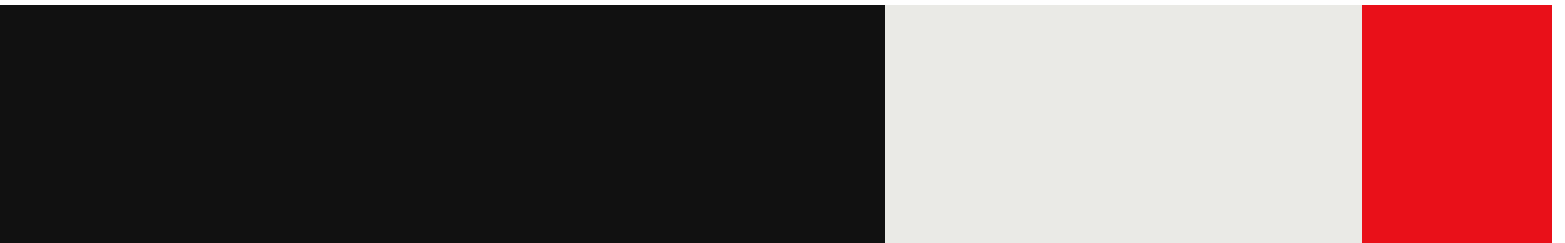
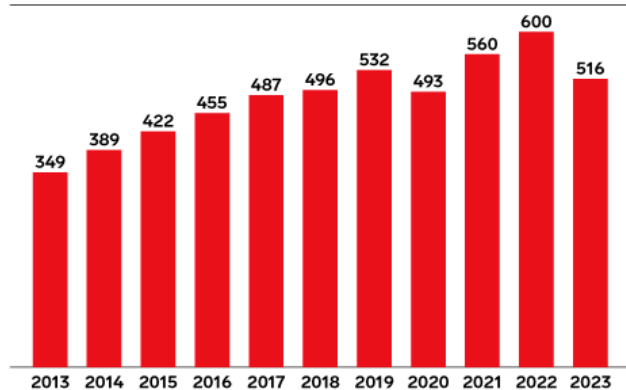


# US scripted series declined 14% in 2023

Article



## Number of US Original Scripted TV Series, 2013-2023



Note: excludes children's programs, daytime dramas, library, non-English language/English-dubbed programs, short-form content (<15 mins), and 1-episode specials  
Source: FX Networks as cited by IndieWire, Feb 9, 2024

284848

Insider Intelligence | eMarketer

**Key stat:** 516 US original scripted TV series were released in 2023, down from 600 in 2022, according to February 2024 data from FX Networks.

### Beyond the chart:

- Until 2023, content production increased every year over the past decade, with the exception of 2020 during the height of the COVID-19 pandemic.
- TV studios had to halt production and delay fall lineups due to the writers' and actors' strikes, which ended last September and November, respectively.
- The strikes have forced studios to pay a combined \$1.7 billion in payouts over the next three years, adding to the increasing pressure to turn a profit. Studios may look to ad-supported subscription tiers to drive additional revenues.

### Use this chart:

- Inform your TV ad strategy.

### More like this:

- [With the WGA strike over, streaming turns to an uncertain future](#)
- [Why marketers should understand the differences between CTV and OTT](#)
- [See which platforms are canceling shows at the highest rate](#)
- [Despite cooling growth, CTV is lifting the programmatic market](#)

