

# 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.

Much of our viewing time was spent watching shows and movies that were created and released some time ago and are now finding success with reviving memories of the 'good old days'. At the same time, many found new audiences to appreciate the value of a scare, a cry, or a good belly laugh. Did anyone try and sneak quotes such as, "PIVOT", or "Bears, Beets, and Battlestar Galactica" into your conversations? If so, you can thank Friends (1994-2004) and The Office (2005-2013) two sitcoms that found new life thanks to what we streamed.

Many movies spent a shorter time on the big screens as theatres were shutting down, so many moved quickly to streaming. It was not long after that many movies skipped the wait for theatres to reopen and were released on our favourite streaming platforms.

- Onward
- The Invisible Man
- The Hunt
- Emma
- Star Wars: The Rise of Skywalker
- The Way Back
- Frozen 2
- Birds of Prey and the Fantabulous Emancipation of Harley Quinn
- Bloodshot
- Trolls World Tour
- Sonic the Hedgehog
- The Call of the Wild
- Artemis Fowl
- Greyhound
- The King of Staten Island
- Hamilton
- The SpongeBob Movie: Sponge on the Run
- The One and Only Ivan
- Bill and Ted Face The Music
- Antebellum
- Mulan
- Run
- Soul
- Wonder Woman 1984
- Tom and Jerry
- Raya and the Last Dragon

## DID YOU KNOW?

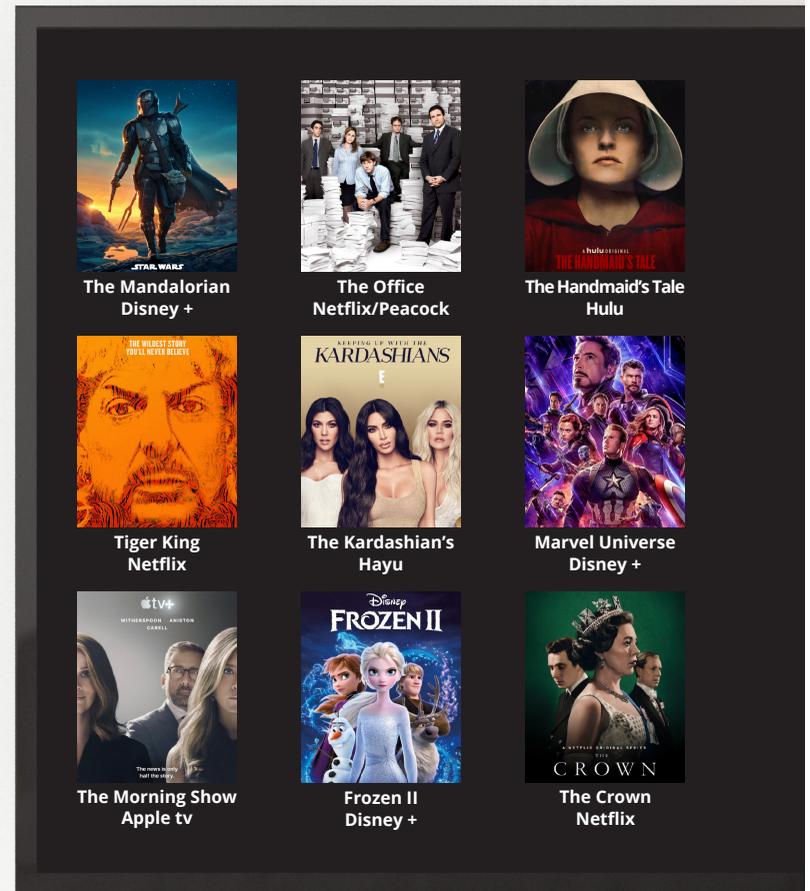


The Mandalorian: Effective Nov. 2020 was 5x more popular than anything else on Disney+.

## DID YOU KNOW - FRIENDS

- First aired in 1994.
- Ended in 2004 - 52.2 million watched series final.
- On Time Magazine's 'The 100 Best TV Shows of All-Time' list.
- In 2015, Netflix bought the North American streaming rights - a deal said to be worth around \$500,000 per episode.
- In 2020, Friends moved from Netflix to Warner's new streaming service HBO Max in the US and to Crave in Canada.

