

3 new things in TV: Super Bowl, Paramount, and streaming

Article

1. What the Super Bowl's high ratings mean for advertisers

The news: Super Bowl LVI was the most-watched Super Bowl in the last five years, marking a return to pre-pandemic normals and reinforcing the event's place as a one-of-a-kind opportunity for advertisers and broadcasters.

Looking forward: The worlds of sports viewership and TV advertising are in flux, but the Super Bowl remains a key event for both broadcasters and advertisers, who are slowly gaining access to the tools needed to accurately measure impact across viewing channels.

[Read the full article.](#)

2. **ViacomCBS becomes Paramount, Paramount pushes Paramount+**

The news: **ViacomCBS** is no more—the media company will rebrand under the name **Paramount** to reflect its goal of becoming a major streaming player following strong revenue growth, [per](#) The Verge. The company will also make its flagship streaming brand, **Paramount+**, the home of all its theatrical releases beginning in 2024.

A streaming dark horse? Paramount+ frequently flies under the radar compared with competitors like **Netflix**, but it and Paramount’s other major streaming brands, **Pluto TV** and **Showtime**, have grown steadily as they invest in original content.

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3. **The streamer's gambit: Which streaming service boasts the best original content?**

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.

[Read the full article.](#)