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**Q1 2021**

# **SVOD Catalog Insights**

Top Streaming Service & Production Company Rankings

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To keep users engaged during the pandemic, subscription streaming services have been keeping their catalogs stocked with plenty of fresh, rotating content - from original, exclusive movies and TV shows, to children's shows to entertain families staying indoors, to reality TV for those missing out on live action. Read this report to find out which streaming service catalogs are leading the pack.

## Highlights:

- **HBO Max, Philo,** and **Amazon Prime Video** added the most episodes and movies to their catalogs in Q1 2021.
- **Netflix** is still the one to beat in terms of volume of new original content.
- **Discovery+** made a big splash — immediately ranking in the top ten for most content added this quarter, new original content, and the reality TV genre.
- **Disney+** showed competitors how a streaming service can thrive with family-friendly content. Now the rest, and most notably Netflix and HBO Max, are rushing to follow suit.
- **Sports fans** are drawn to reality TV when they're not watching the big game, and streaming services are taking notes. Reality TV shows available across all SVOD platforms this quarter increased by 92% year-over-year.
- **Production company Paramount saw the most movies added** to any U.S. SVOD service in Q1 2021, though less than a fifth of these films ended up in CBS All Access (now Paramount+). Meanwhile, a whopping 32% of Paramount movies added to SVODs this quarter found a home in Amazon Prime Video, including the hit sequel *Coming 2 America*, which enjoyed the fourth biggest opening weekend shares of engagement of any movie that premiered on an SVOD platform this quarter.
- In the last six months, **movies were passed around** from one streaming service to another **2.4x** on average in the United States.

*Reelgood's video-on-demand (VOD) Catalog Insights product enables streaming services and studios to accelerate growth, drive content acquisition and development, and inform partnership decisions. All of this is driven by the industry's most accurate and comprehensive TV show and movie streaming availability and metadata, which covers 180+ SVOD, AVOD, TVOD, and TV Everywhere services and includes 150K+ movies, 20K+ TV shows, 1.3M+ TV episodes. This report features data for the United States. Contact [sales@reelgood.com](mailto:sales@reelgood.com) for data for the United Kingdom.*

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## Top SVODs in the United States by Content Additions

A year into the pandemic sees streaming services still thriving. To meet the demand of audiences stuck inside their homes and to compete in today's booming streaming ecosystem, SVOD platforms are consistently growing their catalogs of content. This quarter, services like HBO Max, Philo, and Amazon Prime Video led the charge in making sure each new month brings an abundance of fresh content for subscribers to choose from.

### Top 10 SVODs by Episodes Added in Q1 2021

Rank	SVOD Streaming Service	Rank Change vs. Q4 2020
1	HBO Max	+5
2	Philo	+5
3	Hulu	+2
4	CBS All Access	-3
5	Peacock Premium	-3
6	Disney+	+2
7	Amazon Prime Video	-4
8	Netflix	-4
9	Discovery+	N/A
10	BritBox	0

Source: Reelgood's VOD Catalog Insights Product

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### Top 10 SVODs by Movies Added in Q1 2021

Rank	SVOD Streaming Service	Rank Change vs. Q4 2020
1	Amazon Prime Video	0
2	HBO Max	+1
3	Hulu	-1
4	Peacock Premium	+2
5	CBS All Access	0
6	Netflix	-2
7	Philo	0
8	Showtime	+3
9	STARZ	-1
10	Disney+	+6

Source: Reelgood's VOD Catalog Insights Product

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\*For more information about this data, see the methodology section on the final page of this report

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## Top SVODs in the United States by Original TV Show Additions

As the battle for dominance intensifies in the streaming space, it's becoming increasingly clear that unique and exclusive content is the key to success. Newcomer Discovery+ immediately surged to the ninth spot in the rankings for the most original TV show and episode adds while the big three are still Netflix, HBO Max, and Amazon Prime Video — in that particular order.

