Days of Our Lives (also stylized as Days of our Lives; simply referred to as Days or DOOL) is an American television soap opera that streams on the streaming service Peacock. The soap, which aired on the American television network NBC from 1965 to 2022, is one of the longest-running scripted television programs in the world, airing nearly every weekday since November 8, 1965.[3] A co-production of Corday Productions and Sony Pictures Television, the series was created by husband-and-wife team Ted Corday and Betty Corday.[1] During Days of Our Lives' early years, Irna Phillips (creator of former NBC stablemate Another World as well as its former CBS rivals, As the World Turns and Guiding Light) served as a story editor for the program and many of the show's earliest storylines were written by William J. Bell, who would depart the series in 1975 to focus full-time on The Young and the Restless, which he created for CBS in 1973. Following the 2007 cancellation of Passions, Days of Our Lives remained the only soap opera airing on NBC.[4] On August 3, 2022, NBCUniversal announced that it would relocate the series exclusively to its Peacock streaming service beginning September 12 after 57 years on the network and leaving NBC as the only Big Three network without a daytime serial.

The series is set in Illinois, in the fictional city of Salem, and primarily focuses on two groups – the Brady and the Horton families.[5] Other families, however, are also frequently represented including the DiMera and Kiriakis families. The actress Frances Reid (who played the matriarch of the Horton family, Alice Horton), remained with the show from its inception until her death in 2010; her last, formal appearance had occurred in December 2007.[6] Suzanne Rogers is the longest-serving member of the program's current cast, and the longest-serving current cast member of an ongoing American soap opera, having appeared on the show since August 1973 (Rogers celebrated 40 years on Days of Our Lives in 2013).[7] Susan Seaforth Hayes – the second longest-serving actor currently on the program – is the only cast member to appear on Days of Our Lives in all seven decades it has been on the air, having made her first appearance in December 1968 as a recast of original character Julie Olson.[8]