## WHAT WE WATCHED



## 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)



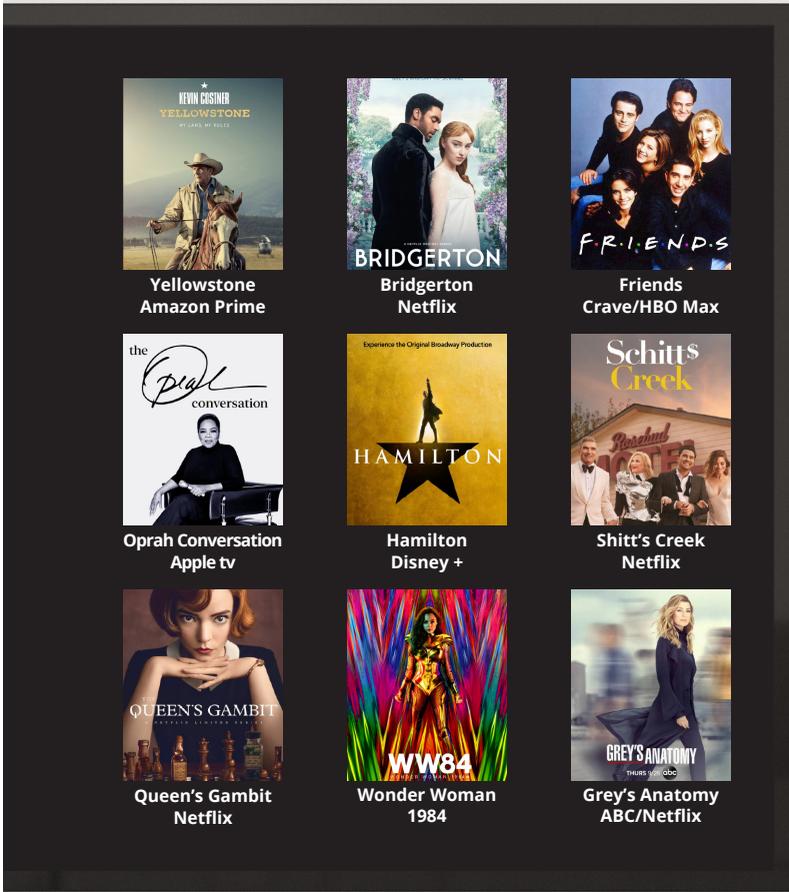
Monthly Cost  
\$9.99 (CA)

"PIVOT"

# DID YOU KNOW?

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

Source: factretriever.com



# DID YOU KNOW - THE OFFICE

- The US version (aired March 24th, 2005) was based on a British show with the same name about a paper company.
- Online sales on iTunes saved the show, if not for that the show might have been cancelled.
- In January 2021, The Office left Netflix for NBCUniversal's and their streaming service - Peacock. Peacock is only available in the US so for the foreseeable future Canadians can still watch on Netflix.

# OTHER STREAMING SERVICES

- Starz
- Paramount+
- Shutter
- HBO MAX
- Peacock
- CBC GEM
- Hulu
- YouTube Premium
- MUBI
- DAZN
- BBC Select
- Britbox
- fuboTV
- CBS All Access
- tubi
- Sundance Now
- CuriosityStream
- PLEX

# NETFLIX FACTS

Netflix Logo Evolution



Originally Netflix was known as **KIBBLE**



Netflix started as and still has a DVD rental service.

Netflix is worth **\$162 BILLION** as of April 2020.



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

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.

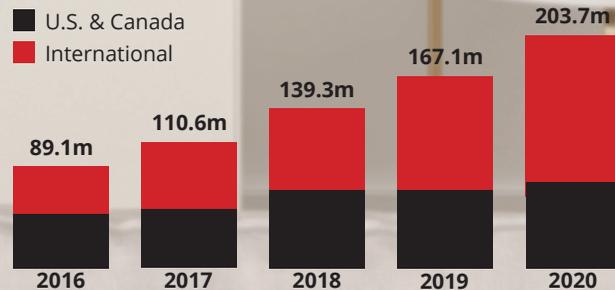
**2/3**

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

**80%**

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

Netflix passes 200 Million Milestone. Number of paid Netflix subscribers worldwide at the end of the respective year.



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