

DIGITAL & TRENDS

Netflix usage in the United States

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03 Popular content

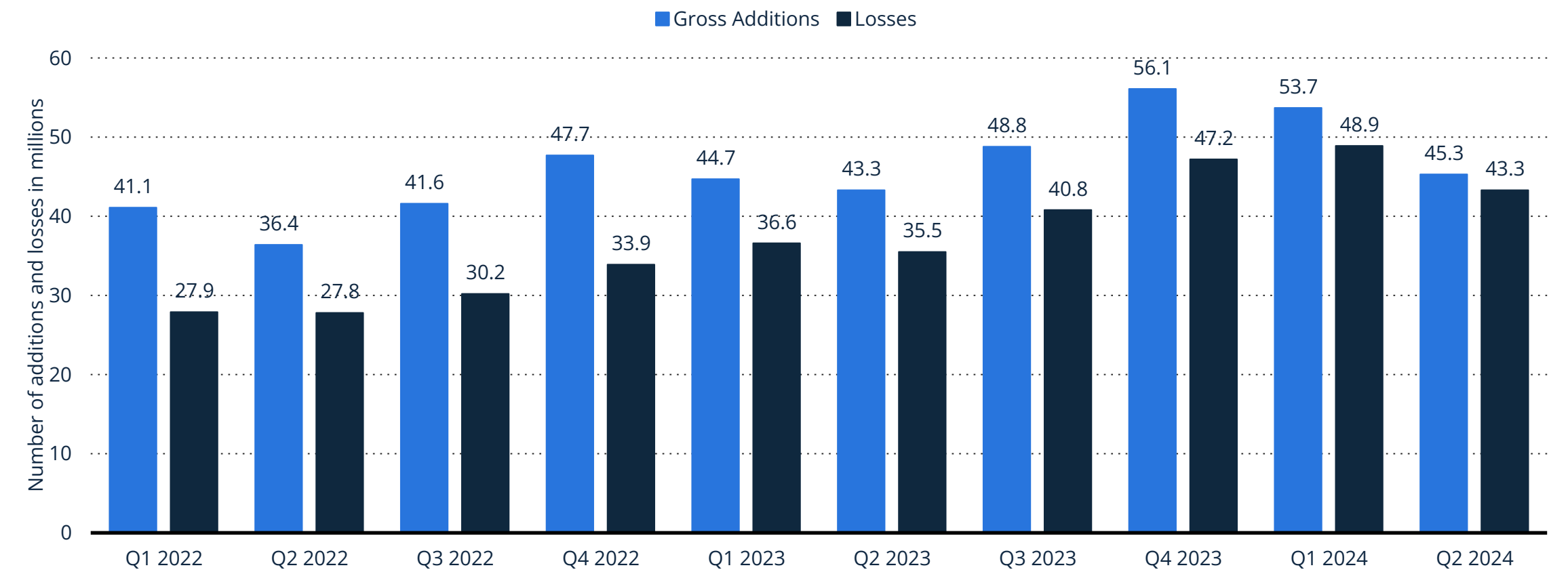
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CHAPTER 01

Overview

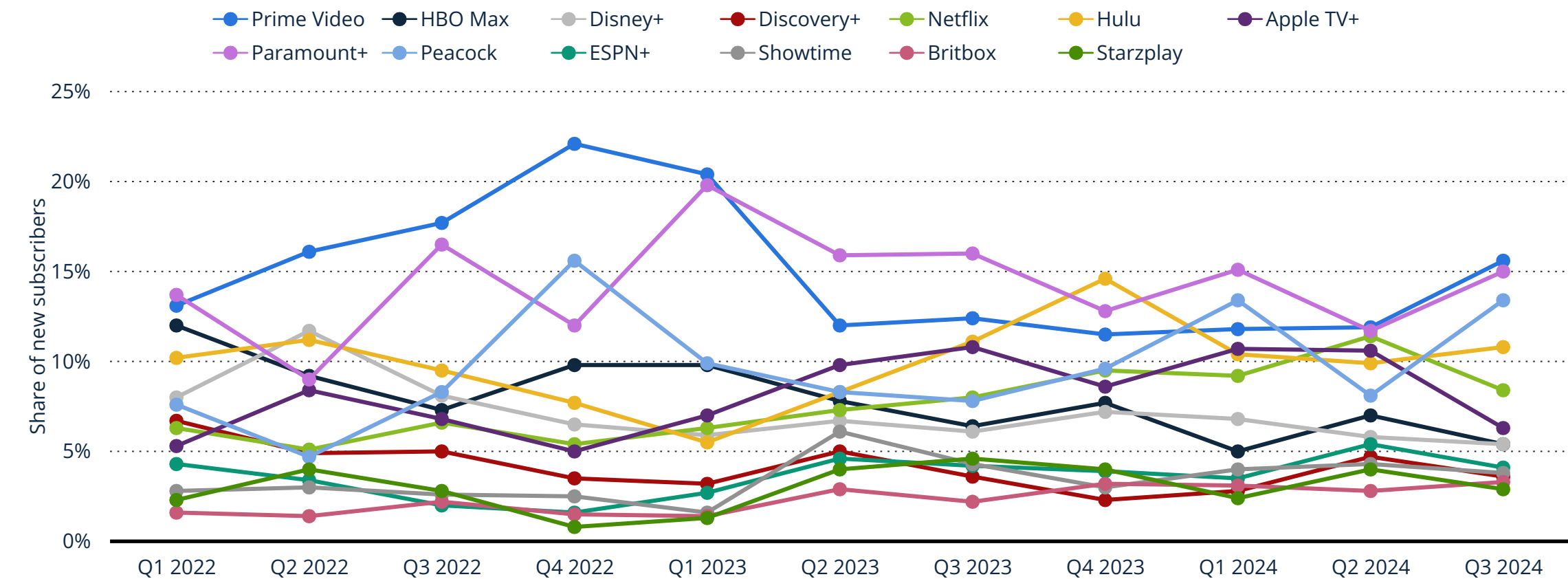
Number of subscription video-on-demand (SVOD) subscription additions and losses in the United States from 1st quarter 2022 to 2nd quarter 2024 (in millions)

SVOD subscription additions and losses in the U.S. 2022-2024



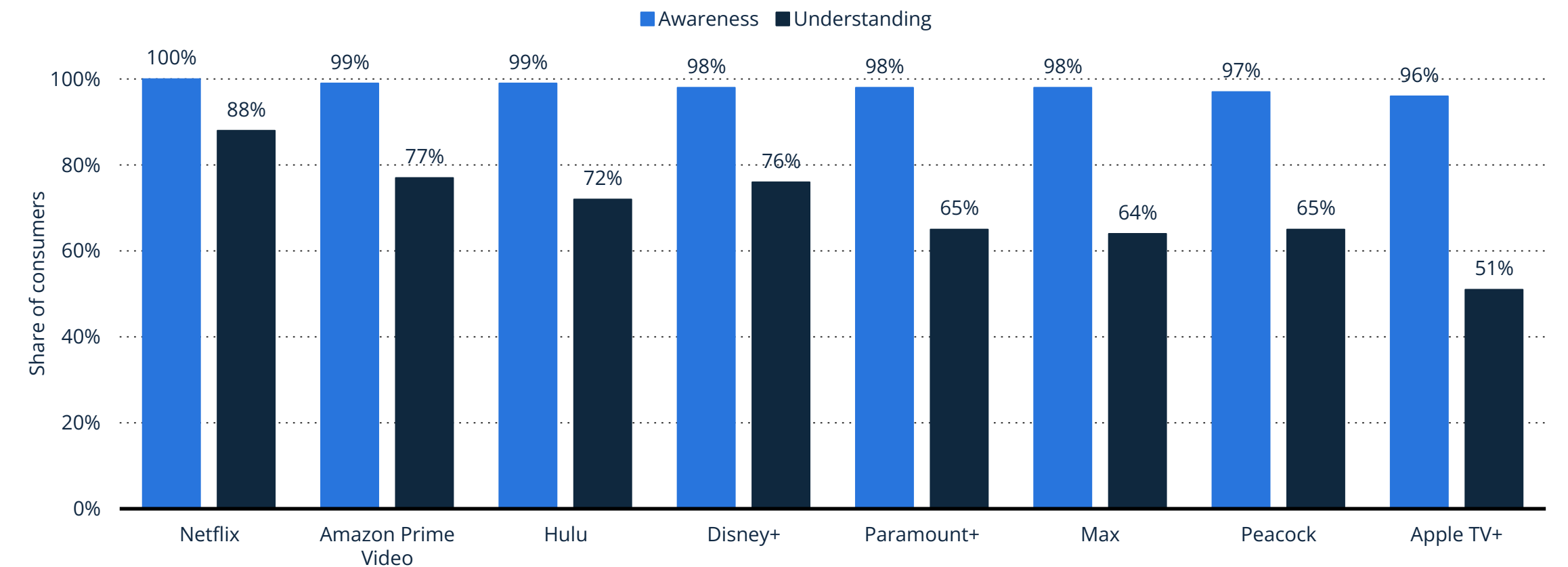
Share of new subscription video-on-demand subscribers in the United States from 1st quarter 2022 to 3rd quarter 2024, by platform

New SVOD subscribers in the U.S. 2022-2024, by platform



Consumer awareness and understanding of selected video streaming services in the United States as of February 2024

