2022 Streaming Video Trends

As consumers returned to normal routines, streaming video on demand (SVOD) viewership leveled out in 2022. Total SVOD viewership among Netflix, Hulu, and Amazon Prime Video increased less than 1% compared to 2021, reaching 116 billion hours watched. **Take a closer look at the top trends from 2022 ...**

**Title Shifts**

- **Title counts available on SVOD platforms declined 38% vs. 2021**, driven by a decrease in licensed, non-original content
- **Original title counts grew 14%** year over year

**Original Content Viewership**

- **Non-original viewership declined 12% vs. 2021**
- **Original content viewership grew 26%** in hours watched

**Top Watched Series**

Across tracked SVOD platforms, **at least one original series was in the top five watched series** for the year

- **Netflix**: *Stranger Things* ranked #1
- **Hulu**: *The Handmaid’s Tale* ranked #3
- **Amazon Prime Video**: *The Boys* ranked #1

Our Subscription Video Track provides insights about the content U.S. viewers watch on major SVOD platforms. 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 to identify growth opportunities for your business.

*Source: The NPD Group/Subscription Video Track, 2022*