

2023 A YEAR IN STREAMING



Introduction

As we get ready to move on from 2023, the video streaming business is more dynamic than ever. Not only did two simultaneous Hollywood labor stoppages halt film and TV production and roil the industry, but major suppliers initiated significant cutbacks in the amount of movies and shows they made, as well as the size of their streaming catalogs.

Meanwhile, consumers in the U.S. — who didn't cut back at all on their streaming demand — turned to legacy programming and internationally produced content to fill the production void. All the while, the distribution of content became a bit destabilized, as entertainment companies reprioritized the growth of their own platforms while re-embarking on aggressive distribution to third-party platforms including Netflix.

This report will spotlight several key trends that emerged amidst these disruptive circumstances.

True to our commitment at Reelgood, this end-of-year report is based on quality data and analysis. As we continue to serve the fast-changing video entertainment industry, Reelgood remains a reliable source of insight, ready to help you navigate the future.

About Reelgood

Reelgood provides an award-winning streaming guide and an AI-based search engine for entertainment and streaming companies that rely on Reelgood to power their businesses. Reelgood's Play to TV platform (patent pending) has generated the video streaming industry's highest user engagement and audience retention.

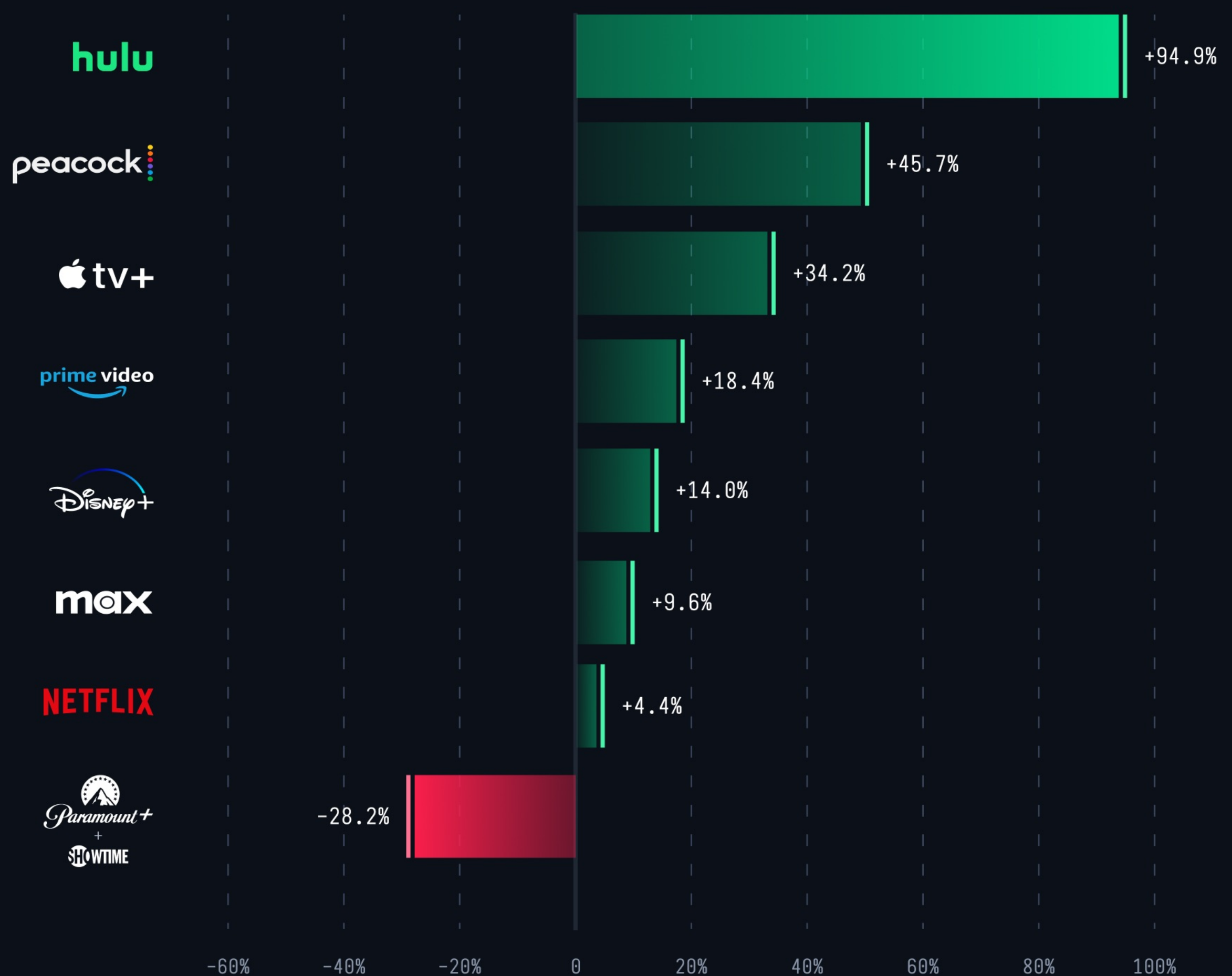
Reelgood's real-time streaming data and AI platform looks at the parameters of each piece of content and accurately matches titles in real-time across more than 200 streaming services and millions of movies, shows, and episodes.