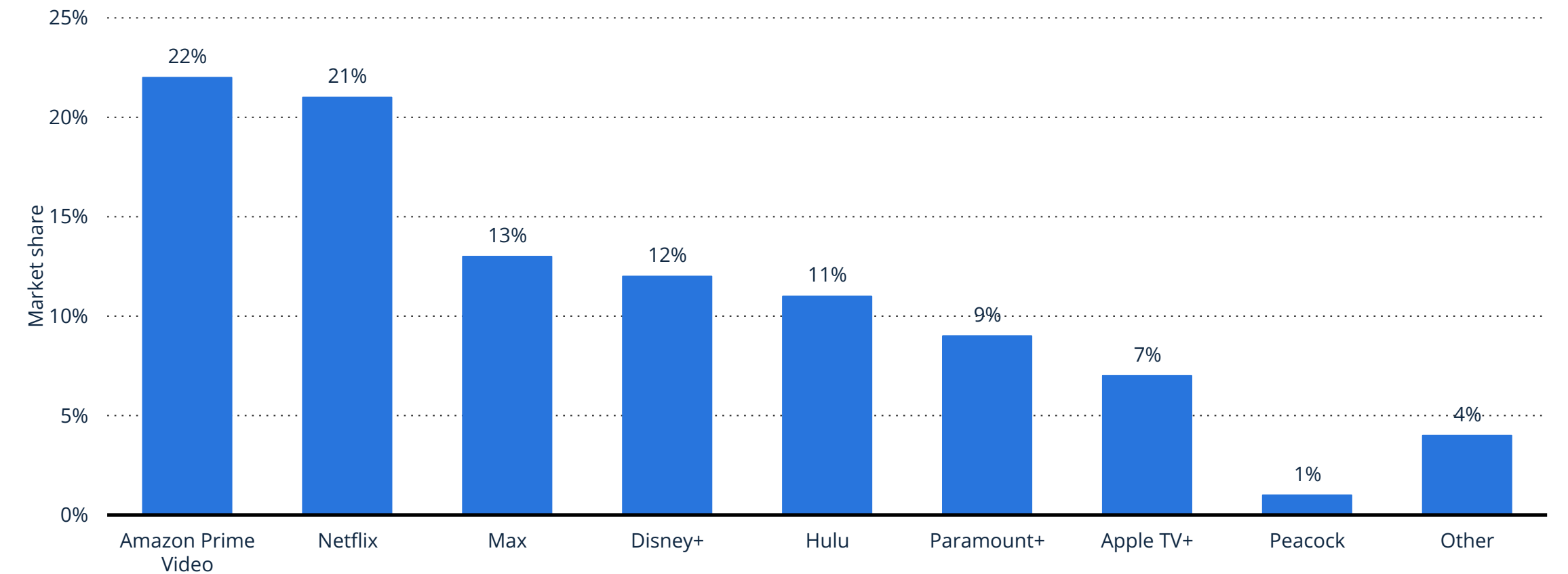
U.S. viewer awareness and understanding of major streaming services 2024



5 **Description:** According to a 2024 survey, U.S. consumer awareness of the major video streaming services was high - the consumer awareness levels of Netflix amounted to 100 percent, while Amazon Prime Video and Hulu recorded a 99-percent-awareness. By contrast, consumer understanding with each of these services was quite divergent. While 88 percent of U.S. consumers expressed confidence with Netflix's streaming platform, just 72 percent indicated understanding with Hulu's brand identity. [Read more](#)
Note(s): United States; February 2024; 1600 respondents; 16-74 years; TV consumers with broadband access who watched at least one hour of TV per week
Source(s): Hub Entertainment Research

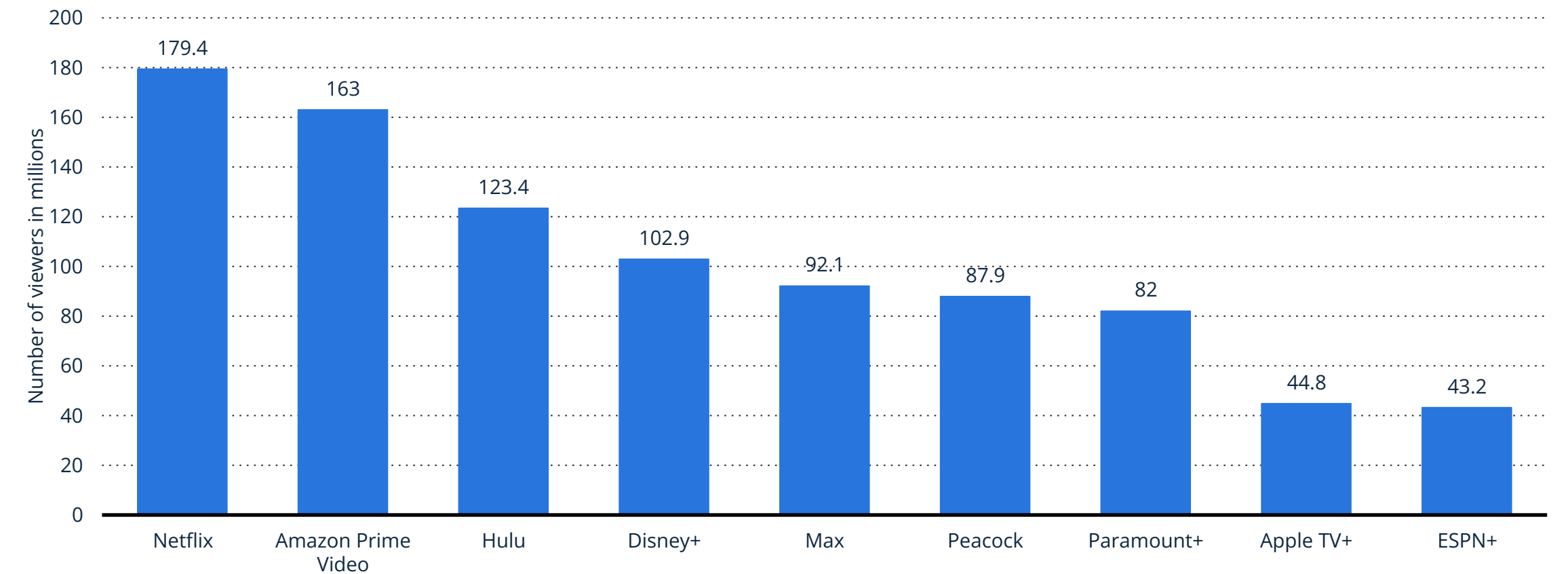
Market shares of selected subscription video-on-demand (SVOD) services in the United States in 4th quarter 2024

Market share of SVOD platforms in the U.S. 2024



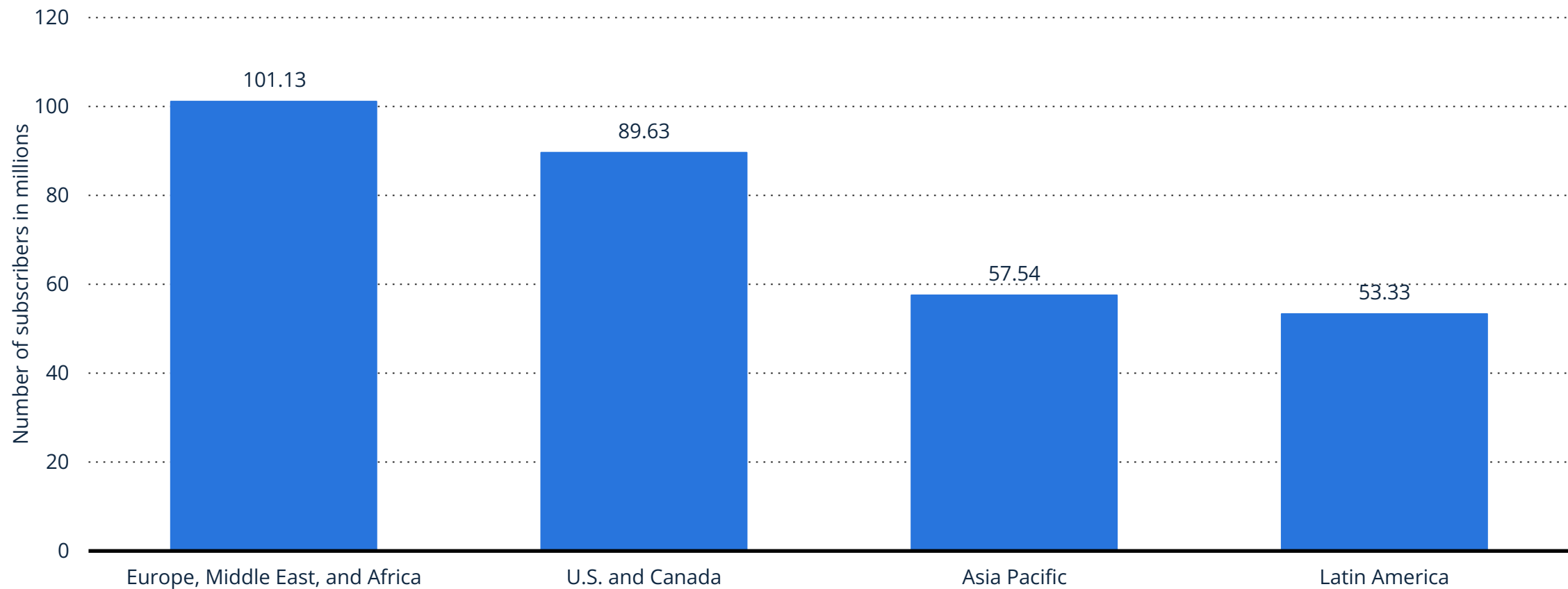
Number of subscription over-the-top (OTT) video viewers in the United States in 2024, by platform (in millions)