Top 10 SVODs by Original TV Shows Added in Q1 2021

Rank	SVOD Streaming Service	Rank Change vs. Q4 2020
1	Netflix	0
2	HBO Max	0
3	Amazon Prime Video	0
4	Disney+	+2
5	Hulu	-1
6	Apple TV+	+1
7	Peacock Premium	+3
8	HBO	-3
9	Discovery+	N/A
10	CBS All Access	+3

Source: Reelgood's VOD Catalog Insights Product

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Top 10 SVODs by Original Episodes Added in Q1 2021

Rank	SVOD Streaming Service	Rank Change vs. Q4 2020
1	Netflix	0
2	HBO Max	0
3	Amazon Prime Video	+1
4	AMC Premiere	-1
5	Disney+	+1
6	Apple TV+	+3
7	Hulu	-2
8	HBO	-1
9	Discovery+	N/A
10	Epix Now	+1

Source: Reelgood's VOD Catalog Insights Product

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# Top SVODs in the United States by Children/Family Content Additions

With families advised to remain indoors for the most part, children’s content has proven to be the [clear winner](#) during the pandemic. The New York Post [reports](#), “Tinseltown has gone animation crazy in the wake of the pandemic”. Disney+ showed competitors how a streaming service can thrive with family-friendly content. Now the rest, and most notably [Netflix](#) and [HBO Max](#), are rushing to follow suit.

Top 10 SVODs by Children/Family Episodes Added in Q1 2021

Rank	SVOD Streaming Service	Rank Change vs. Q4 2020
1	HBO Max	+7
2	Disney+	+5
3	CBS All Access	-1
4	Hulu	+2
5	Netflix	-2
6	Philo	-5
7	Peacock Premium	-3
8	Amazon Prime Video	-3
9	Apple TV+	+1
10	BritBox	-1

Source: Reelgood’s VOD Catalog Insights Product

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Top 10 SVODs by Children/Family Movies Added in Q1 2021

Rank	SVOD Streaming Service	Rank Change vs. Q4 2020
1	Amazon Prime Video	0
2	Disney+	+8
3	HBO Max	-1
4	Hulu	0
5	Netflix	-2
6	Peacock Premium	-1
7	Philo	-1
8	HBO	+4
9	STARZ	+2
10	CBS All Access	-3

Source: Reelgood’s VOD Catalog Insights Product

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\*For more information on episodes and movies filed under the Children/Family genre, contact [sales@reelgood.com](mailto:sales@reelgood.com)

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## Top SVODs in the United States by Reality TV Content Additions

During ViacomCBS Inc’s Q4 2020 Earnings Call — Chris McCarthy, President of Entertainment & Youth Brands, ViacomCBS Domestic Media Networks [observed](#) that reality TV is what sports fans are drawn to when they’re not watching the big game. Whether or not they’re subscribed to this belief, SVODs definitely appear to be investing more towards the reality genre. This quarter, subscription streaming services have almost double the number of reality TV shows they had in Q1 of 2020 collectively -- 92% more, to be exact.

### Top 10 SVODs by Reality TV Shows Added in Q1 2021

Rank	SVOD Streaming Service	Rank Change vs. Q4 2020
1	Philo	0
2	Hulu	+2
3	Amazon Prime Video	+3
4	Netflix	-1
5	CBS All Access	-3
6	Discovery+	N/A
7	HBO Max	0
8	Disney+	0
9	Peacock Premium	-4
10	Apple TV+	0

Source: Reelgood’s VOD Catalog Insights Product

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### Top 10 SVODs by Reality TV Episodes Added in Q1 2021

Rank	SVOD Streaming Service	Rank Change vs. Q4 2020
1	Philo	0
2	Hulu	+2
3	CBS All Access	0
4	HBO Max	+3
5	Amazon Prime Video	0
6	Discovery+	N/A
7	Disney+	+1
8	Peacock Premium	-6
9	Netflix	-3
10	Apple TV+	+1

Source: Reelgood’s VOD Catalog Insights Product

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\*For more information on episodes filed under the Reality TV genre, contact [sales@reelgood.com](mailto:sales@reelgood.com)

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## Top Production Companies by Content Added to SVODs in the United States

As filming and production get further delayed by the pandemic, streaming services turn to licensed content [to keep subscribers engaged](#). Interestingly, this quarter saw Cartoon Network Studios rise to the top, thanks in large part to HBO Max [licensing more kids content](#) from the company. Production company Paramount saw the most movies added to any U.S. SVOD service in Q1 2021, though less than a fifth of these films ended up in CBS All Access (now Paramount+). Meanwhile, a whopping 32% of Paramount movies added to SVODs this quarter found a home in Amazon Prime Video, including the hit sequel *Coming 2 America*, which enjoyed the [fourth biggest opening weekend](#) shares of engagement of any movie that premiered on an SVOD platform this quarter.

