

Netflix Viewing In Lockdown

A SoDA UK Report by **Digital-i**
23rd March- 31st March 2020

The detailed viewing data in this report comes directly from **Digital-i's** unique **SVOD** analysis and visualisation software, **SoDA**.

Report Summary



In the first week of lockdown, UK Netflix subscribers increased their levels of viewing. While that is unsurprising, the average levels of increase are lower than expected. We can infer from this that Netflix was **not the only platform that subscribers used to escape the boredom of confinement.**

Disney+'s serendipitous launch date coincided with a sudden spike in parents in need of good quality child entertainment, this may have negatively impacted on Netflix's share of SVOD viewing.

The increase in Netflix viewing was mainly driven by subscribers exploring a greater variety of content; meaning that viewers were watching a higher number of distinct titles, rather than simply streaming the same series all week.

The first season of Tiger King was incredibly popular, along with the sci-fi horror movie, The Platform. 7% of all Netflix streams for the week were made up by viewing to Brooklyn Nine-Nine, making Brooklyn Nine-Nine the most watched title of the first week of lockdown, closely followed by Friends and Tiger King.

With lockdown, Netflix is solidifying its place as a source of household entertainment across the UK.

Netflix subscribers increased their viewing on the platform to an all-time high as lockdown measures mean more time to consume content.

In the lead up to the lockdown, the average Netflix household was watching 17 streams per week. In the week immediately following lockdown, this number jumped to 21 weekly streams.

Nevertheless, this equates to an increase of less than 1 stream a day, suggesting that Netflix was **not the only platform** that viewers turned to in order to fill this additional time.

Weekly streams hit an all-time high

Ave Weekly Streams for Netflix HH



Users explore larger range of content

Lockdown viewers don't just binge, they're watching a larger variety of titles.

Alongside an increase in total levels of streaming, Netflix households treated themselves to a larger variety of titles in the Netflix library.

On average, a household watched 5.6 different titles (movies or series) across the week, this was an increase from the average in the weeks leading up to lockdown.

Whether this is due to extra time or a change in viewer need-states, the end result is that viewers are not content with watching the same series all week, perhaps because of the monotony of lockdown...

Ave Daily Streams for Netflix HH



Top 10 Series / Movies, Streams, 23rd – 29th March 2020

| Title | Streams (000s) | % Of Total Streams |
|-----------------------------------|----------------|--------------------|
| Brooklyn Nine-Nine | 20,737 | 7.06% |
| Friends | 14,236 | 4.85% |
| Tiger King | 11,428 | 3.89% |
| The Big Bang Theory | 9,678 | 3.30% |
| Ozark | 7,354 | 2.50% |
| Friday Night Dinner | 4,104 | 1.40% |
| RuPaul's Drag Race | 4,005 | 1.36% |
| Better Call Saul | 3,390 | 1.15% |
| The Vampire Diaries | 3,216 | 1.10% |
| It's Always Sunny in Philadelphia | 3,100 | 1.06% |



Lockdown in the Nine-Nine!

BROOKLYN
NINE-NINE

The lockdown coincided with the launch of Brooklyn Nine-Nine season 6 on Netflix UK. The comedy-action series accounted for **over 7% of all streaming on the platform** across the week, with the release of the series providing an **uplift in viewing levels to the previous 5 series**, which are also available on the platform.

Premiering on Channel 4 a year earlier, the comedy-action series regularly achieves high levels of viewing and is one of the most streamed shows on Netflix UK. The vast majority of the most streamed shows are acquisitions that also appear regularly on linear TV, including Friends (Viacom), The Big Bang Theory (Channel 4) and Friday Night Dinner (Channel 4).



The viral sensation that is Tiger King lived up to the hype in the first week of lockdown. The documentary series provides the ultimate level of escapism and was streamed by over 24% of Netflix subscribers during this period.

The next best performing content was The Platform, a Spanish language sci-fi horror available internationally and exclusively on Netflix. It is set to be the most popular non English language film on Netflix UK in history.

Over a million households tuned into returning series Better Call Saul and Ozark. This is an impressive audience seeing as Better Call Saul episodes are released weekly and Ozark was dropped in the middle of the week.

Tiger King Reigns

Top 10 Series / Movies, HH reach , 23rd – 29th March 2020

| Title | Season Number | Reach (000s) | Reach % |
|--|---------------|--------------|---------|
| Tiger King | 1 | 2,962 | 24.1% |
| The Platform | - | 1,330 | 10.8% |
| Better Call Saul | 5 | 1,307 | 10.6% |
| Ozark | 3 | 1,073 | 8.7% |
| Brooklyn Nine-Nine | 6 | 1,054 | 8.6% |
| RuPaul's Drag Race | 12 | 1,024 | 8.3% |
| Self Made: Inspired by the Life of Madam C.J. Walker | 1 | 913 | 7.4% |
| My Secret Terius | 1 | 744 | 6.0% |
| The English Game | 1 | 702 | 5.7% |
| The Letter for the King | 1 | 637 | 5.2% |



Gain access to Digital-i's incredible SVOD data through SoDA

SoDA (Subscription on Demand Analytics) is an online portal that allows users to navigate a large database of international Netflix viewing data.

Digital-i pioneered a method of measuring Netflix viewing from **all devices (including TVs), back-data from 2017 and episode-level reporting.**

Our services are used by the UK's biggest broadcasters and international American studios to improve their SVOD and VOD players, content catalogues and release strategies.

For more information about SoDA and its capabilities contact

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"SoDA is opening the door on Netflix viewing like never before, enabling us to deliver insights that were simply unattainable a year ago."

Philip Martin and Paul Craigen, ITV