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hulu Doubled its Catalog Size

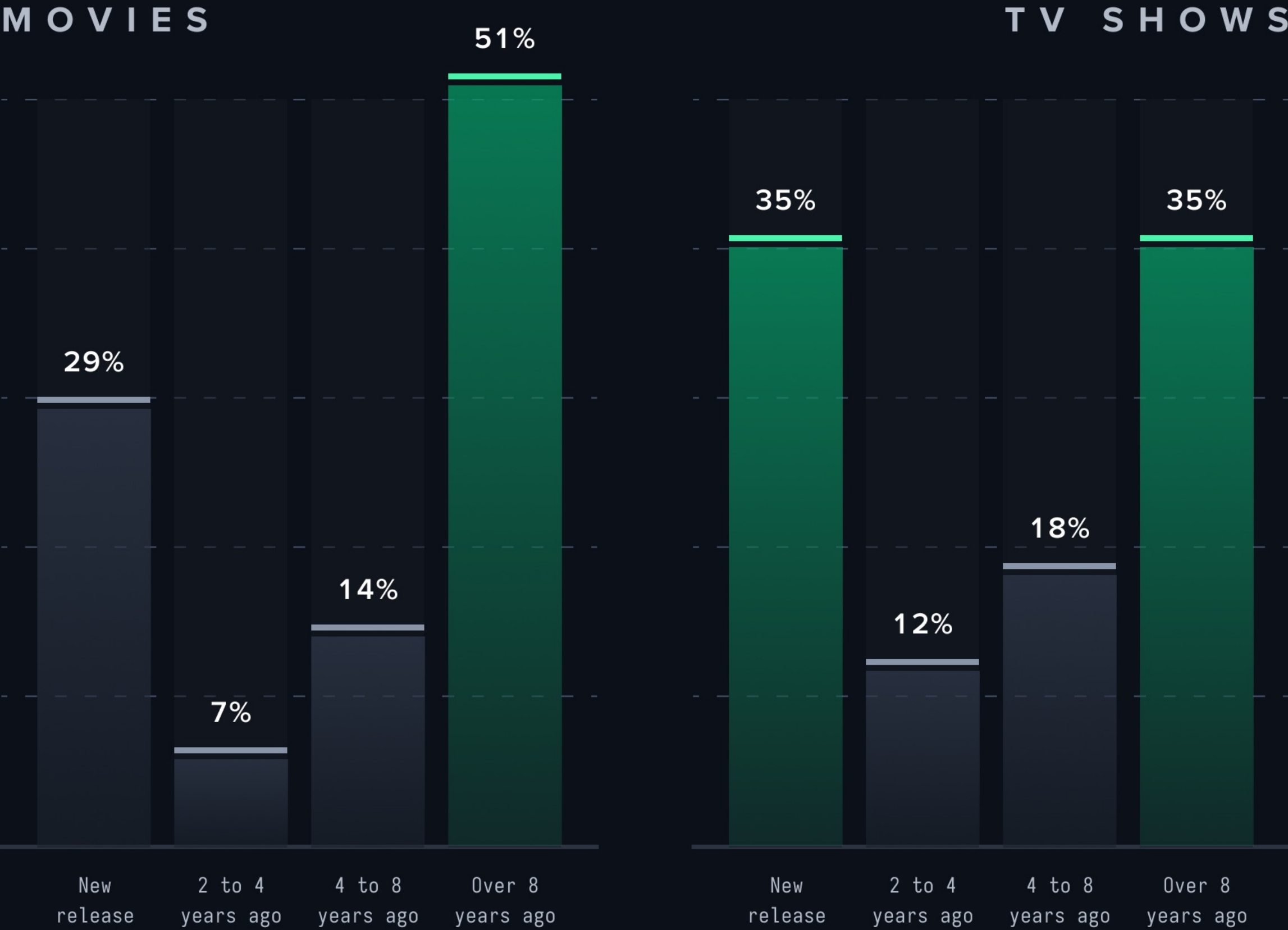
Despite a pullback of more than 300 NBCUniversal titles, Hulu saw its overall catalog increase significantly, adding movies and shows to its library while preparing to merge with the Disney+ app in 2024. Meanwhile, Paramount+ significantly scaled back its movie catalog in 2023, as it and other studio suppliers look to save on things like taxes and residuals.



