



## May Ushers in Summer of Streaming, Nielsen Reports

06.19.2022

Streaming claimed nearly 32% of viewers' TV-watching time in May, typically a time of year when viewership is low. And viewership did trend downward, with total TV viewing falling off 2.7% during the month.

However, with such high-profile series as Netflix's *Stranger Things 4* and Disney Plus' *Obi-Wan Kenobi* debuting at the end of the month, as well as the NBA playoffs on broadcast and cable platforms, viewers tuned in. Disney Plus attracted 2.5% of total TV share on Friday, May 27 and Netflix claimed 9% of share on Saturday, May 28, according to Nielsen Media Research.

*Stranger Things 4* went on to become Netflix's most popular English-language TV series with a total of 781.04 million hours viewed in its second week of release, beating both seasons one and two of *Bridgerton*, which had 656 and 625 million hours viewed, respectively. *Squid Game*, with a second season on the way, remains by far Netflix's most-watched series, with 1.65 billion hours viewed in its first 28 days of release.

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Although *Stranger Things 4* offers viewers far more minutes to watch - with

seven long episodes all becoming available on May 27 - a comparison of Stranger Things 4's first episode and Obi-Wan Kenobi's first episode reveals that Stranger Things 4 accrued 12.7 million viewers versus Obi-Wan Kenobi's 11.2 million.

Meanwhile, broadcast and cable viewing declined in May, as viewing volume fell 3.5% for each. Procedural crime dramas such as CBS' NCIS, FBI and Blue Bloods captured one-third of total broadcast viewing during the month. Cable news viewing fell 4.2% in May, but sports viewing was up 7%, accounting for 9% of total cable viewing. NBA playoff games accounted for May's top-six most-viewed cable programs.

[Images of Stranger Things 4 courtesy of Netflix.]