Subscription OTT video viewers in the U.S. 2024, by platform



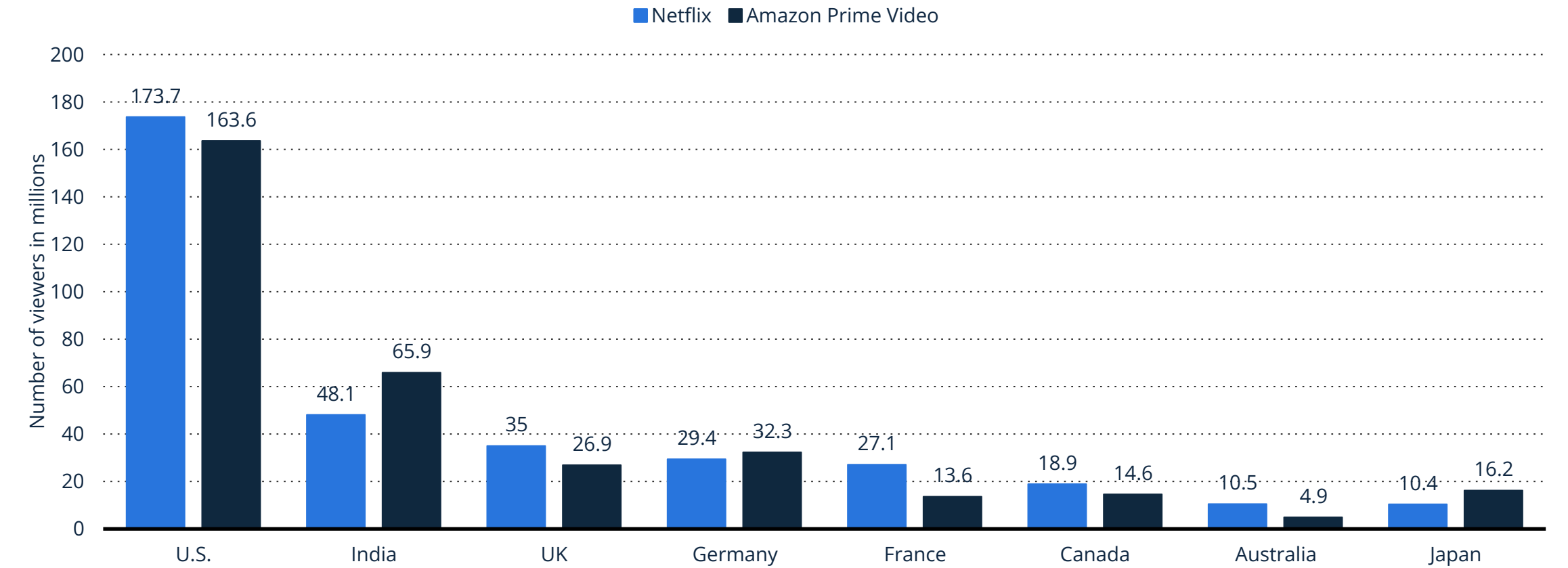
Number of Netflix paying streaming subscribers worldwide as of 4th quarter 2024, by region (in millions)

Netflix: number of paid subscribers Q4 2024, by region



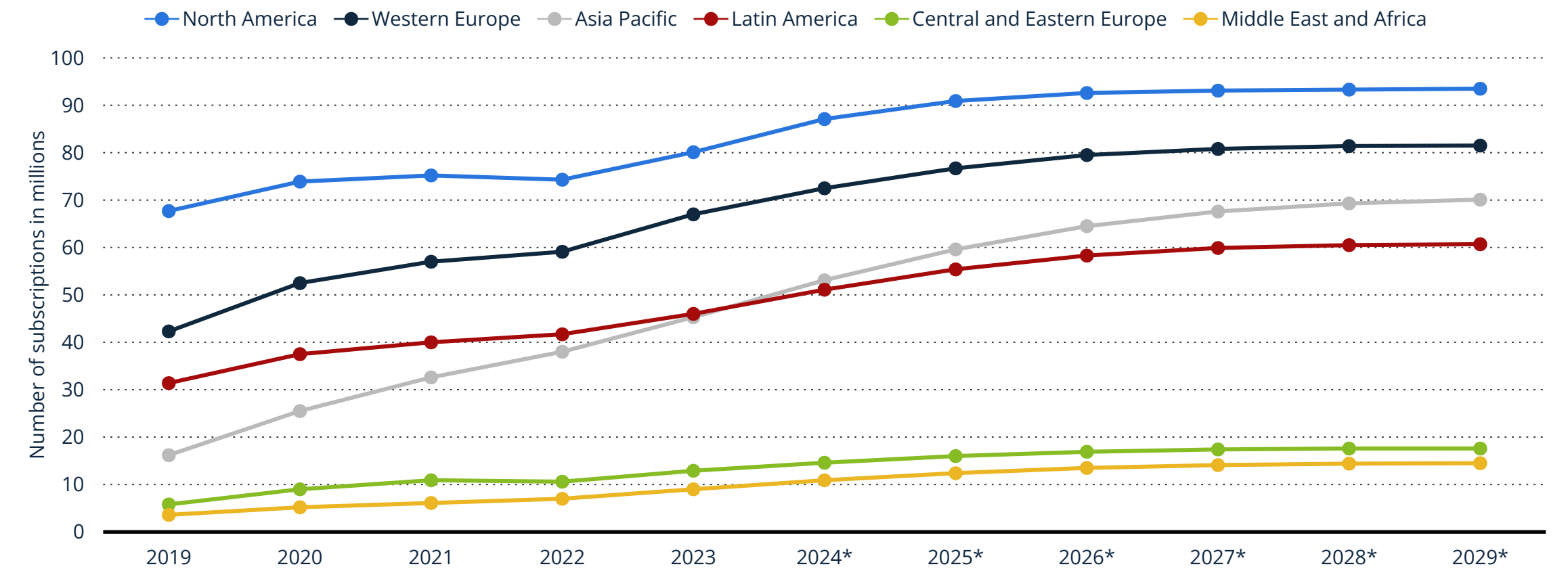
Number of Netflix and Amazon Prime Video viewers in selected countries worldwide in 2024 (in millions)

Netflix and Amazon Prime Video viewers worldwide 2024, by country



Number of Netflix subscriptions worldwide from 2019 to 2029, by region (in millions)

Netflix subscriptions worldwide 2019-2029, by region

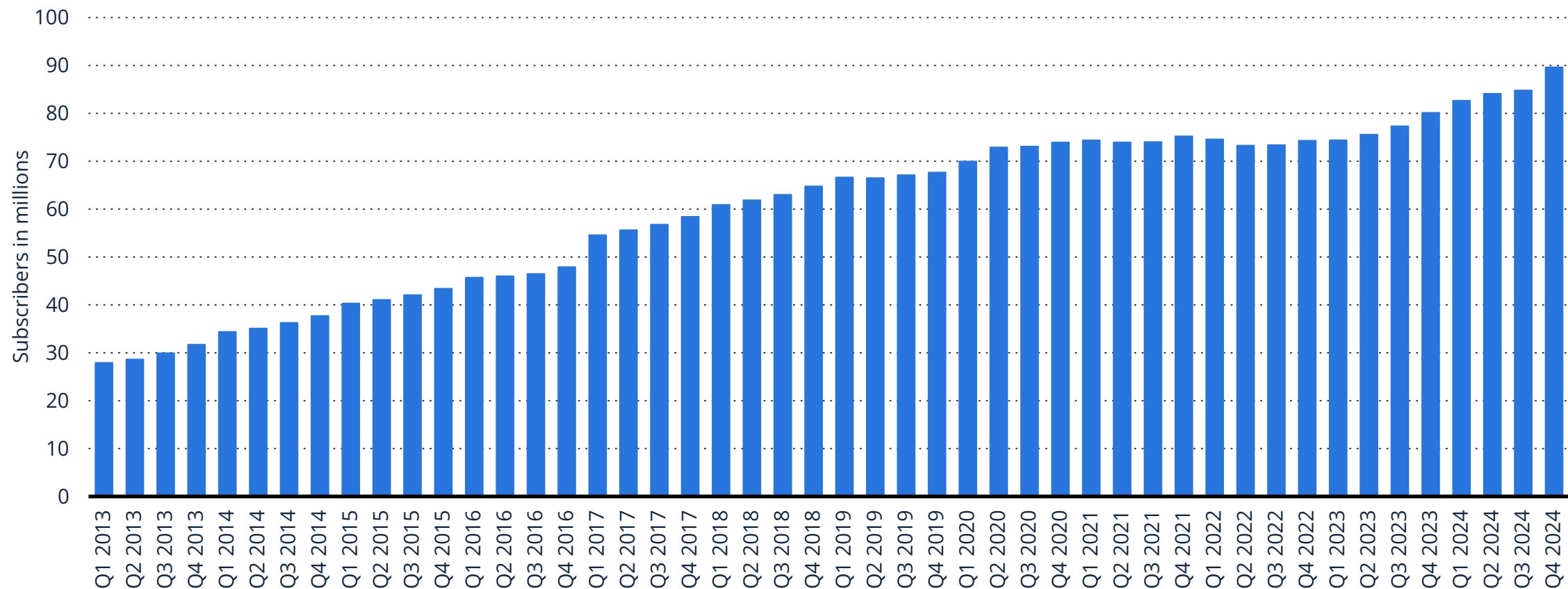


CHAPTER 02

Consumer behavior and demographics

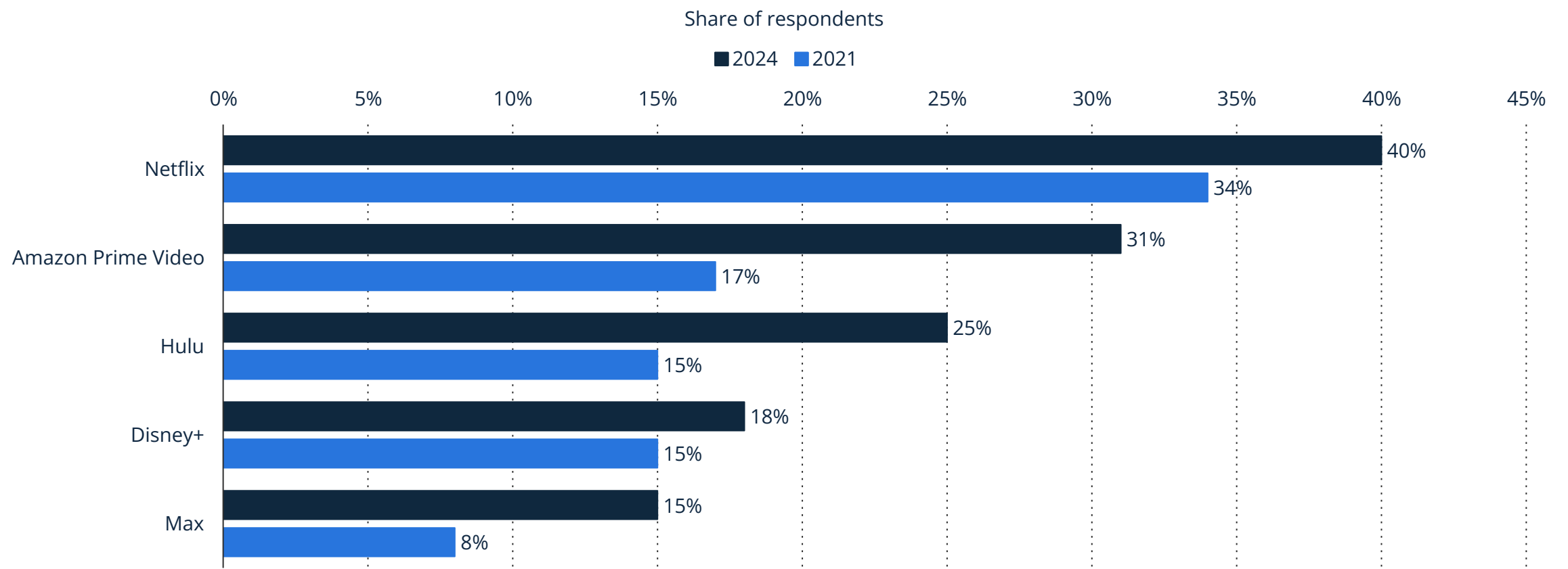
Number of Netflix paying streaming subscribers in the United States and Canada from 1st quarter 2013 to 4th quarter 2024 (in millions)