*Analysis as of October 31, 2023. The year-over-year (YoY) percentage change is determined by comparing the combined catalog size of movies and TV shows for each streaming service in October 2023 with that of October 2022. A positive value indicates an increase, while a negative value indicates a decrease.

Consumers Turned to Older Titles as Hollywood Output Slowed in 2023

Consumers turned to older titles in 2023, with some studio suppliers cutting back on content, and Hollywood’s production engine grinding to a stop during a summer of writer and actor strikes. Through October, 51% of user interactions for movies on Reelgood, and 35% of engagements for TV shows, were for titles that were at least eight years old.



*Analysis as of October 31, 2023. Shares are based on streaming and engagement interactions, including unique playbacks and poster clicks, on the Reelgood app and website, for content available on SVOD and AVOD services in the U.S.



Most Loved Titles of 2023

Top Gun: Maverick



Received

21%

of loves given to
Movies

The Last of Us



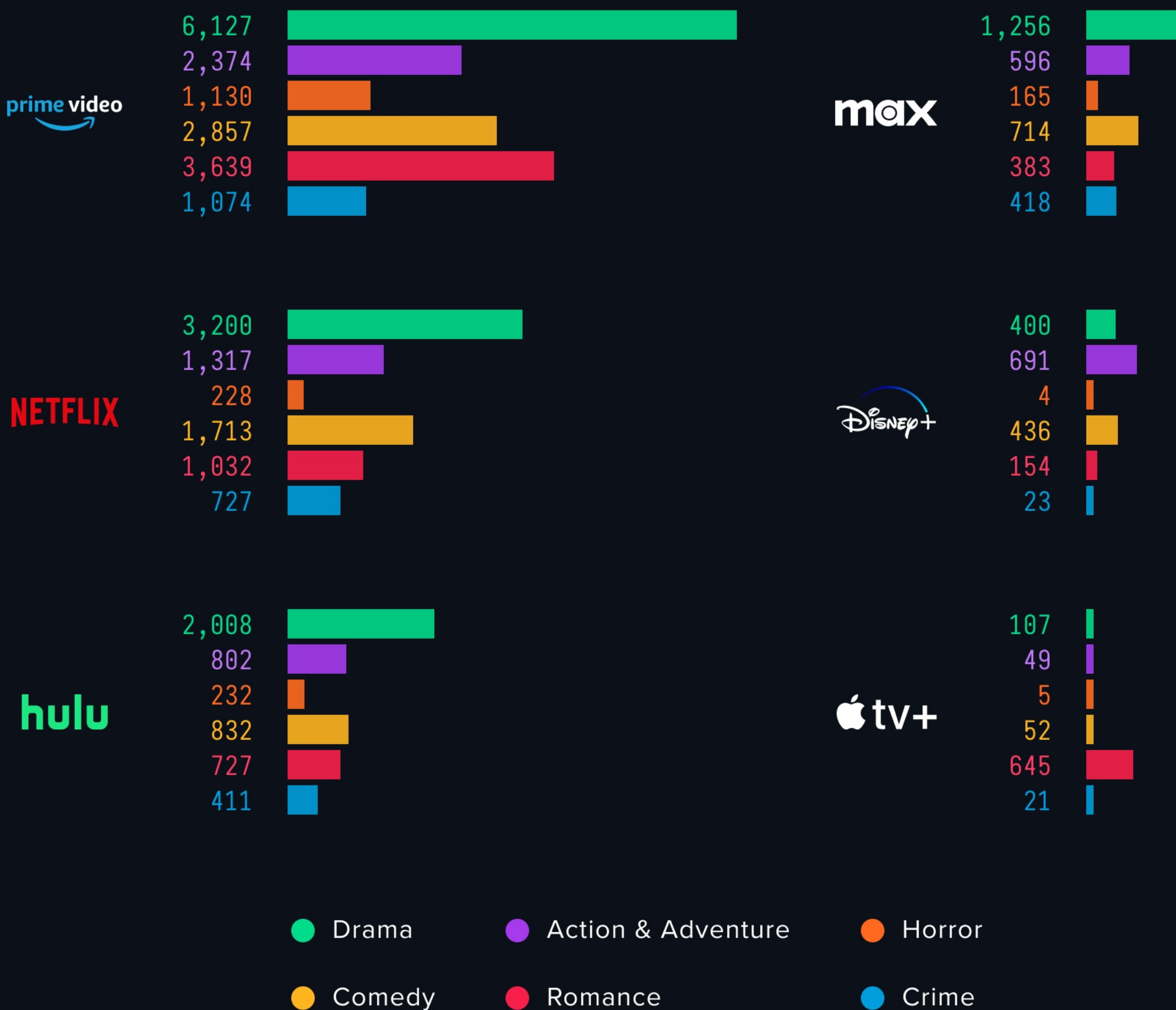
Received

41%

of loves given to
Shows

Breaking Down Catalogs By Genre

This snapshot offers a broader look at the types of shows and movies each major subscription streaming services focuses on. Looking at individual program genres based on their percentages of suppliers' overall catalogs, we can see that Disney+ specializes the most in action-adventure titles, while Apple TV+ is focused on romantic comedies and dramas.



