

# BINGE WATCH

journey via the screen

There is no denying that television was one of the saving graces during the unrelenting global pandemic. For well over a year, we experienced some of our most challenging times, but we found distractions and sometimes solace in entertainment. Many of us spent a lot of time in front of our TV's and or devices streaming shows and movies from the wild web. Perhaps on a smart TV, a digital set top box, satellite, or on a mobile device. We likely consumed a mountain of snacks and drank a swimming pool worth of tea, coffee, hot chocolate, or sugar drinks. And we loved nearly every minute of it!

Time with the screens, both big and small, provided an escape from the surreal, mental exhaustion of navigating the virus, and let's be honest, it limited our "doom-scrolling". The screen was a companion during lockdowns and social distancing; it made us laugh, pushed our imaginations, and made us feel connected.

Scenes from the best movies of 2021 feature Lady Gaga doing a thick Italian accent, Kristen Stewart devastating us as Princess Diana, and Candyman coming to kill us after saying his name five times in a mirror. All of that is to say 2021 gave us range at the movies—from Marvel milestones to groundbreaking docs and, of course, Barb and Star.

This was the year we learned the origin story of Cruella de Vil, danced with Anthony Ramos in the heights, and finally – after six years of waiting – took that trip with Zola to Florida. In many ways, 2021 marked a soft return to normalcy, as cinemas opened up for the first time since the COVID-19 pandemic. And the great movies we got to watch made sitting in those big, comfy reclining seats even sweeter.

- Malcom & Marie
- I Care a Lot
- Framing Britney Spears
- The United States vs. Billie Holiday
- Judas and the Black Messiah
- Nomadland
- One Night in Miami
- Barb and Star Go to Vista Del Mar
- Supernova
- The White Tiger
- Breaking News in Yuba County
- Together Together
- Shiva Baby
- Raya and the Last Dragon
- The Woman in the Window
- Land
- Nobody
- Georgetown
- The Mitchells vs. the Machines
- Billie Eilish: The World's a Little Blurry
- Cruella
- In the Heights
- Luca
- Zola
- Black Widow
- CODA
- House of Gucci
- Candyman
- The Harder They Fall
- Fear Street trilogy
- Minari
- Shang-Chi and the Legend of the Ten Rings
- Spencer

## MOST POPULAR SERIES AND FILMS

	Top 10 Series	View Hours
1	Bridgerton: Season 1	625M
2	Money Heist: Part 4	619M
3	Stranger Things 3	582M
4	The Witcher: Season 1	541M
5	You: Season 2	457M
6	Stranger Things 2	427M
7	Money Heist: Part 3	426M
8	Ginny & Georgia: Season 1	381M

	Top 10 Films	View Hours
1	Bird Box	282M
2	Extraction	231M
3	The Irishman	215M
4	The Kissing Booth 2	209M
5	6 Underground	205M
6	Spenser Confidential	197M
7	Enola Holmes	190M
8	Army of the Dead	187M
9	The Old Guard	186M
10	Murder Mystery	170M

NETFLIX

\*Total view hours per title in its first 28 days on Netflix

## TOP MOVIES TO STREAM



Luca  
Disney +



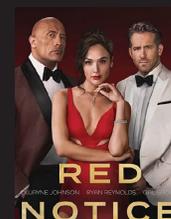
Moana  
Disney +



Raya and the Last Dragon  
Disney +



Frozen II  
Disney +



Red Notice  
Netflix



Frozen  
Disney +



Soul  
Disney +



Cruella  
Disney +



The Mitchells vs  
The Machines  
Disney +

## COST TO CUT CABLE



Monthly Cost  
\$18.99 (CA)  
\$18.00 (US)



Monthly Cost  
\$11.99 (CA)  
\$7.99 (US)



Monthly Cost  
\$5.99 (CA)  
\$4.99 (US)



Monthly Cost  
\$7.99 (CA)  
\$8.99 (US)



Monthly Cost  
\$5.99 (CA)  
\$6.99 (US)