Quarterly Netflix paid streaming subscribers in the U.S. and Canada 2013-2024



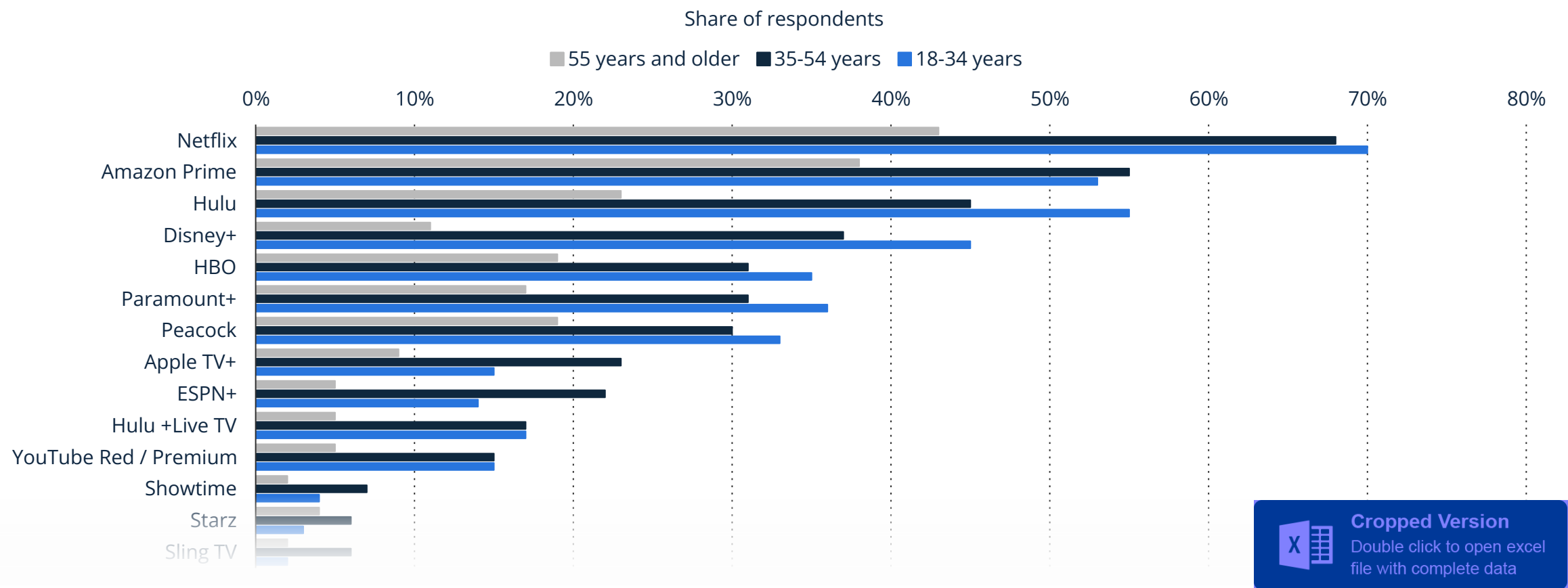
Share of consumers considering selected video streaming services to be essential in the United States in 2021 and 2024

Video streaming services considered essential by consumers in the U.S. 2021-2024



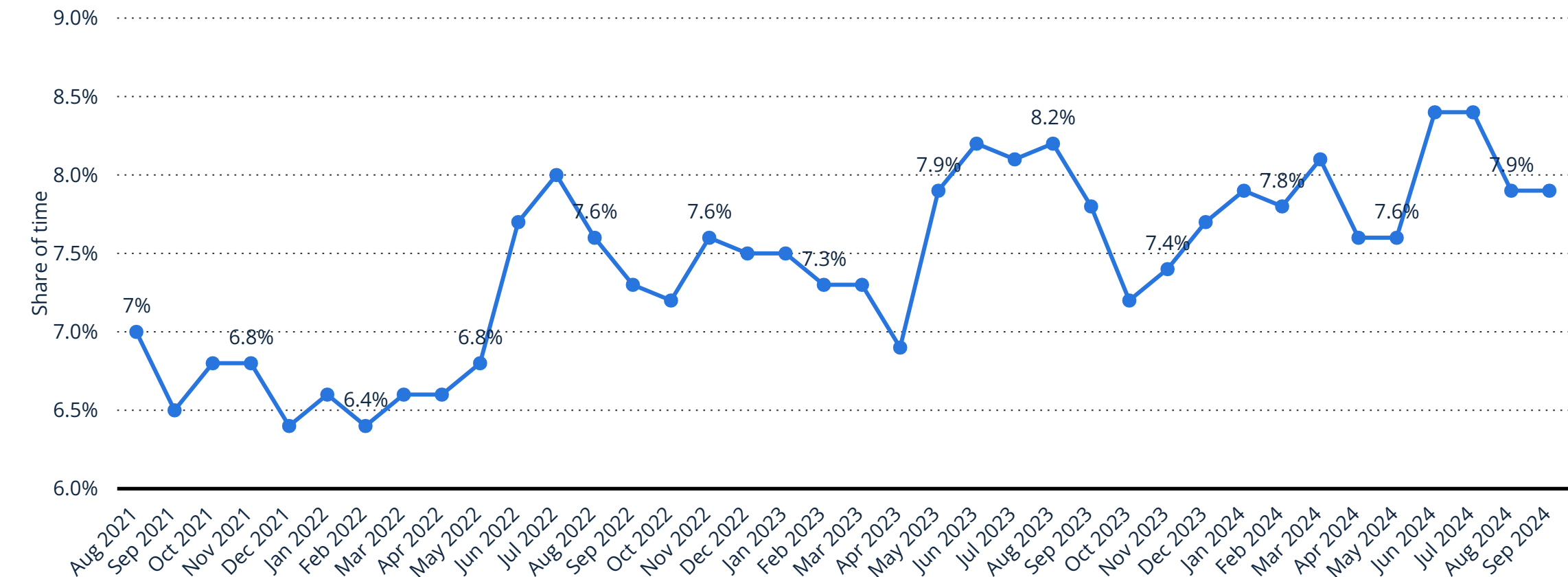
Share of people subscribing to paid video streaming on the selected streaming platforms in the United States as of March 2024, by age

Share of paid video streaming subscribers in the U.S. 2024, by age



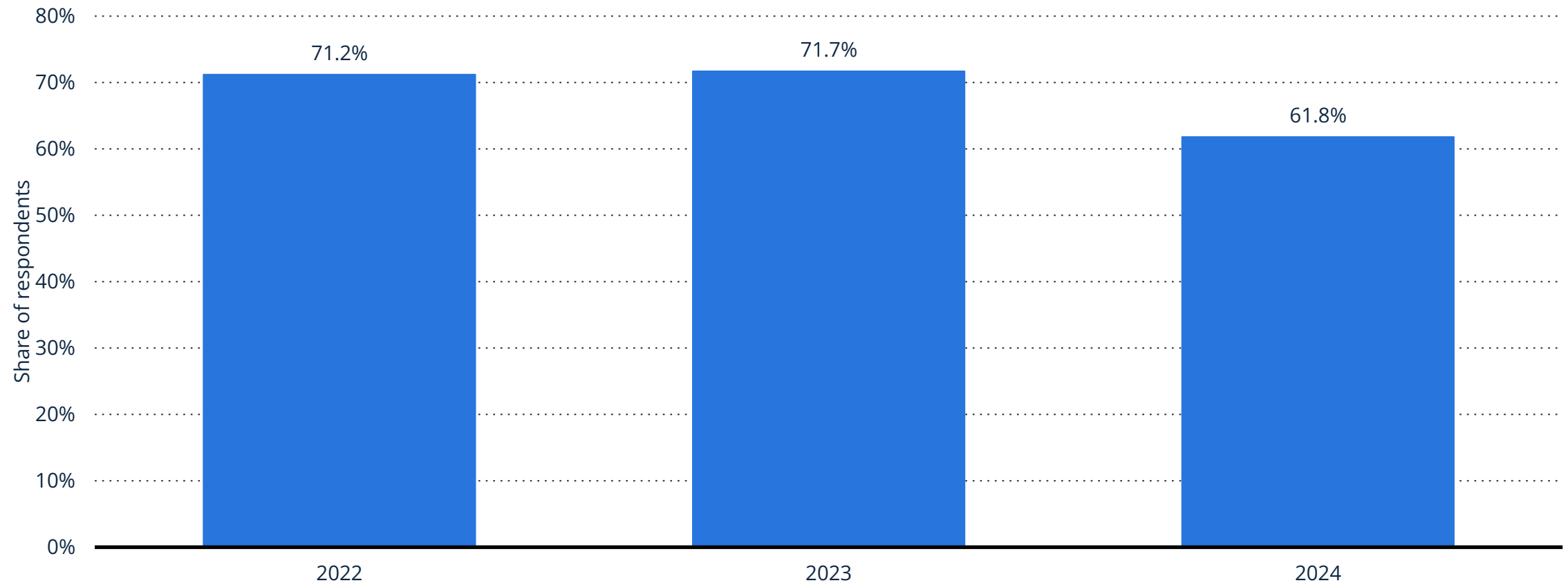
Share of time spent watching Netflix out of all hours spent watching television in the United States from August 2021 to September 2024

