


Which US streaming service boasts the best original content library?

Article

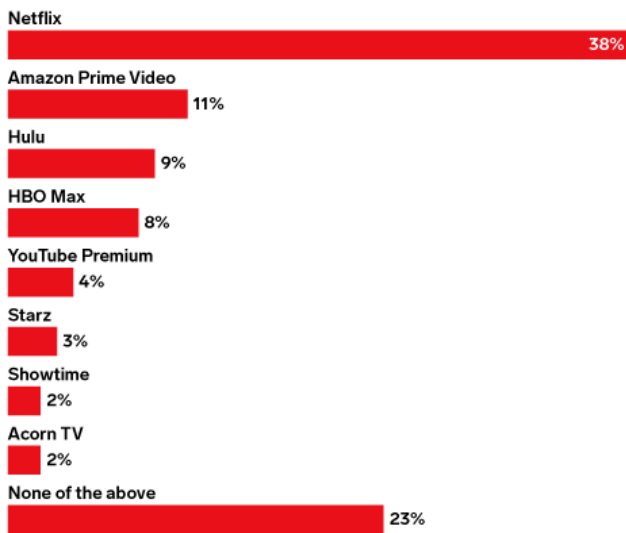


Netflix is the top US streaming service when it comes to original content, with **38%** of the country's adults agreeing the platform offers the best selection of original shows and movies. **Amazon Prime Video** comes in second, trailing by a sizable margin with **11%**, while **Hulu** and **HBO Max** rank third and fourth.

Beyond the chart: Netflix's dominance has waned since Q4 2019, when **45%** of US adults said it had the best array of original content. This comes despite the roughly **\$29 billion** it has poured into content over the past two years, increasing shares of which flowed to original programming.

Which Streaming Service Offers the Best Selection of Original Content According to US Adults?

% of respondents, Jan 2022



Note: n=3,557 ages 18+

Source: CivicScience as cited in company blog, Jan 26, 2022

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