



# Understanding the Future of Series

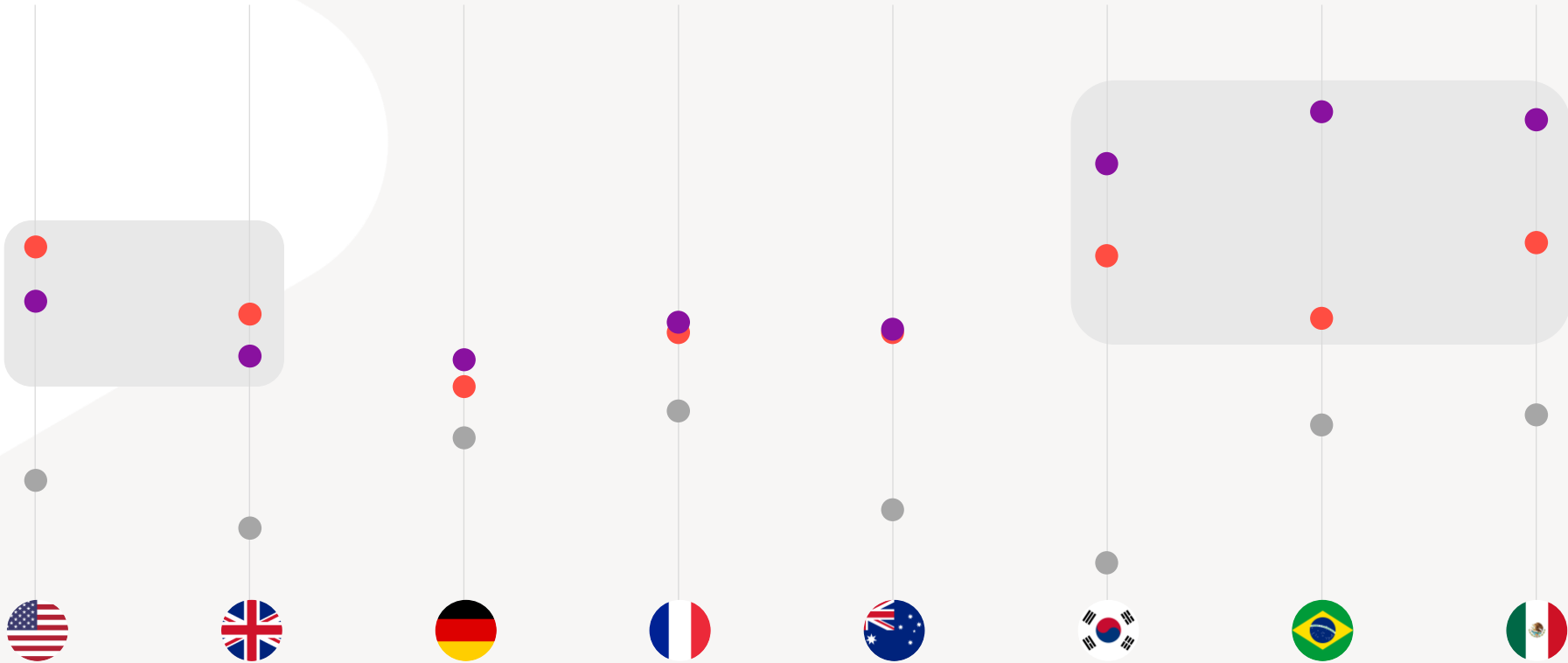
May 2023



# Short-form videos compete for our attention

Q:  
How often do you watch the following? (Daily)