Share of Netflix time among total TV content viewing in the U.S. 2021-2024



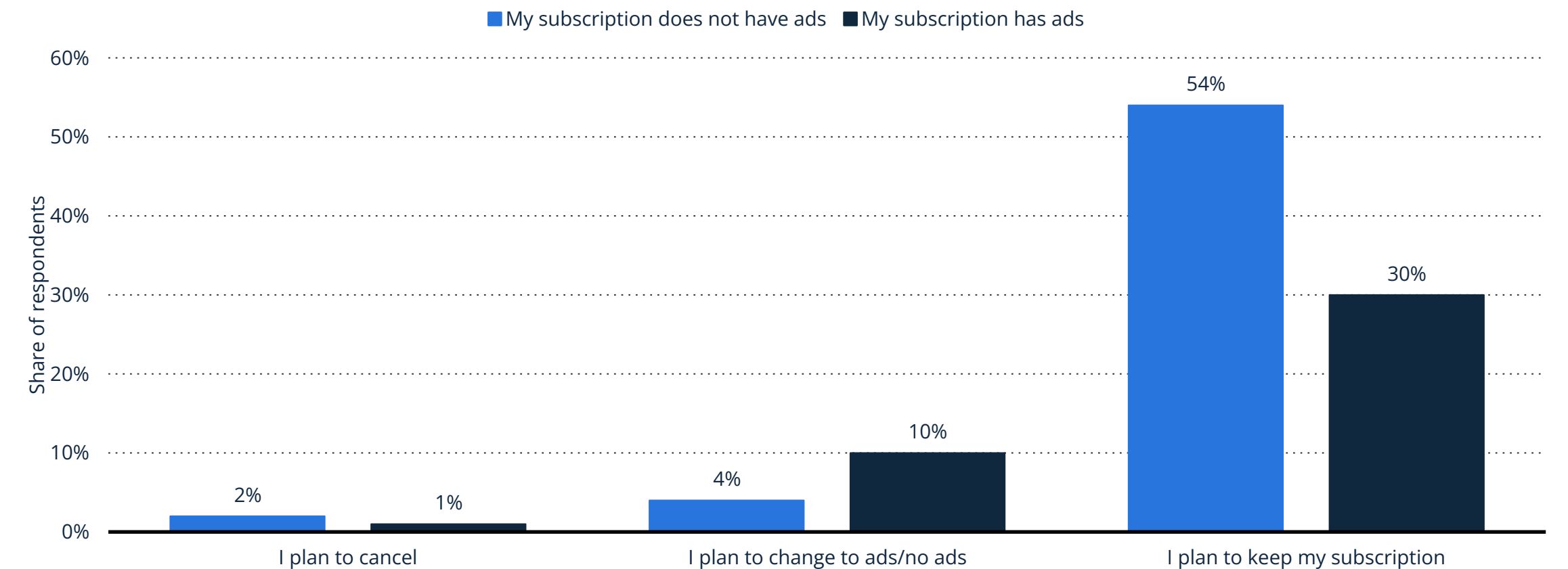
Share of consumers watching Netflix once a week in the United States from 2022 to 2024

Users watching Netflix once a week in the U.S. 2022-2024



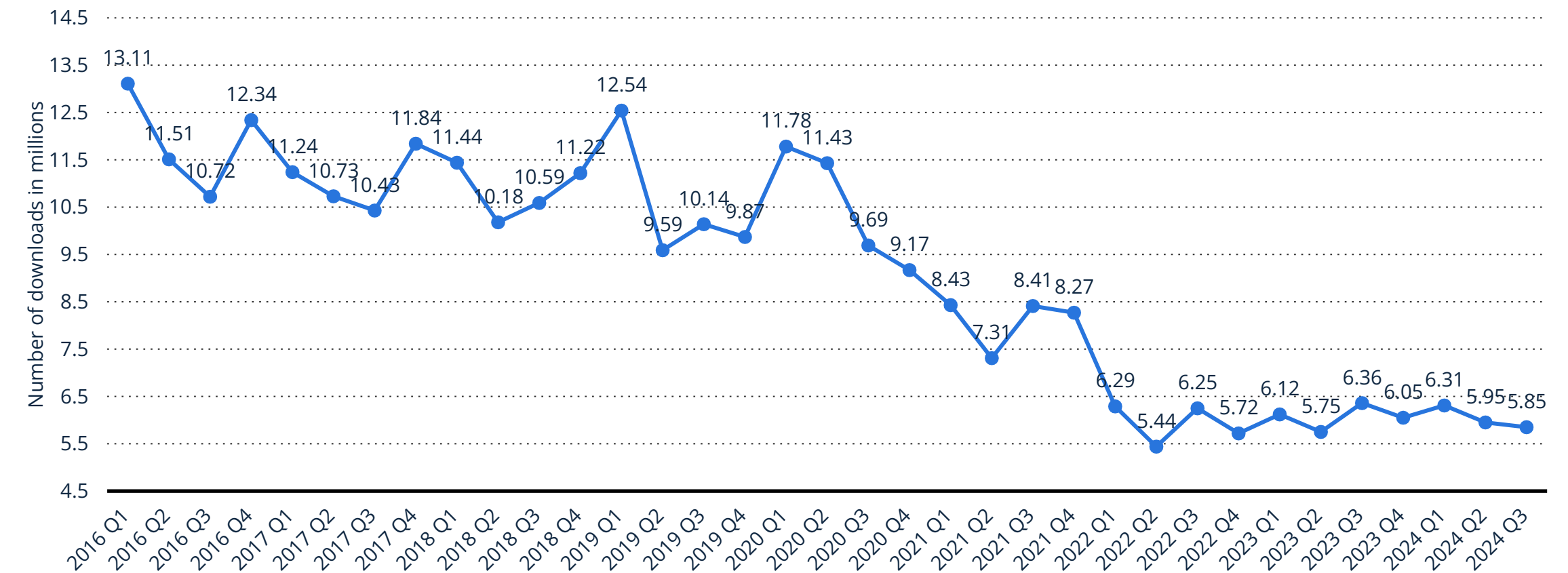
Current Netflix user's subscription plans for the next three months in the United States as of July 2024

Netflix subscribers' plan for the upcoming three months in the U.S. 2024



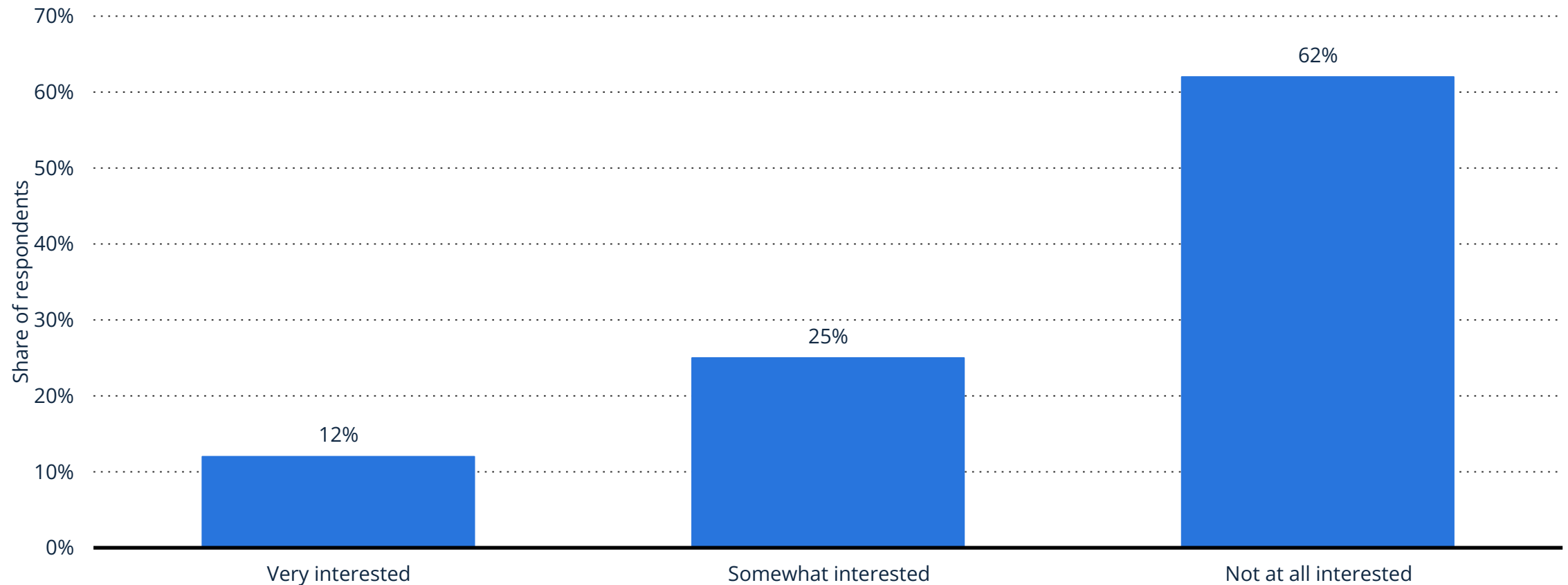
Number of Netflix app downloads in the United States from 1st quarter 2016 to 3rd quarter 2024 (in millions)