*Analysis as of October 31, 2023. For each genre, the top three distributors are listed based on streaming and engagement interactions, based on the top 50 titles on Reelgood in 2023. A piece of content may have multiple genres and be available on multiple service, in which case, it is counted multiple times.

TOP 50

Most Popular Shows & Movies of 2023

	TITLE	TYPE	GENRES	SERVICE
1	The Last of Us	Show	Drama Action & Adventure	MAX
2	Everything Everywhere All at Once	Movie	Action & Adventure Comedy	FuboTV / Showtime / Prime Video / Kanopy
3	Yellowstone	Show	Drama Western	Peacock Premium
4	The Bear	Show	Drama Comedy	Hulu
5	No One Will Save You	Movie	Horror Science-Fiction	Hulu
6	The Fall of the House of Usher	Show	Drama Horror	Netflix
7	Silo	Show	Drama Mystery	Apple TV+
8	Spider-Man: Into the Spider-Verse	Movie	Action & Adventure Animation	FuboTV
9	The Menu	Movie	Comedy Horror	Hulu / MAX
10	Only Murders in the Building	Show	Crime Drama Comedy	Hulu
11	Lessons in Chemistry	Show	Drama	Apple TV+
12	Air	Movie	Drama History	Prime Video
13	Totally Killer	Movie	Comedy Horror	Prime Video
14	Gen V	Show	Action & Adventure Comedy	Prime Video
15	Dungeons & Dragons: Honor Among Thieves	Movie	Action & Adventure Comedy	Prime Video / Paramount+ / FuboTV
16	Beef	Show	Drama Comedy	Netflix
17	Asteroid City	Movie	Drama Romance	Peacock Premium
18	Succession	Show	Drama Comedy	MAX
19	Glass Onion: A Knives Out Mystery	Movie	Drama Mystery	Netflix
20	Poker Face	Show	Drama Comedy	Peacock Premium
21	Special Ops: Lioness	Show	Drama Action & Adventure	Paramount+
22	A Man Called Otto	Movie	Drama Comedy	Netflix
23	Ted Lasso	Show	Drama Comedy	Apple TV+

