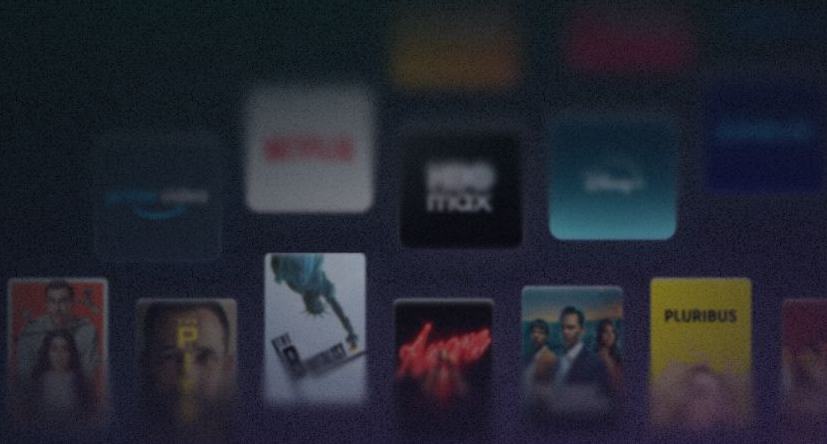




Streaming by the Numbers

David Sanderson CEO, Reelgood

Tim Rowe President, State of Streaming



Google



amazon



dish

tubi



Pew Research Center





▶ Reelgood Data

300+










Hourly tracking of
streaming services
globally

4MM+

Movies & TV shows in our
database

7+

Years of historical **daily**
availability data

Provider	ID
 EIDR	10.5240/7F93-54BB-49EF-...
 IMDb	TT0816692
 prime video	SD88VS99DDADASDADA231...
 JioHotstar	42JFNN3WANKVAS5155NC...
 Paramount+	NV00WN1AOIN2VA1SD2D42...
 fuboTV	PG0AWJ8720NACVAW99VN...
 Roku Channel	QQA0W9J2346ASNDWKKDS...
 NETFLIX	1VASVAW2022MCAKSNDA3...
 foxtel now	V35AASVAW20MCAKSNDA5...