U.S. Netflix quarterly app downloads 2016-2024



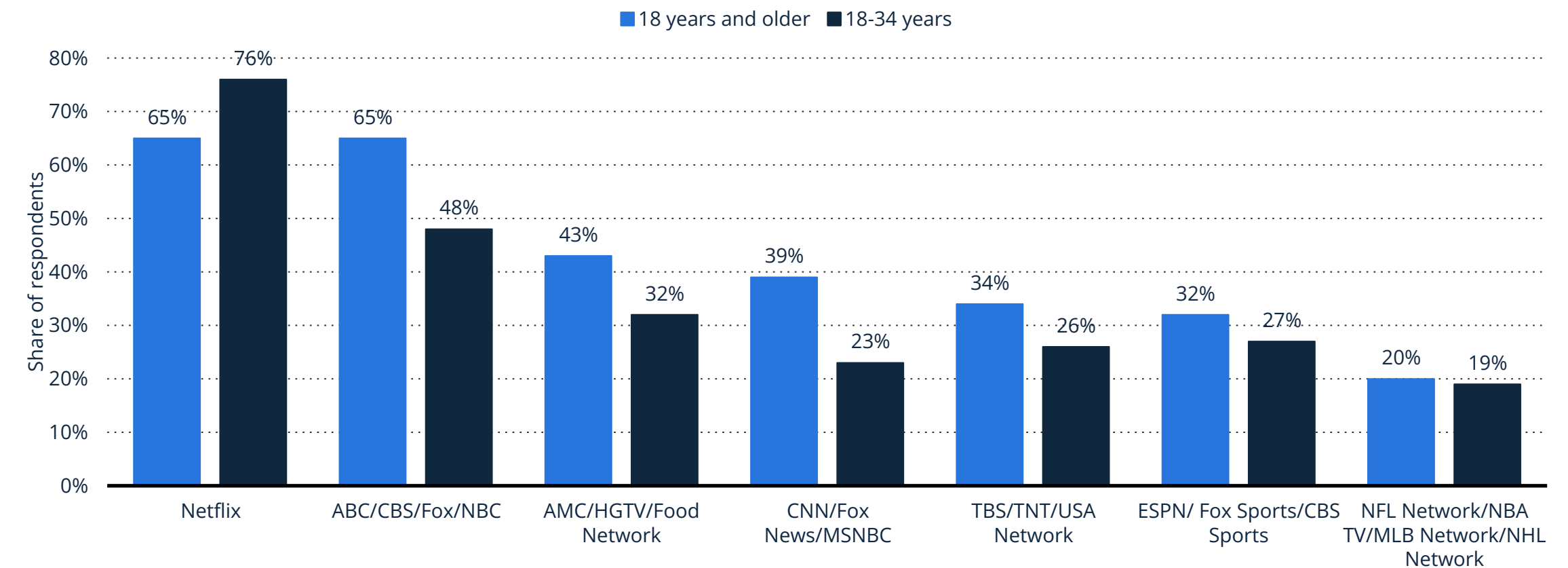
Interest in subscribing to Comcast's new StreamSaver bundle consisting of Apple TV+, Netflix, and Peacock in the United States as of May 2024

Interest in new StreamSaver bundle in the U.S. 2024



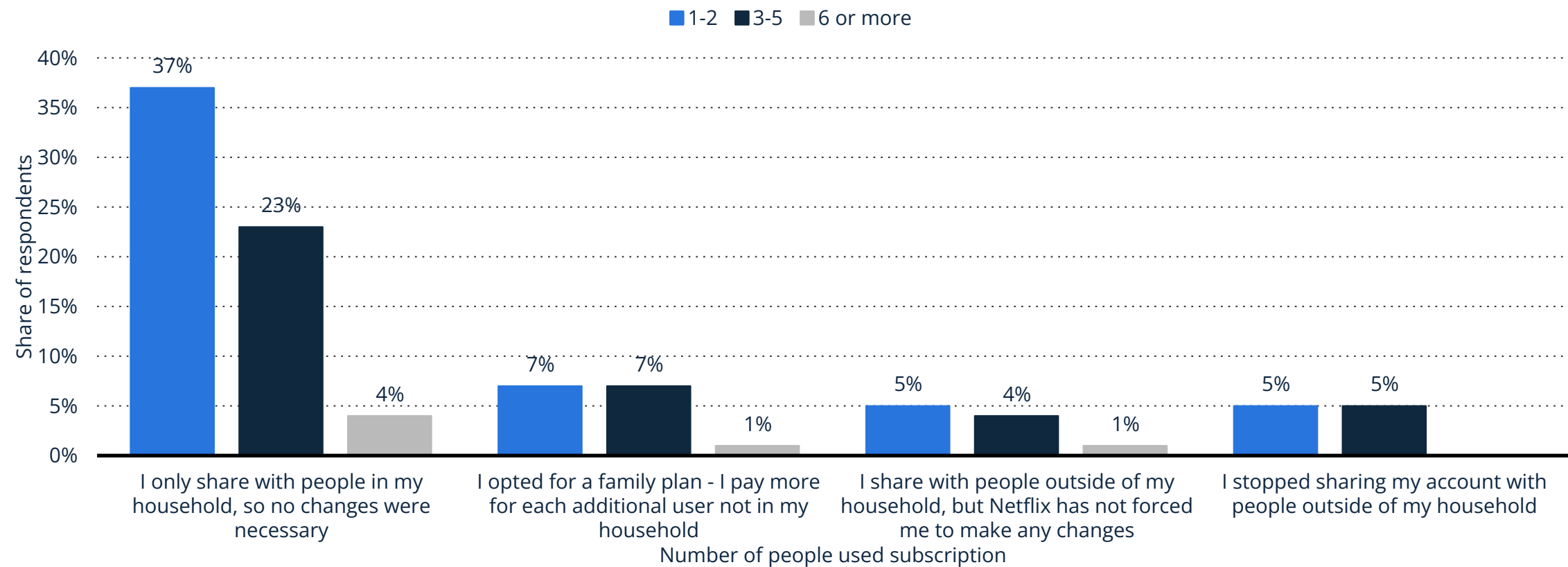
Reach of Netflix and selected television network combinations during the last month in the United States as of spring 2024

Monthly Netflix and TV network combinations in the United States 2024



Consumers responses to Netflix's password-sharing crackdown in the United States as of July 2024, by number of other subscription users over past three months