	TITLE	TYPE	GENRES	SERVICE
24	Triangle of Sadness	Movie	Drama Comedy	Hulu
25	Bodies	Show	Drama Crime	Netflix
26	Top Gun: Maverick	Movie	Drama Action & Adventure	Prime Video / Paramount+
27	Loki	Show	Drama Action & Adventure	Disney+
28	Babylon	Movie	Drama Comedy	Prime Video / Paramount+ / FuboTV
29	Hijack	Show	Drama Thriller	Apple TV+
30	No Hard Feelings	Movie	Romance Comedy	Netflix
31	Shrinking	Show	Drama Comedy	Apple TV+
32	Jury Duty	Show	Comedy	Freevee
33	One Piece	Show	Drama Action & Adventure	Netflix
34	The Banshees of Inisherin	Movie	Drama Comedy	Hulu / MAX
35	Ahsoka	Show	Drama Action & Adventure	Disney+
36	Reptile	Movie	Drama Crime	Netflix
37	Citadel	Show	Drama Science-Fiction	Prime Video
38	Five Nights at Freddy's	Movie	Horror Mystery	Peacock Premium
39	Wednesday	Show	Fantasy Mystery	Netflix
40	Guardians of the Galaxy Vol. 3	Movie	Action & Adventure Comedy	Disney+
41	Ghosted	Movie	Romance Action & Adventure	Apple TV+
42	FUBAR	Show	Drama Action & Adventure	Netflix
43	Black Panther: Wakanda Forever	Movie	Drama Action & Adventure	Disney+
44	Cocaine Bear	Movie	Comedy Crime	Prime Video
45	Tetris	Movie	Drama Biography	Apple TV+
46	Mayfair Witches	Show	Drama Fantasy	Prime Video / AMC+
47	All Quiet on the Western Front	Movie	Drama Action & Adventure	Netflix
48	The Night Agent	Show	Drama Action & Adventure	Netflix
49	Tár	Movie	Drama LGBTQ	Prime Video
50	Secret Invasion	Show	Drama Action & Adventure	Disney+

Movies

with the Most Consecutive Weeks
on Reelgood's Top 10



WEEKS	TITLE	GENRES	SERVICE
19	Everything Everywhere All at Once	Action & Adventure Comedy	FuboTV / Showtime / Prime Video / Kanopy
16	Dungeons & Dragons: Honor Among Thieves	Action & Adventure Comedy	Prime Video / Paramount+ / FuboTV / MGM+
10	The Banshees of Inisherin	Drama Comedy	Hulu / MAX
8	Air	Drama History	Prime Video
8	Asteroid City	Drama Romance	Pacock Premium
7	The Menu	Comedy Horror	Hulu / MAX
7	Tár	Drama LGBTQ	Prime Video
7	Triangle of Sadness	Drama Comedy	Hulu
6	Top Gun: Maverick	Drama Action & Adventure	Prime Video / Paramount+ / MGM+
6	A Man Called Otto	Drama Comedy	Netflix
6	No One Will Save You	Horror Science-Fiction	Hulu
6	Guardians of the Galaxy Vol. 3	Action & Adventure Comedy	Disney+
5	Babylon	Drama Comedy	Prime Video / Paramount+ / FuboTV / MGM+
5	Tetris	Drama Biography	Apple TV+
5	Ghosted	Romance Action & Adventure	Apple TV+
5	The Super Mario Bros. Movie	Action & Adventure Animation	Netflix