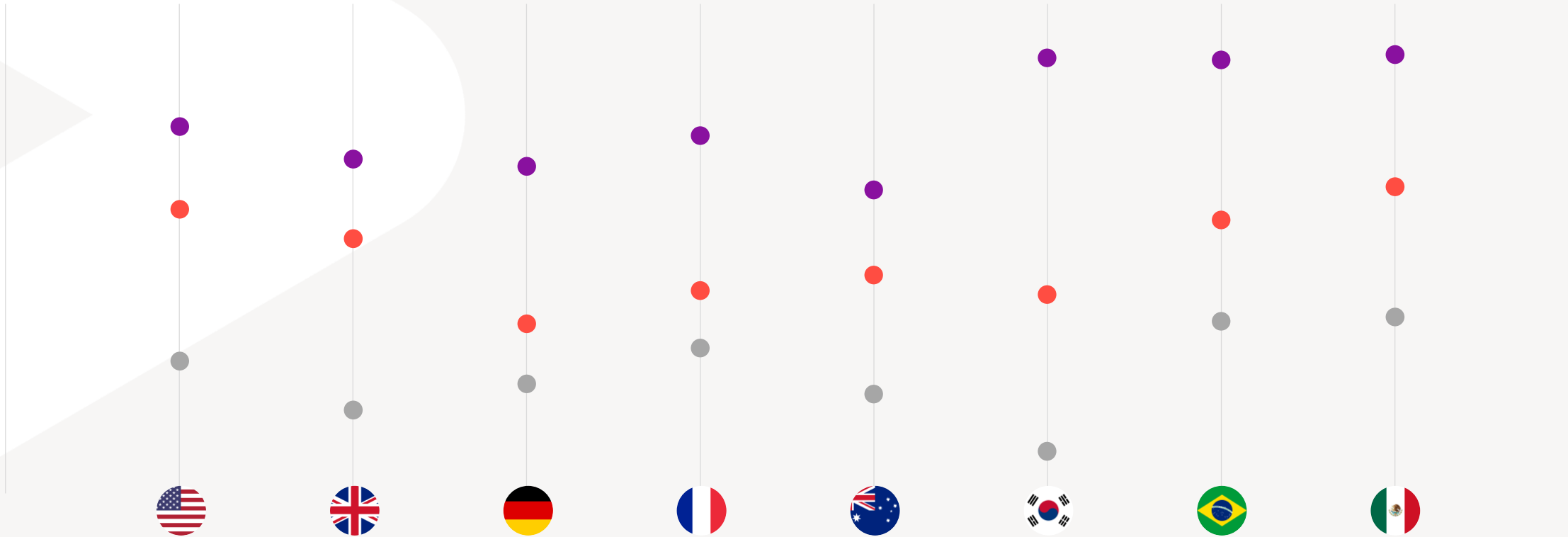
TV SHOWS    SHORT-FORM VIDEOS ONLINE    MOVIES



# Short-form videos compete for our attention

Q:  
How often do you watch the following? (Daily)

AMONG GEN Z



# Series are a strong acquisition tool

Q:

To get you to sign up, is it more important for a new streaming service to have the best TV series or the best movies?

**44%**  
BEST MOVIES



**56%**  
BEST TV SERIES

# Series are a strong acquisition tool

Q:

To get you to sign up, is it more important for a new streaming service to have the best TV series or the best movies?

**37%**  
BEST MOVIES



**63%**  
BEST TV SERIES

# A strong first episode is crucial

“

I typically decide if I want to keep watching a show...

25%

...within the first few minutes

48%

...after the first episode

24%

...after 2-3 episodes

3%

...after 4+ episodes



# How to hook your audience



Familiar...