Consumer's responses to Netflix's password-sharing crackdown in the U.S. 2024

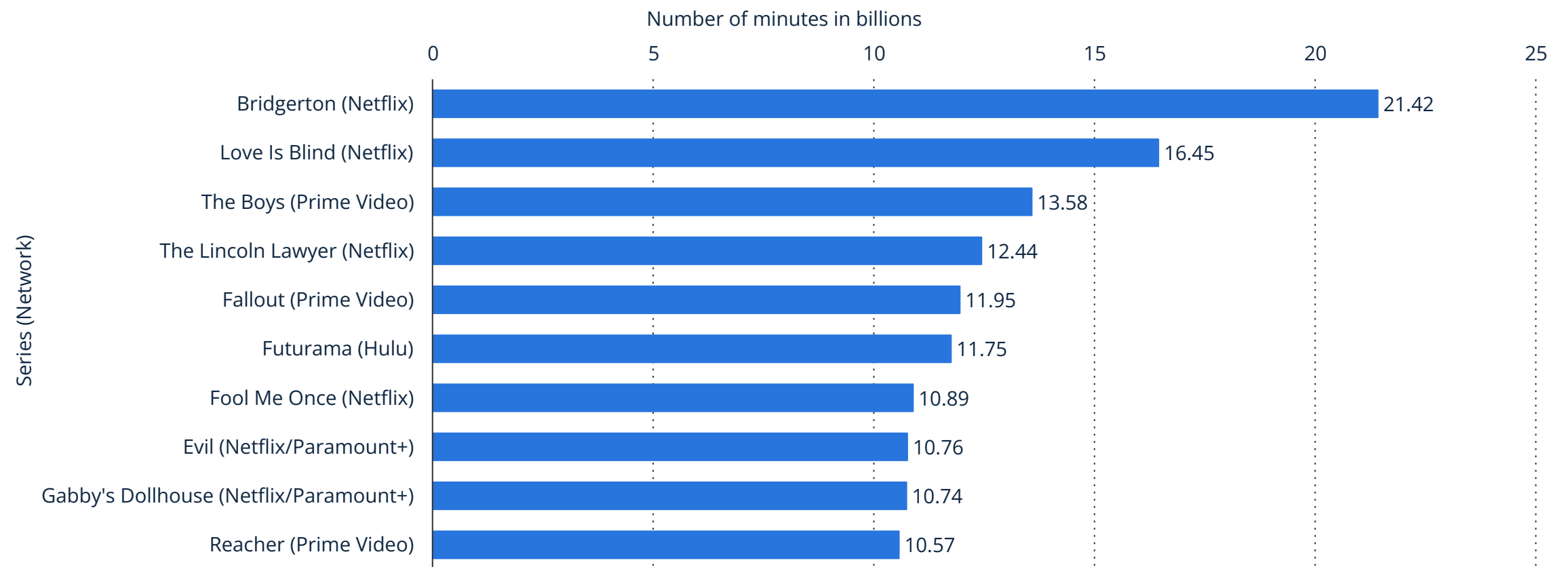


CHAPTER 03

Popular content

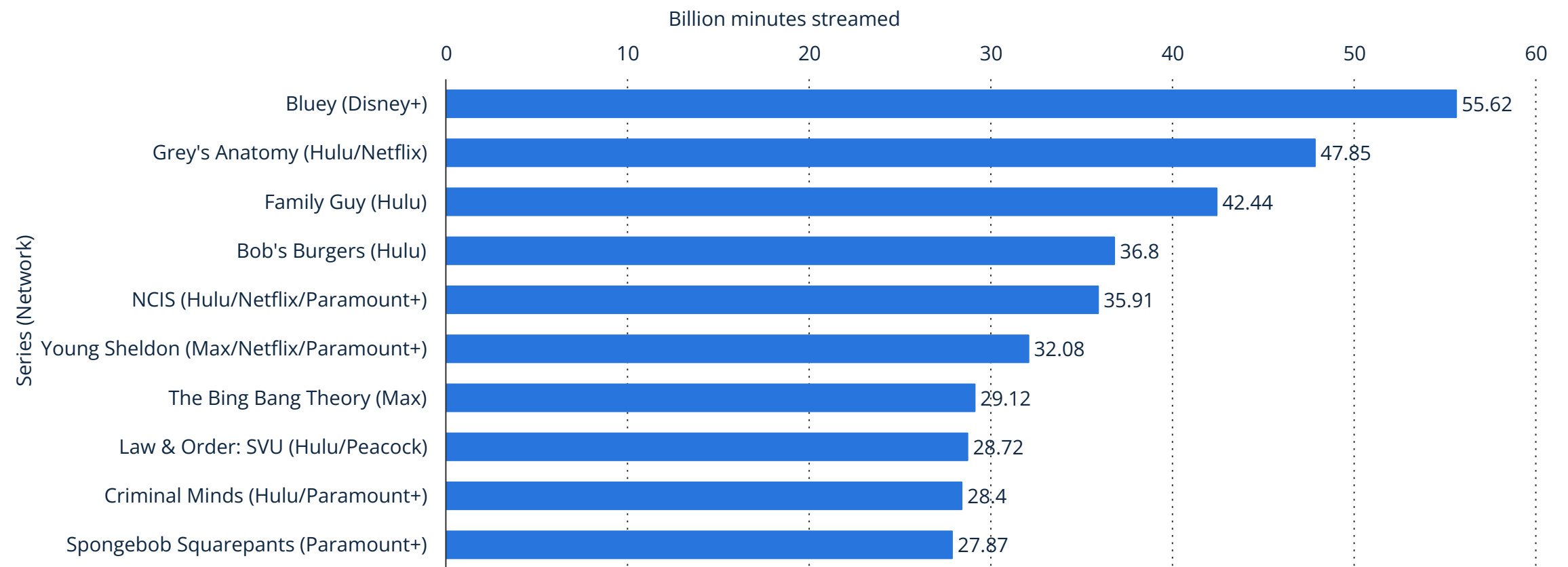
Minutes streamed of original TV series on subscription video streaming services in the United States in 2024 (in billions)

Leading original TV series on SVOD services in the U.S. 2024, by minutes streamed



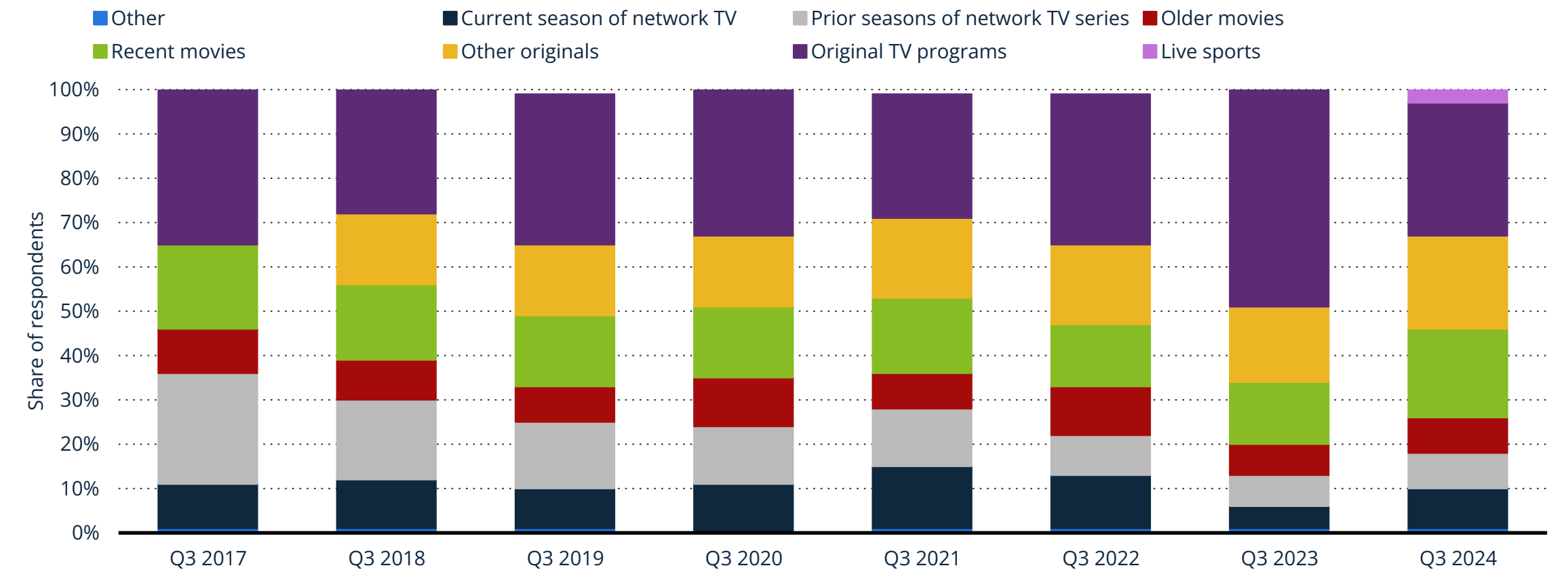
Ranking of acquired series on streaming services in the United States in 2024 (in billion minutes streamed)

Most watched acquired series on VOD services in the U.S. 2024



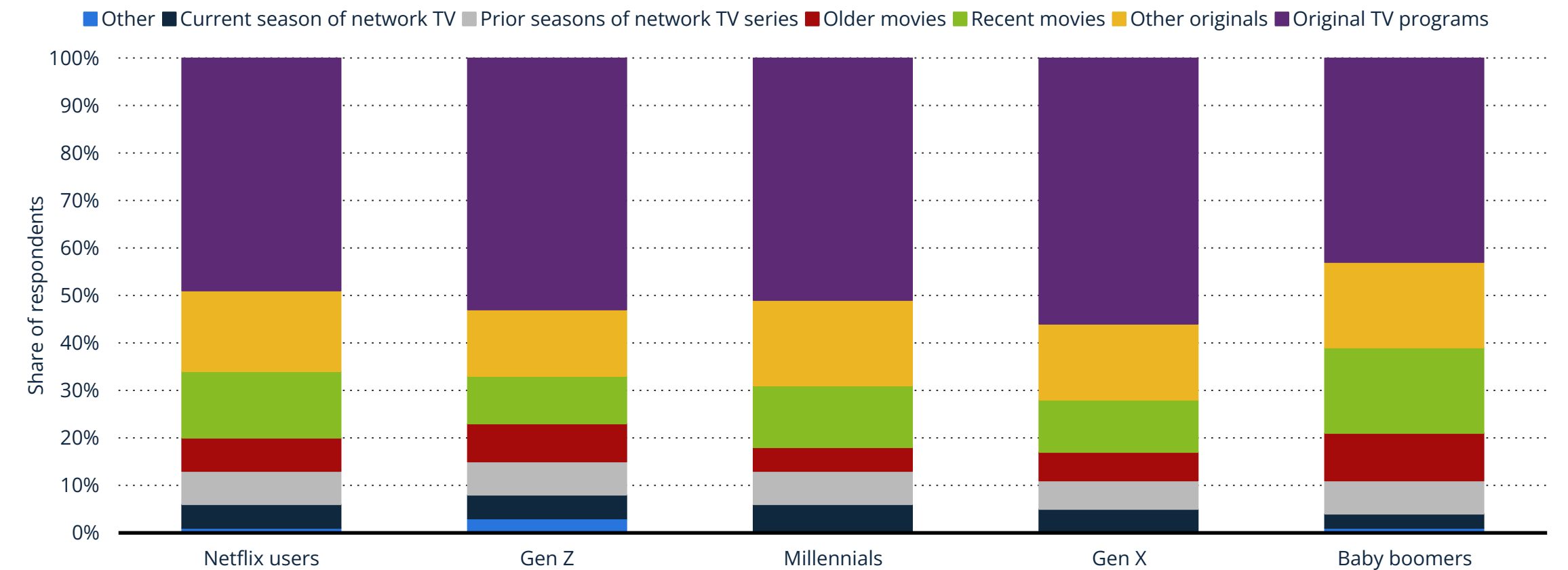
Most enjoyed content on Netflix according to internet consumers in the United States from 3rd quarter 2017 to 3rd quarter 2024

Most enjoyed content on Netflix in the U.S. 2017-2024



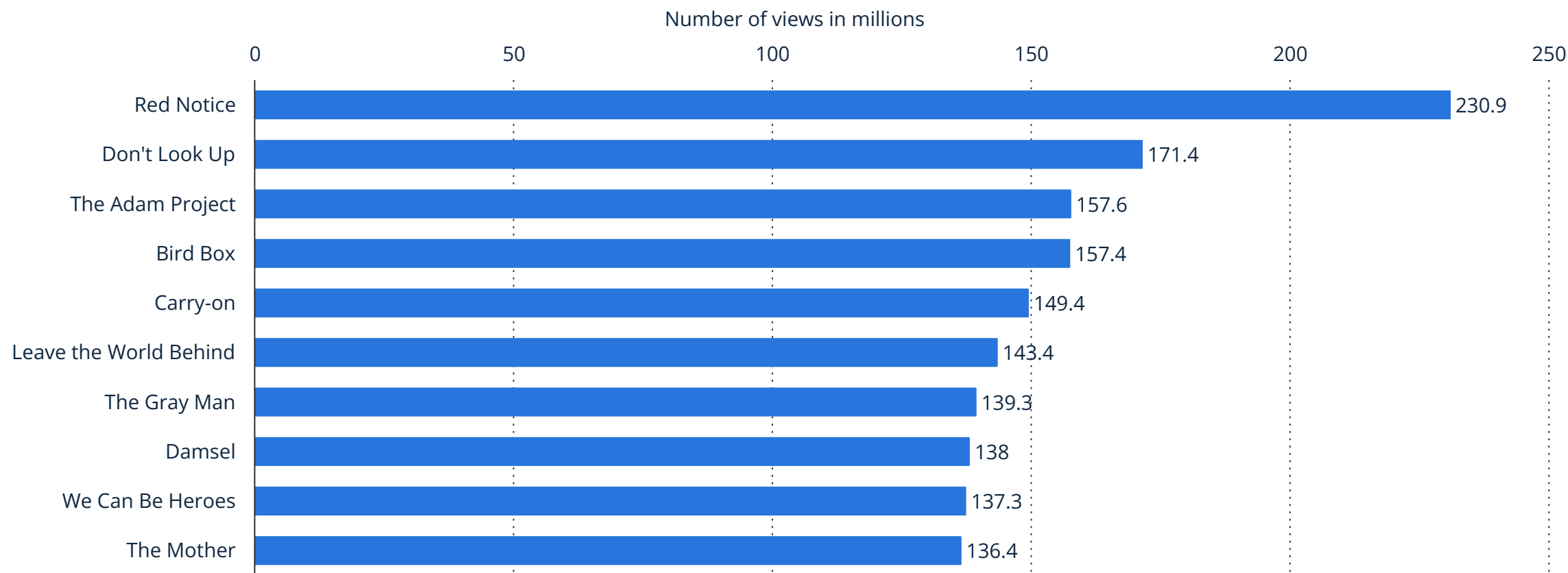
Most enjoyed content on Netflix in the United States according to internet consumers as of 3rd quarter 2023, by generation

