video landscape are constantly shifting under our feet. Our **One Platform Audience Trends** reports seek to understand the changes in viewer behaviors and make informed predictions of how they will shape the future. For general information or questions about the content and insights throughout this report, please email **OPATInfo@nbcuni.com**.

SOURCES

Legend Definitions
Non-Traditional TV (Streaming/Digital) includes any video content that isn't distributed and delivered to audiences through Traditional TV (MVPD) means (e.g., over the air, cable, and satellite). Non-Traditional TV (Streaming/Digital) is inclusive of SVOD (subscription video on demand), AVOD (ad-supported video on demand), STB VOD (set-top box video on demand), vMVPD (virtual multichannel video programming distributors, or "Streaming TV"), and Shortform Video.

Graphs Page 5 Source
Linear: Nielsen, LSD, Time Spend Viewing TV = AA*Duration. Digital: DAVD (NBCU's Internal Reporting Platform). Includes all available and measured consumption across the portfolio, where data is available. Measurement periods: 21/22TD based on 4Q21-2Q22, all others based on full year 4Q-3Q.

Note: "Streaming/Digital Video" includes any video content that isn't distributed and delivered to audiences through traditional means (e.g., over the air, cable, and satellite). Streaming/Digital Video is inclusive of SVOD (subscription video on demand), AVOD (ad-supported video on demand), STB VOD (set-top box video on demand), vMVPD (virtual multichannel video programming distributors, or "Streaming TV"), and Shortform Video.

Graph Page 6 Source
Streaming – DAVD (NBCU's Internal Reporting Platform), ODV properties, ex Peacock platform; Peacock – Peacock Internal Data, base P2+. Measurement periods: 21/22TD based on 4Q21-2Q22, all others based on full year 4Q-3Q.

Graphs Page 7 Source
% Share of viewing hours based on: Linear - Nielsen, Cable status VMPVD=No, Total Day, 13 NBCU Nets, base: HH, Live+7; Streaming – DAVD (NBCU's Internal Reporting Platform), ODV properties, ex Peacock platform; Peacock – Peacock Internal Data, Streaming – DAVD (NBCU's Internal Reporting Platform), ODV properties, ex Peacock platform; Peacock – Peacock Internal Data, Internal genre classifications. Measurement periods: 21/22TD based on 4Q21-2Q22, all others based on full year 4Q-3Q.

Graphs Page 8 Source
(Top) Nielsen, SCR, 5/2/22-6/26/22, 1 min qualifier, Bravo linear M-Su 8p-11p (original pgms 2+ TC, ex movies and non-Bravo shows) vs Bravo on Peacock, same shows. Live+7, base: P18+.
(Middle) Nielsen, SCR, 5/2/22-6/5/22, 1 min qualifier, BDSY (Bravo) linear ex repeats, BDSY Peacock current season episodes only, Live+7, base: P18+.
(Bottom) Nielsen, SCR, 3/7/22-5/30/22, 1 min qualifier. Linear = Chicago PD, Med, Fire, This is Us and Law & Order SVU. Peacock = Office, Office Superfan, Modern Family, Parks and Rec, Yellowstone. Live+7, base: P18+.

Chart Page 9 Source
DAVD (NBCU's Internal Reporting Platform), ODV properties, ex Peacock. Peacock – Peacock Internal Data. Base: P2+. Measurement periods: 21/22TD based on 4Q21-2Q22, all others based on full year 4Q-3Q.

Graph Page 11 Source
Linear – Nielsen, HH vMVPD=No, NBC, Bravo, E!, SYFY, USA, ex sports, news, specials, repeats, and movies, Live+35. Streaming – DAVD (NBCU's Internal Reporting Platform), NBC, Bravo, E!, SYFY, USA, current season of originals, Viewing days 1-35 pulled on 7/26/22, base: P2+. Measurement periods: 4Q21-2Q22. *Shows limited to current season episodes first-aired on linear networks and later madeavailable for streaming.

Infographic Page 13 Source
Peacock Internal Data, First View Engagement KPI Report, First View After Premium Purchase 1/1/22-6/30/22, 30 day KPI Window, Content Affinity 1/1/22-6/30/22.

Viewer Insights Quotes Source
NBCU 2021 Custom Study in partnership with Magid--The Viewing Habits of Micro-Generations.Respondent information collected in compliance with data privacy laws. Respondents have been each anonymized under an alias and grouped by age range. Some responses have been edited for conciseness and grammar.