...but Different



Twists & Turns



Real Life

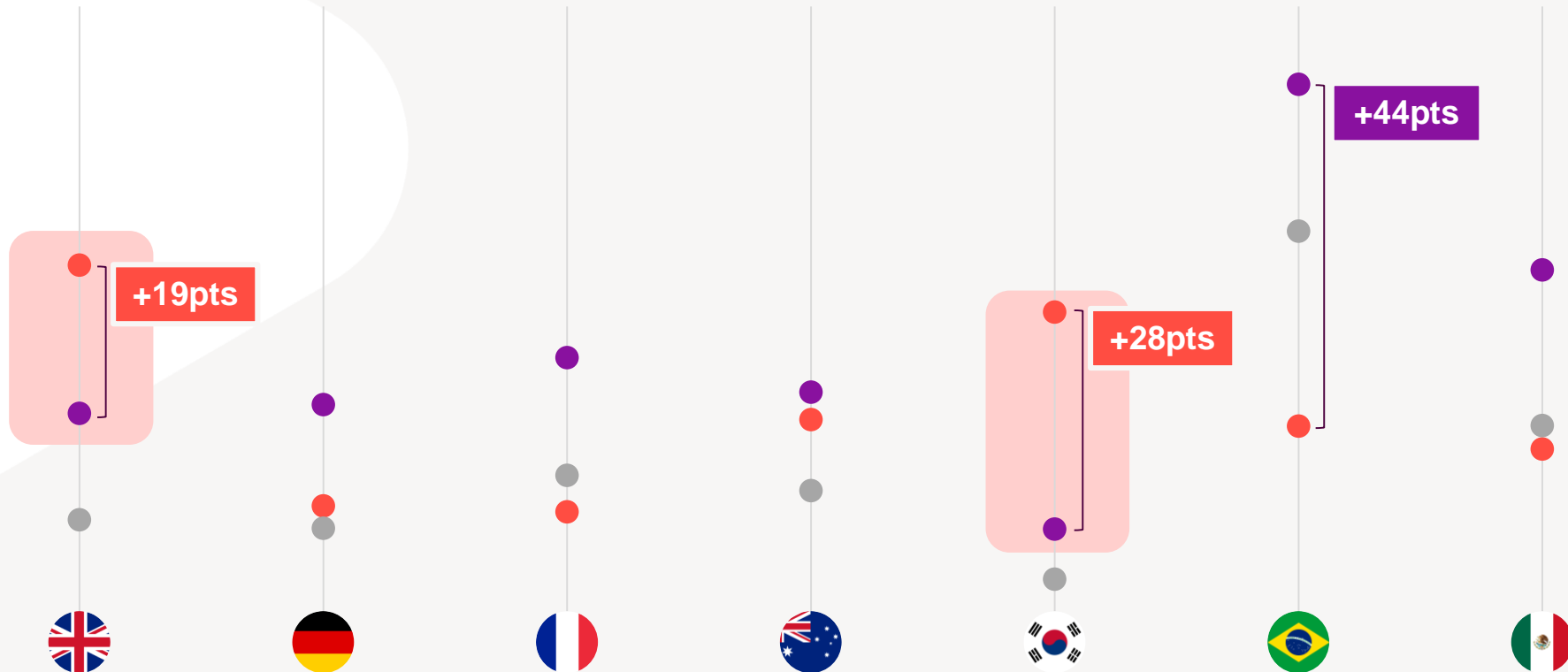


Representation

# Brits love home-grown TV shows

Q:  
Do you consider yourself a fan of the following types of TV series?

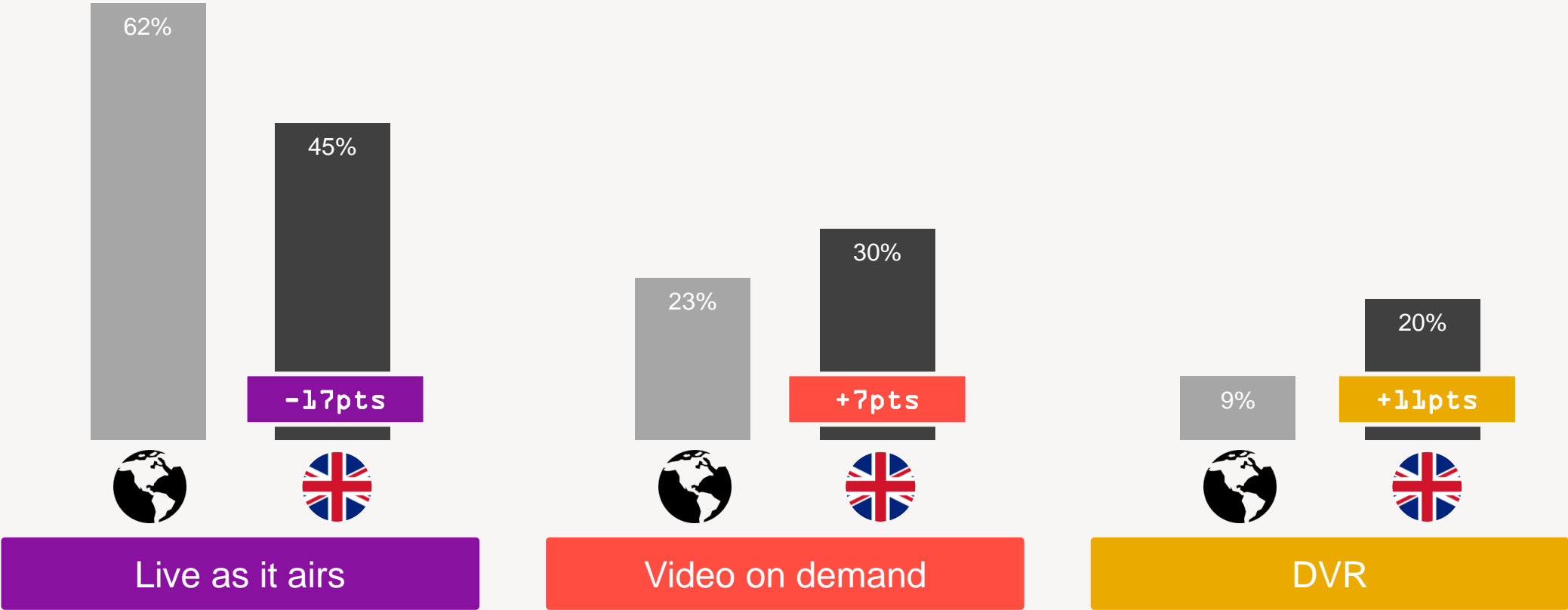
LOCAL TV SHOWS   AMERICAN TV SHOWS   OTHER COUNTRIES