Reelgood
Matching AI

Reelgood Universal ID:
2b22asdw89ddsd26788s

ACT 1

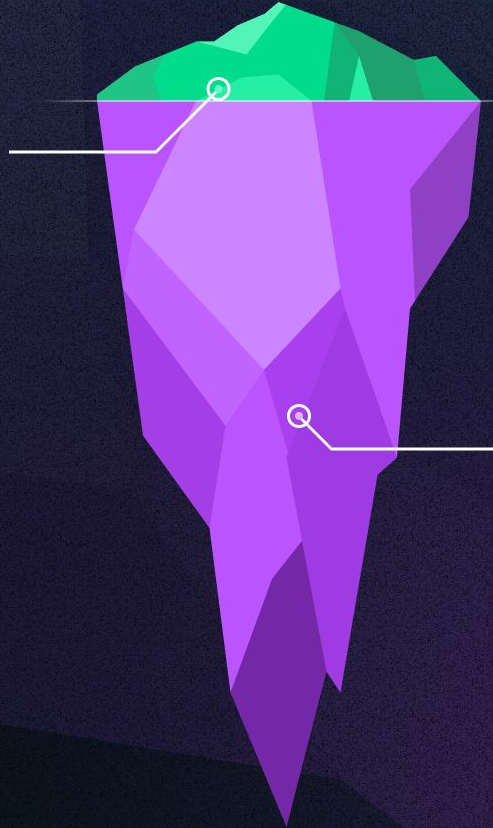
The Hidden Market

▶ Reelgood

The Streaming Iceberg

12%

Movies available on the
Top 8 SVODs



88%

Everything else is
Hidden Below The Surface

The Streaming Iceberg

33k

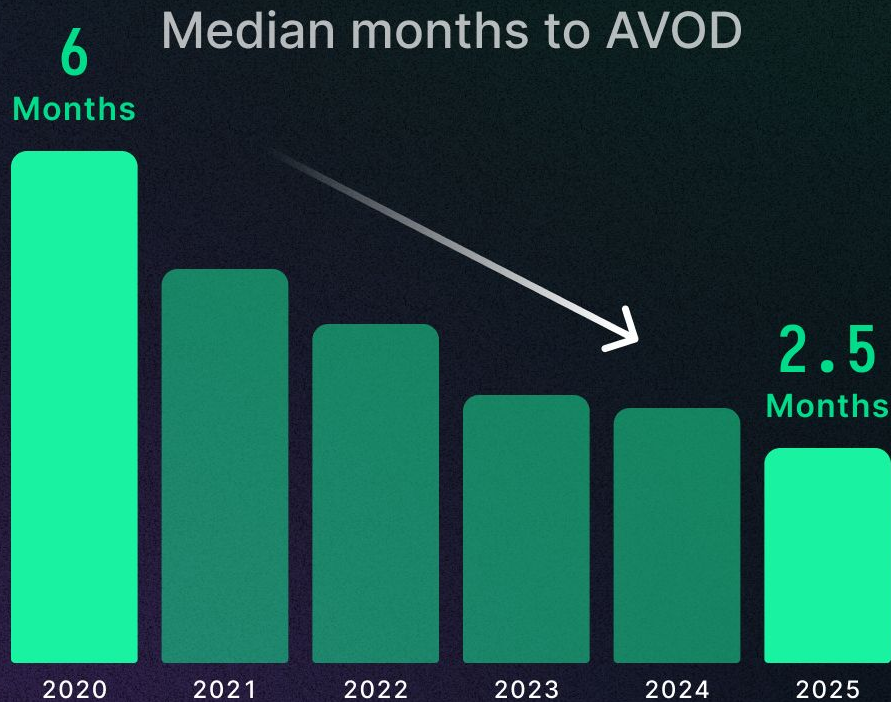


248k

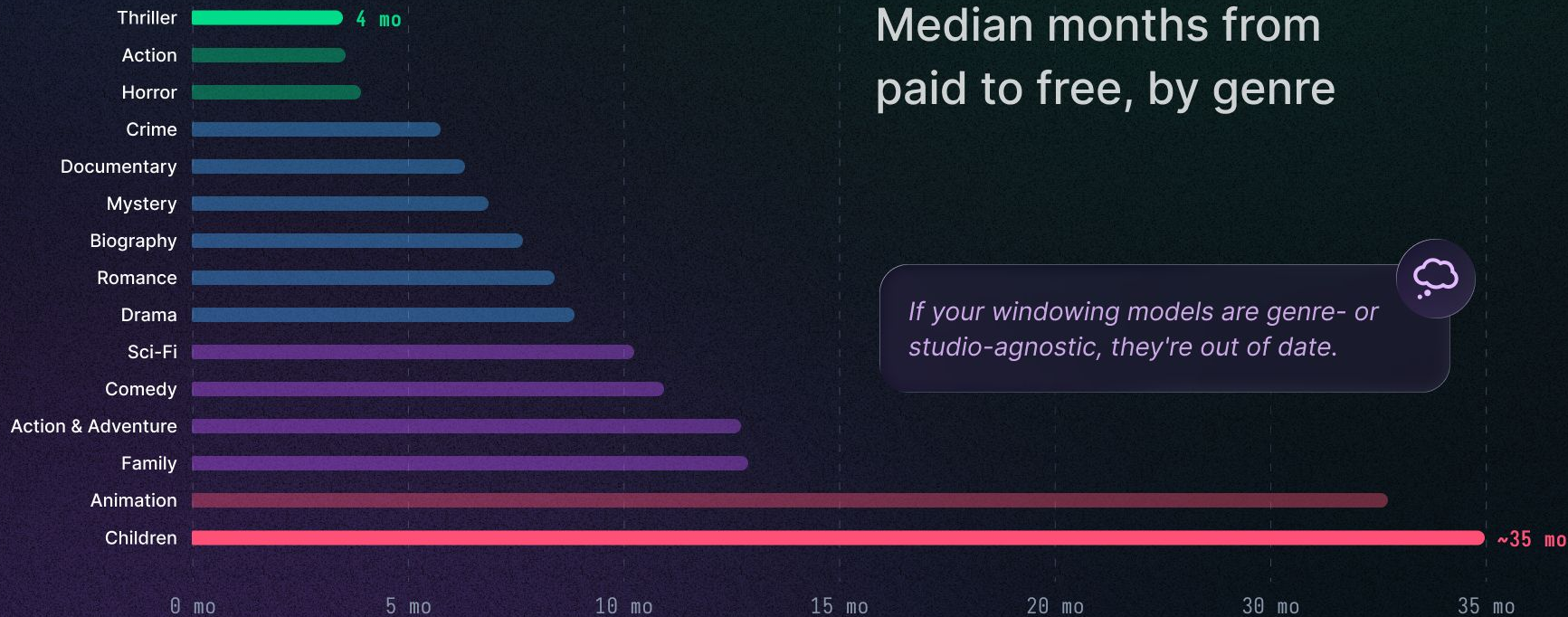


127k Not Available
in the US

Time to AVOD is shrinking



Time to AVOD by genre



Median months from paid to free, by genre

If your windowing models are genre- or studio-agnostic, they're out of date.



