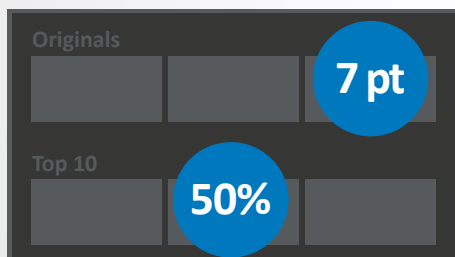


Trending Across SVOD: Kids' Content

As streamers develop more original kids' series and movies in 2022 and beyond, subscription video on demand (SVOD) is emerging as a preferred choice for kids' content. Take a closer look at what's happening with insights from **Subscription Video Track ...**

Platform Originals Drove Engagement¹

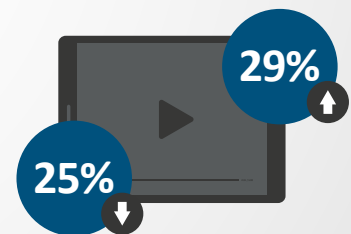


Netflix originals gained 7 share points in 2021, despite kids' viewership declining 17%

Half of the top 10 movies watched in 2021 were Netflix original films

Inventory Impacts²

Netflix's kids' title count grew 29% in 2021 and non-original inventory declined 10%



Amazon's kids' titles declined steadily throughout 2021, down 25% in December versus January, leading to decreased viewership

Top-watched

Top-watched Amazon Channels for Kids:



Series

Series Accounted for More Kids' Viewership³



NPD's **Subscription Video Track** provides insights about the content U.S. viewers watch on major SVOD platforms like Netflix, Hulu, and Amazon Prime. This consumer-based service combines behavioral insights, household demographic data, and rich, title-level metadata. Analyze how much of a particular TV series viewers watched, explore related content, and track other longitudinal trends.

¹Source: The NPD Group/Subscription Video Track, kids' content, projected hours viewed, Netflix, Amazon, U.S., annual 2019, 2020, 2021

²Source: The NPD Group/Subscription Video Track Marketplace Report

Questions? Contact your account representative or email sheryl.harkins@npd.com.