# There's less 'appointment TV' in the UK

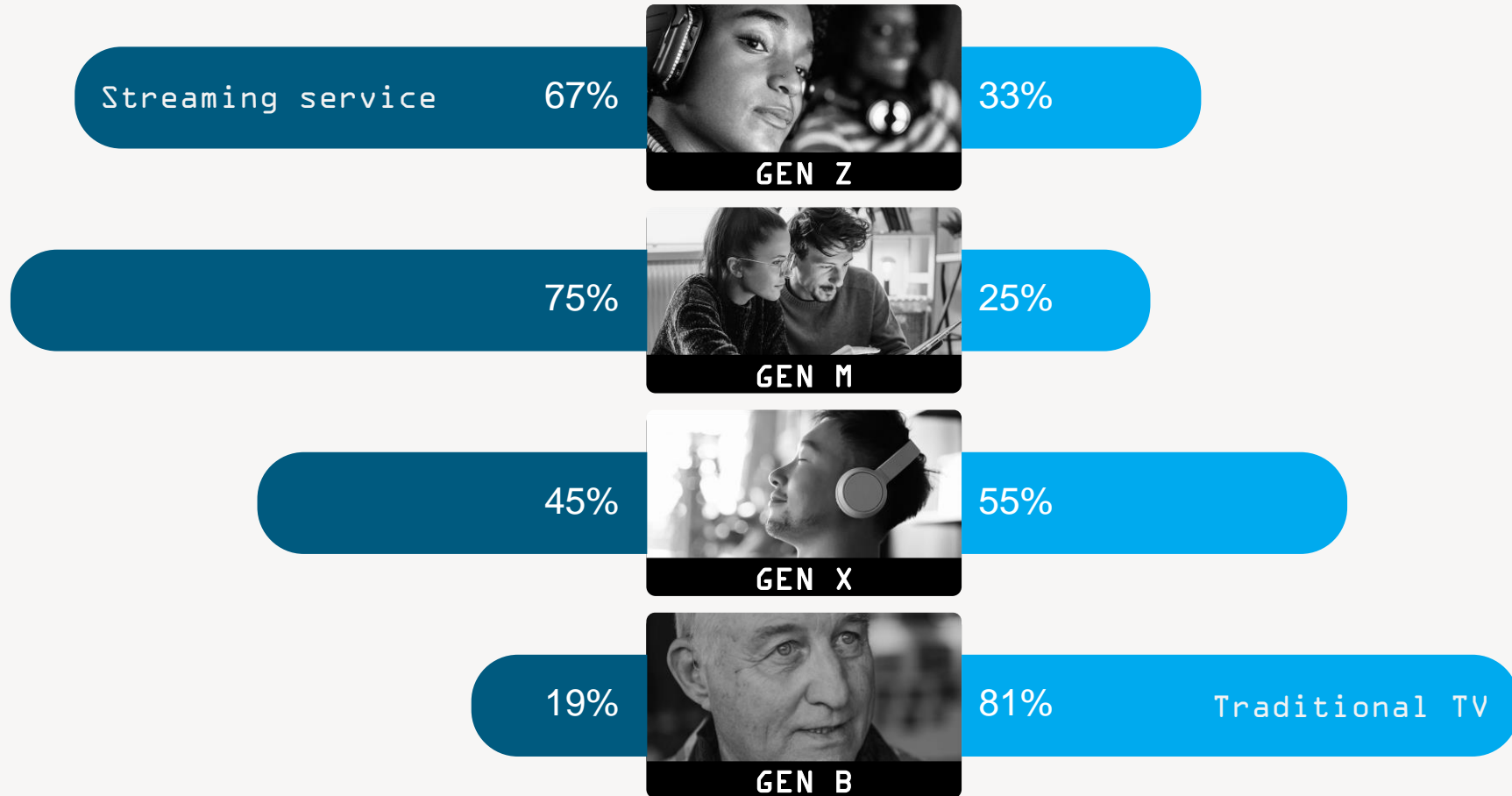
Q:  
When starting a new TV series on a traditional TV channel, how do you prefer to watch the new TV series?



