

The Bridgerton Boost

The wildly popular streaming TV series, “Bridgerton,” adapted from the Julia Quinn novels, is just one example of how consumers want to engage with the content they love across different media. The Netflix series was not only successful in its own right — it also boosted book sales. **Take a closer look ...**

Strong Performance

The series was watched by **29M U.S. households** in its first 28 days.



Viewing Momentum

56.1% of “Bridgerton” viewers completed all episodes.

The average binge rate was 9 days.

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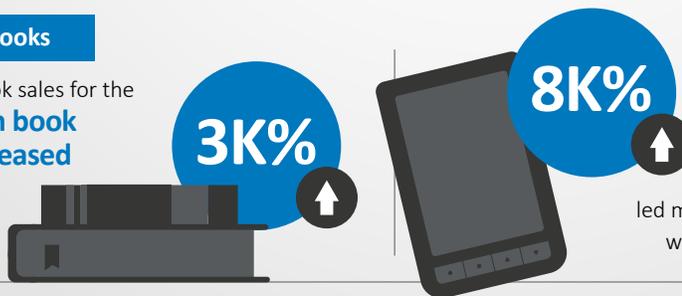
We were blown away by the show’s strong performance throughout its initial 28 days. Most new content consumption is front-loaded, and the majority of viewing hours occur in the first seven days. It’s not often we see 67% of a show’s 28-day viewership take place between Day 8 and Day 28. This highlights the show’s continuing popularity throughout the entire period.

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John Buffone, Executive Director, Industry Analyst, Media Entertainment, The NPD Group

Lift to Books

YOY print book sales for the **Bridgerton book series increased +3,000%.**



The e-book format grew more than 8,000% in January 2021 compared to January 2020.

The Netflix release caused a retail shortage of Bridgerton print books, which led many readers to purchase e-books rather than wait for the print versions to become available.

Success stories like this are helping publishers better quantify the massive impact streaming can have on print book sales. The NPD Group’s entertainment expertise — built on best-in-class data, thought leadership, and unparalleled analytics — equips entertainment industry leaders to grow their business in a rapidly changing environment. Get a holistic view across books, media entertainment, toys, and video games with robust insights and unmatched industry expertise.

Source: The NPD Group/Retail Tracking Service and Subscription Video Track; NPD BookScan™

Want more insights like this? Contact Sheryl Harkins at 312-282-8266 or email sheryl.harkins@npd.com.

