

TV viewing strikes back, with streaming services at the helm

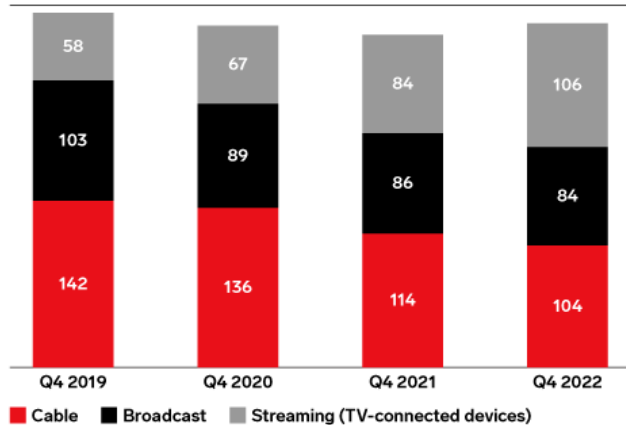
Article

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Time spent is decreasing across cable and broadcast TV but increasing in streaming. In Q4 2022, streaming boosted overall time spent with TV among US adults, reversing the decline in TV viewing over the past few years, according to Nielsen.

Daily Time Spent With TV Among US Adults, by Type, Q4 2019-Q4 2022

minutes



Note: ages 18+

Source: Nielsen National TV Panel as cited in company blog, March 13, 2023

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Beyond the chart: One player eating into TV time is TikTok, where its US adult users will spend an average of 56 minutes per day this year, according to our forecast. Among 18- to 24-year-old users, that figure is 79 minutes and growing.

This week, the **Writers Guild of America announced a strike** due to film and TV writers' concerns about pay, staffing, and generative AI. Streaming may have taken over traditional TV, but it's not immune to these issues and, in fact, may have exacerbated them by turning some of the industry's production processes and business models on their heads.

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