# The under 40's gravitate to streaming platforms

Q:

All things being equal, where would you prefer to watch a TV show that you are interested in?



Satisfaction + % Who Say Content Is 'Getting Better'

POWER

EXPANDING

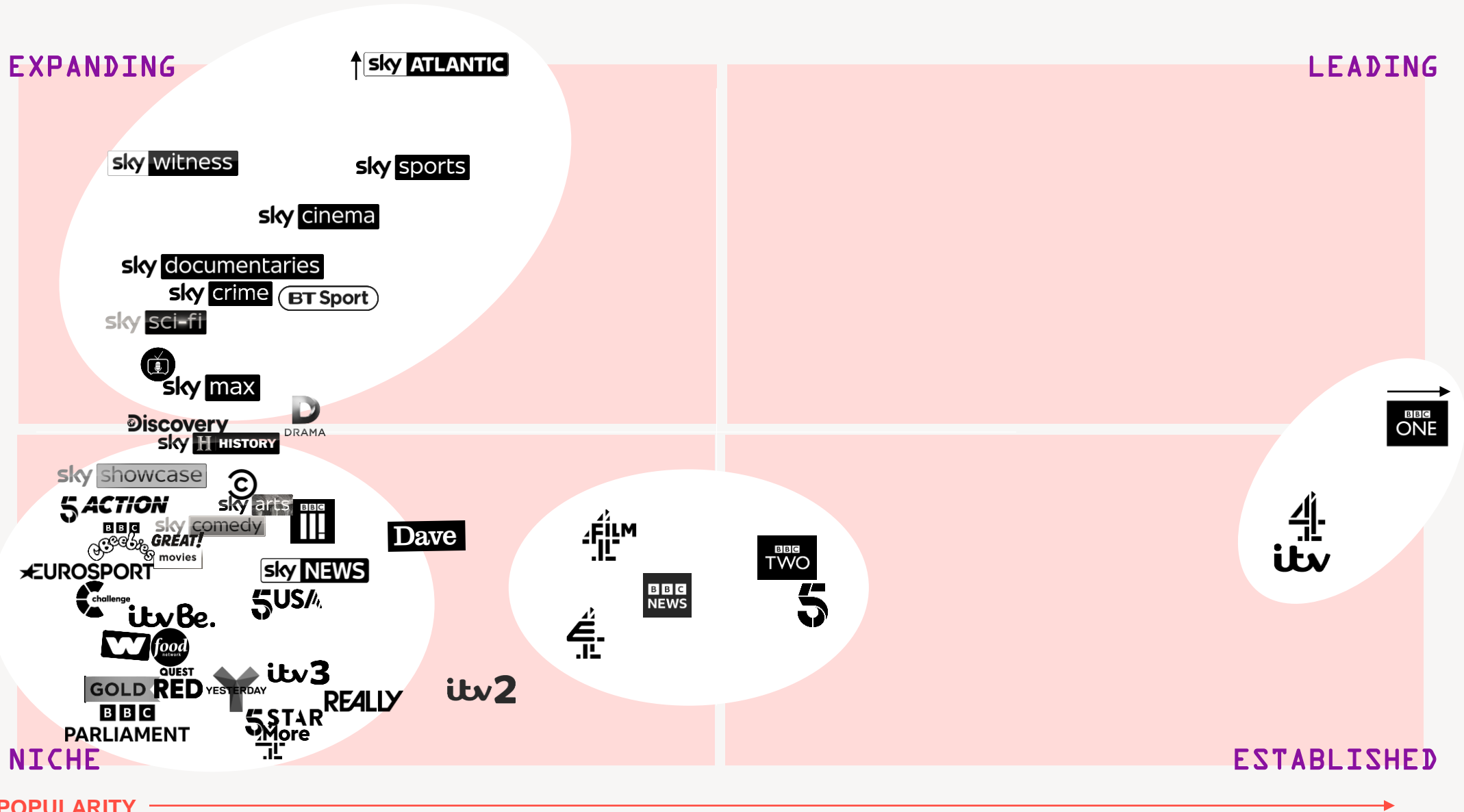
LEADING

NICHE

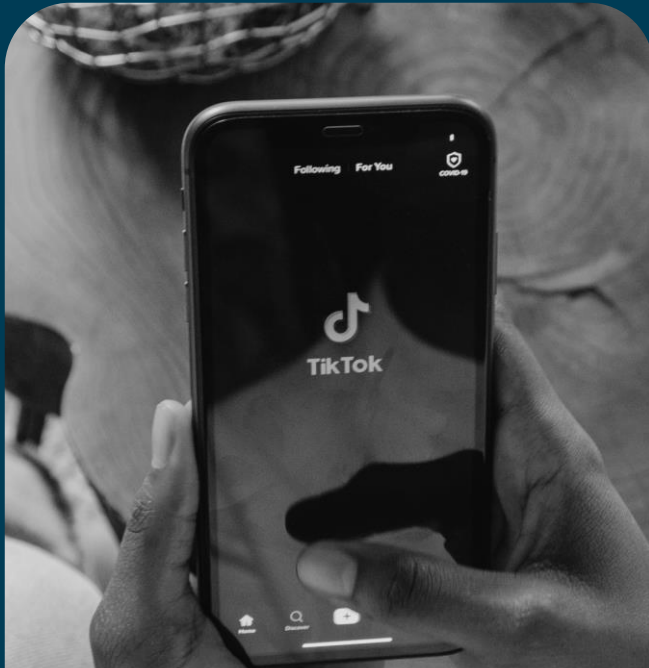
ESTABLISHED

POPULARITY