Most enjoyed content on Netflix in the U.S. Q3 2023, by generation



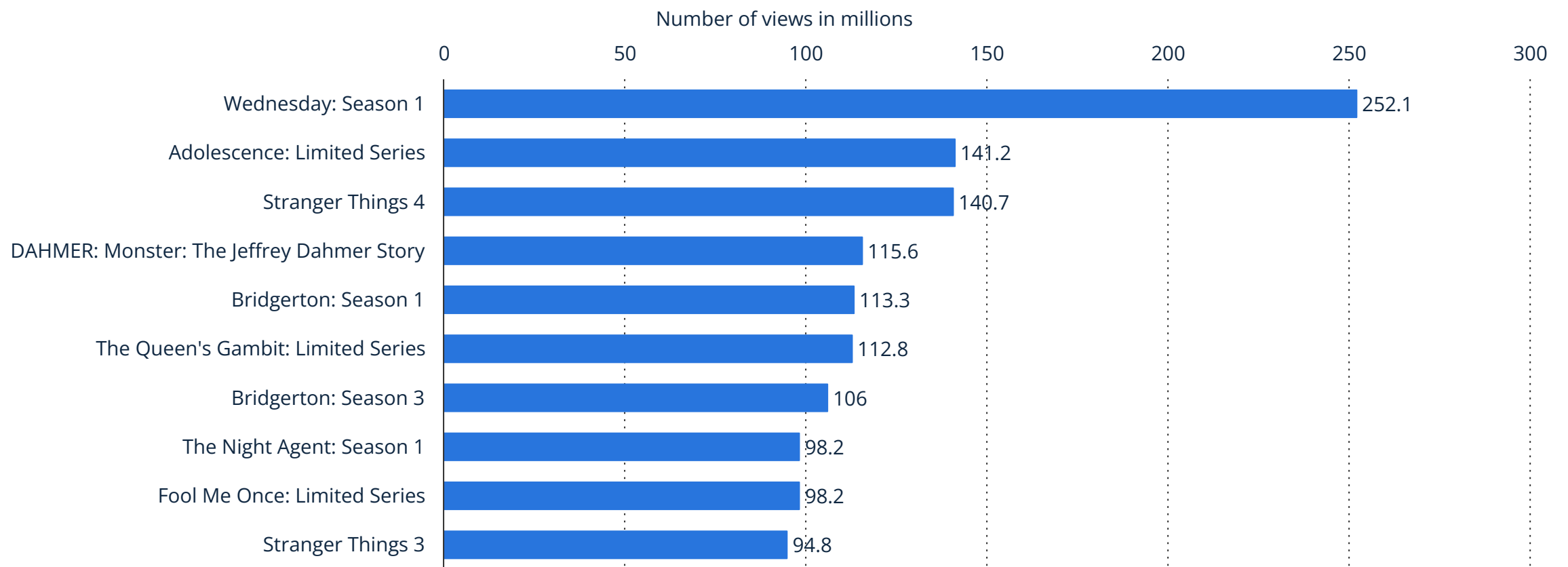
Most popular English-language Netflix movies of all time as of January 2025, by number of views (in millions)

Most viewed English-language Netflix films 2025



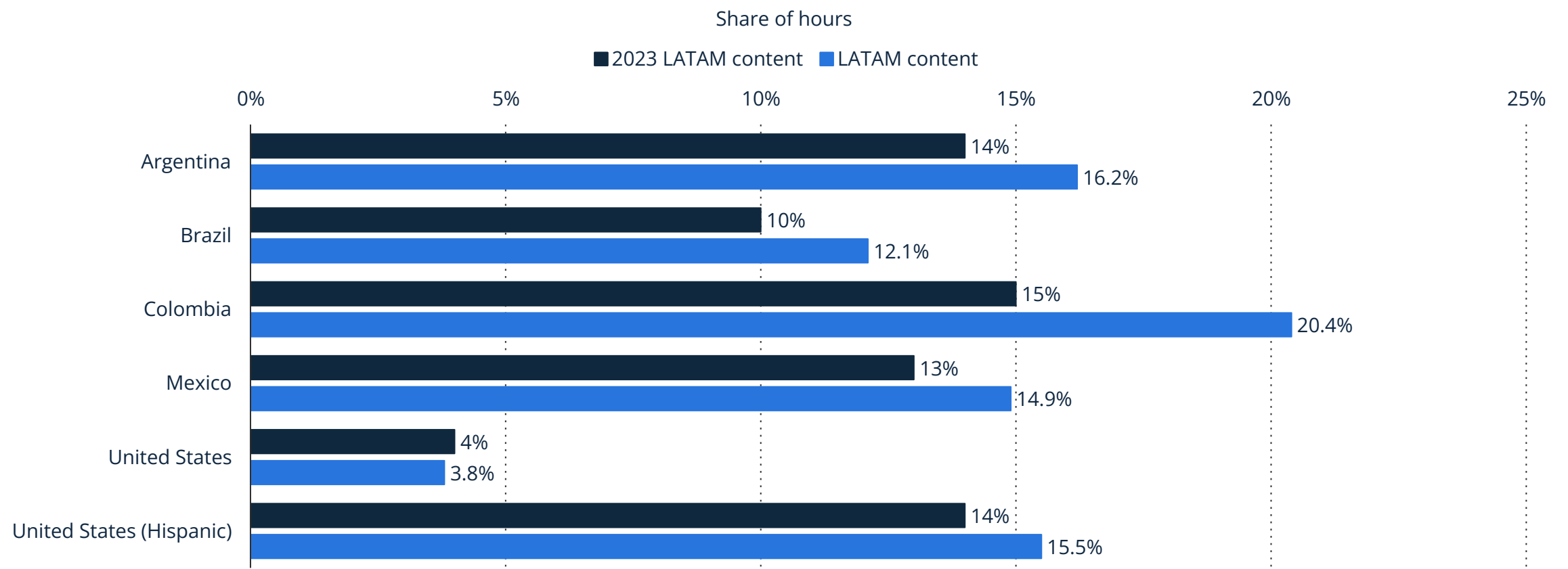
Most popular English-language Netflix TV shows of all time as of June 2025, by number of views (in millions)

Most viewed English-language Netflix TV shows 2025



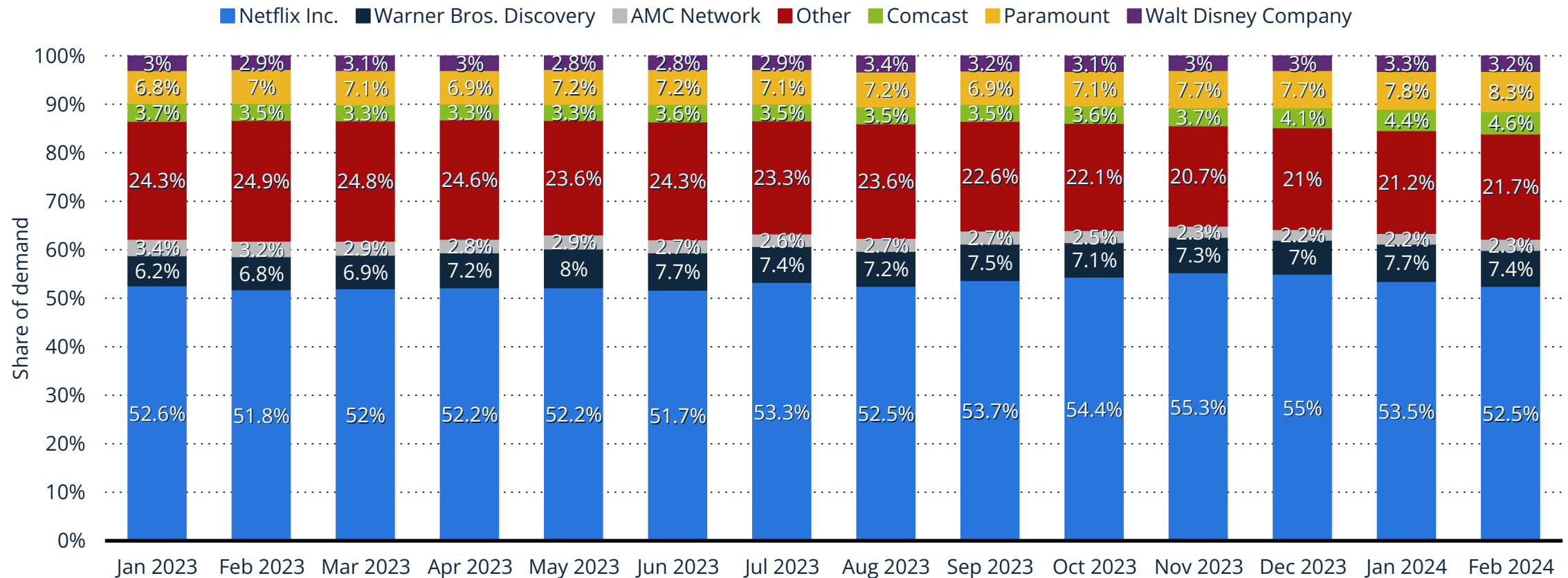
Share of hours of Latin American content viewed on Netflix in selected countries in Latin America and in the United States in 2023, by type

Share of Latin American content hours viewed on Netflix in LATAM and U.S. 2023



Distribution of Netflix's content catalog demand in the United States from January 2023 to February 2024, by corporate owner

Netflix content catalog demand share in the U.S. 2023-2024, by corporate owner



Sources

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