TV Shows

with the Most Consecutive Weeks
on Reelgood's Top 10



WEEKS	TITLE	GENRES	SERVICE
11	The Last of Us	Drama Action & Adventure	MAX
11	Succession	Drama Comedy	MAX
11	Ted Lasso	Drama Comedy	Apple TV+
10	Silo	Drama Mystery	Apple TV+
10	Yellowstone	Drama Western	Peacock Premium
9	Only Murders in the Building	Crime Drama Comedy	Hulu
9	Jury Duty	Comedy	Freevee
9	Hijack	Drama Thriller	Apple TV+
8	Ashoka	Drama Action & Adventure	Disney+
8	Shrinking	Drama Comedy	Apple TV+
8	Poker Face	Drama Comedy	Peacock Premium
8	Yellowjackets	Drama Horror	Showtime / FuboTV
7	The Mandalorian	Drama Action & Adventure	Disney+
7	The Bear	Drama Comedy	Hulu
7	Special Ops: Lioness	Drama Action & Adventure	Paramount+
6	Citadel	Drama Science-Fiction	Prime Video
5	Beef	Drama Comedy	Neflix
5	Gen V	Action & Adventure Comedy	Prime Video

TOP 50 Most Anticipated Titles of 2024

	TITLE	TYPE	SERVICE		TITLE	TYPE	SERVICE
1	Dune: Part Two	Movie	Max	26	Gladiator 2	Movie	Paramount +
2	Joker: Folie à Deux	Movie	Max	27	Borderlands	Movie	Starz
3	Mickey 17	Movie	Max	28	Damsel	Movie	Netflix
4	Mission: Impossible - Dead...	Movie	Paramount +	29	Fallout	Show	Prime Video
5	Deadpool 3	Movie	Disney+	30	Bad Boys 4	Movie	Netflix
6	True Detective	Show	Max	31	Garfield	Movie	Netflix
7	Spider-Man: Beyond the Sp...	Movie	TBD	32	Shogun	Show	Hulu
8	Furiosa	Movie	Max	33	The Fall Guy	Movie	Peacock
9	Squid Game	Show	Netflix	34	Masters of the Air	Show	Apple TV+
10	Kraven the Hunter	Movie	Netflix	35	IF	Movie	Paramount +
11	The Boys	Show	Prime Video	36	MaXXXine	Movie	TBD
12	Godzilla x Kong: The New E...	Movie	Max	37	Daredevil: Born Again	Show	Disney+
13	Avatar: The Last Airbender	Show	Netflix	38	Imaginary	Movie	TBD
14	Madame Web	Movie	Netflix	39	Drive-Away Dolls	Movie	TBD
15	Kingdom of the Planet of th...	Movie	Disney+	40	Greedy People	Movie	TBD
16	Ghostbusters: Frozen Empire	Movie	TBD	41	Kung Fu Panda 4	Movie	Peacock
17	3 Body Problem	Show	Netflix	42	The Acolyte	Show	Disney+
18	The Penguin	Show	Max	43	Despicable Me 4	Movie	Peacock
19	The Walking Dead: The On...	Show	AMC / AMC+	44	Challengers	Movie	Prime Video
20	Emily In Paris	Show	Netflix	45	The Amateur	Movie	Disney+
21	A Quiet Place: Day One	Movie	Paramount +	46	Blade Runner 2099	Show	Prime Video
22	Ballerina	Movie	Starz	47	The Sympathizer	Show	Max
23	Sonic the Hedgehog 3	Movie	Paramount +	48	Inside Out 2	Movie	Disney+
24	Venom 3	Movie	Netflix	49	Night Swim	Movie	Peacock
25	Dune: Prophecy	Show	Max	50	Nosferatu	Movie	TBD

Reelgood Rankings

Beyond serving as a useful compass for ongoing business trends in the streaming video business, Reelgood's rankings deliver compelling programming-based snapshots of which titles are being searched for and engaged with most by our users.

This year, Reelgood was the source consumers turned to when they heard about an exciting new zombie show on Max. They clicked on our platform in droves when a strange action-adventure-fantasy film fueled by Chinese mysticism won seven Oscars. And they continued to use Reelgood to sort out the complicated distribution for one of TV's most popular shows, "Yellowstone."



END-OF-YEAR REPORT

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