Viewership + % Who Say It's in Their Top 3 "Go-To" Channels



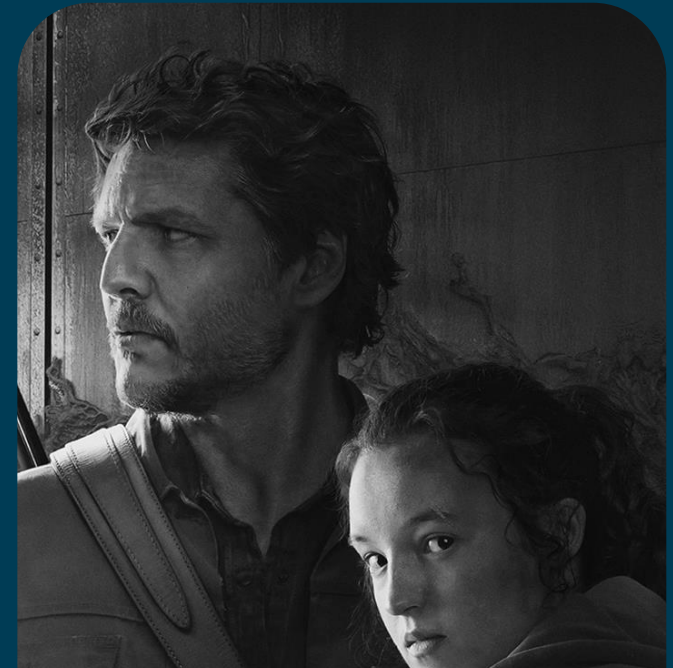
# Key trends



Short-form content poses an increasing threat to TV shows



The window to hook your audience is shrinking



Pedigree matters more than ever



**Luke Postlethwaite**  
Senior Manager  
Content and Mobile Research