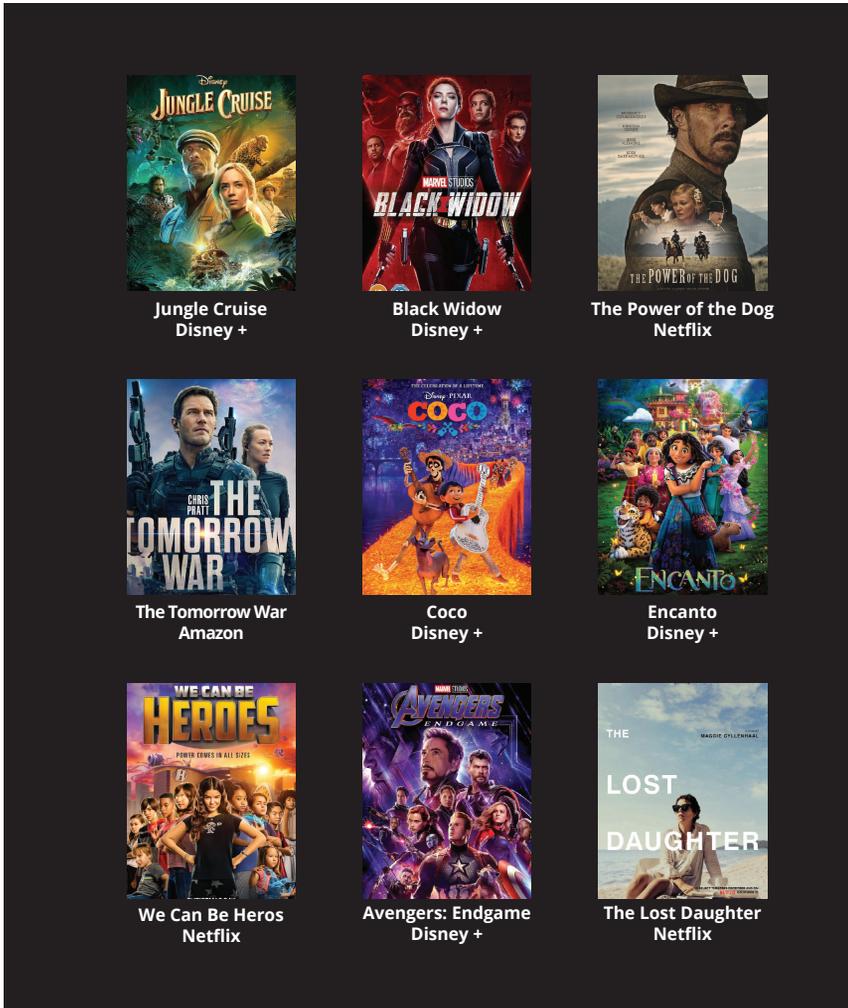


Monthly Cost  
\$9.99 (CA)

# DID YOU KNOW?

Unlike television networks and cable channels, online streaming services do not have to release ratings and viewer numbers because they do not rely on advertisement revenue. Netflix, the industry's leader is especially notorious for keeping viewer numbers secret.

Source: factretriever.com



## Most Downloaded Music & Audio Apps

- Spotify
- Resso
- YouTube Music
- StarMaker
- Shazam

- SouthCloud
- Amazon Music
- Wynk Music
- Music Player
- JioSaavn

## Most Used Streaming Platforms

- Netflix
- Amazon Prime Video
- Hulu
- Disney Plus
- YouTube TV
- HBO Max

- Sling TV
- Crunchyroll
- Apple TV Plus
- Peacock
- Paramount Plus

# NETFLIX FACTS

Netflix Logo Evolution



Originally Netflix was known as **KIBBLE**

Netflix started as and still has a DVD rental service.

Netflix is worth **\$216 BILLION** as of May 2021.

Netflix paid Disney \$300 million to stream its content before the release of Disney+.



In 2017, Netflix won its first Oscar. In 2021, Netflix received 129 nominations; of which it won a staggering 44 awards. This set the Emmys record for most wins in a single year. A record previously held by CBS since 1974.

Netflix continues to outspend its competitors in terms of original content.

Netflix once generated more internet traffic than Google itself.

In March of 2021, Netflix began testing a new method to stop users from sharing account passwords.



**66%**

Over 66% of Netflix users share an account.

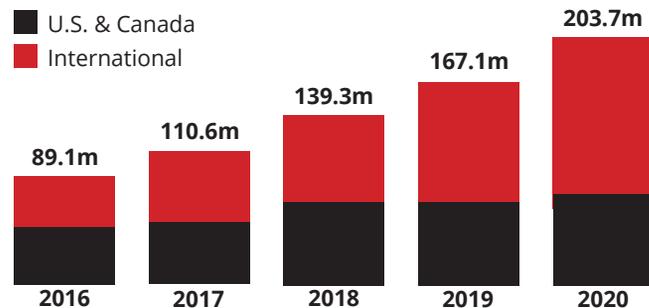
**2/3**

Almost two-thirds of American households own a Netflix account.

**80%**

80% of Netflix subscribers use the service on their smart TV.

Netflix announced 214 million paid Netflix subscribers worldwide as of October 2021.



Source: <https://cdn.comparitech.com>

73 million subscribers in US and Canada

66 million subscribers in Europe, Middle East and Africa

37 million subscribers in Latin America