Top 10 Production Companies by Episodes Added to SVODs in Q1 2021

Rank	Production Company
1	Cartoon Network Studios
2	Universal Television
3	Warner Bros. Television
4	20th Century Fox Television
5	Wolf Films
6	Steven Levitan Productions, Picador Productions
7	Walt Disney Television Animation
8	Sony Pictures Television
9	CBS Television Studios
10	British Broadcasting Corporation

Source: Reelgood's VOD Catalog Insights Product

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Top 10 Production Companies by Movies Added to SVODs in Q1 2021

Rank	Production Company
1	Paramount
2	Warner Bros. Pictures
3	Universal Pictures
4	Columbia Pictures
5	Metro-Goldwyn-Mayer
6	20th Century Fox
7	Lionsgate
8	United Artists
9	New Line Cinema
10	Walt Disney Productions

Source: Reelgood's VOD Catalog Insights Product

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# DATA BITES

In the last six months, movies were passed around from one streaming service to another **2.4x** on average in the United States.

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Today, the average TV show in the United States has **episodes streaming in two different services.**

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# Learn how VOD Catalog Insights enables data-driven decisions

The screenshot displays the 'CATALOG DETAILS' view for Netflix. It includes a table of titles and a 'SERVICE: Netflix' callout. A 'Rent: \$3.99' callout is also visible over a movie poster.

TITLE	CONTENT TYPE	SERVICE	PRODUCTION COMPANY	NETWORK
I'm Thinking of Ending Things	Movie	Netflix	Lucky Story, Projective Testing Service	Does not apply to movies
The Babysitter: Killer Queen	Movie	Netflix	Wunderland Sound and Vision	Does not apply to movies
Santana	Movie	Netflix	Does not apply to movies	Does not apply to movies
The Old Guard	Movie	Netflix	Demner and DeLish Productions, Que Films, Skydance Media	Does not apply to movies
Train to Busan	Movie	Netflix	Naer Entertainment World, RedFator Film	Does not apply to movies
After	Movie	Netflix	CallMagic, Offspring Entertainment, Wattpad	Does not apply to movies
Project Power	Movie	Netflix	Screen Arcade, Supermarché	Does not apply to movies
The Social Dilemma	Movie	Netflix	Argent Pictures, Exposure Labs, The Space Program	Does not apply to movies
Back to the Future	Movie	Netflix	Ambin Entertainment, Universal Pictures	Does not apply to movies
Spider-Man: Into the Spider-Verse	Movie	Netflix	Arad Productions, Columbia Pictures, Lord Miller, Marvel	Does not apply to movies

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Reelgood provides the most accurate and comprehensive streaming guide, with every TV show and movie available online. Companies such as Roku, Microsoft, Warner Bros., Disney, and LG rely on Reelgood's catalog data to help their businesses succeed. Founded in 2015, the company has raised \$11MM in venture capital and performed three acquisitions. Reelgood is headquartered in San Francisco with offices in Canada, Ecuador, and Australia.

Contact us at [sales@reelgood.com](mailto:sales@reelgood.com)

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# VOD Catalog Insights

## Methodology

- All rankings within this report were based on data for SVOD streaming services in the United States for Q1 2021 from Reelgood's VOD Catalog Insights product.
- Content additions were calculated based on catalog snapshots taken on the 15th of each month compared to the 15th of the previous month.
- Changes in ranking were determined by comparing Q1 2021 rankings to each SVOD's individual placement in Q4 2020. For this reason, *Paramount+* (launched March 4, 2021) is referred to in this analysis by its former name of *CBS All Access* to allow for a full comparison.
- For Top SVODs in the United States by Original TV Show Additions, originals were defined as any TV show or episode that was produced by the same network or streaming service (e.g. *Discovery Channel* content on *Discovery+* would be classed as *Discovery+* originals, *AMC* content on *AMC Premiere* would be considered *AMC Premiere* originals, and so on).
- *HBO Max* and *HBO* (previously *HBO Now*) were both included in the analysis as separate services.
- Add-on services such as *Showtime via Hulu*, *HBO via Amazon Prime Video*, and others were excluded from this report.