Jurassic World: Dominion

June 10, 2022
Theatrical Release



Reelgood tracks **daily** across 300+ services, back to 2019.

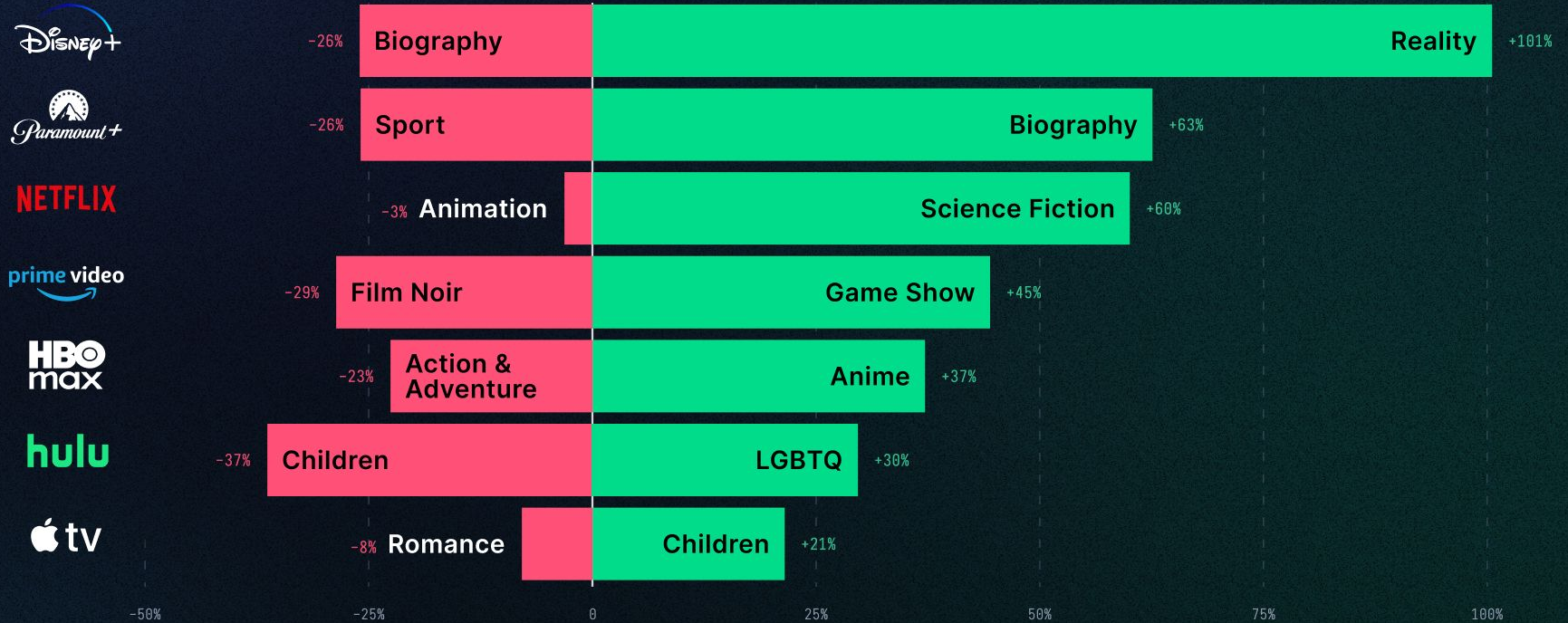
ACT 2

The Divergence

▶ Reelgood



Catalog Changes in 2025



Most TV Catalogs Are Shallow

● 7+ Seasons ● 5 to 6 Seasons ● 3 to 4 Seasons ○ 1 to 2 Seasons

Source: Reelgood Unspooled 2025



ACT 3

The Blind Spots

▶ Reelgood

Content Missing from Channels



M I S S I N G

6 ACADEMY AWARDS

BEST PICTURE WINNER



Content Missing from Channels



4%

Missing

81

Titles

RISKS



Legal



Consumer Trust

Missed Opportunities



Screenwriter
Drew Goddard

Book Author
Andy Weir

Project Hail Mary

#1 Box Office



The Martian

Not Streaming

Great Titles, Not Streaming Anywhere



11 days



48 days



95 days



226 days



226 days



242 days





Takeaways

1 The market is far bigger than the Top 8

2 Catalog strategy varies significantly

3 Catalog gems are hiding in the data



Want to dive deeper?

Reelgood Unspooled Report

data.reelgood.com/data-reelgood-unspooled-2025

Reelgood Insights Blog

data.reelgood.com/insights

State of Streaming

stateofstreaming.com

