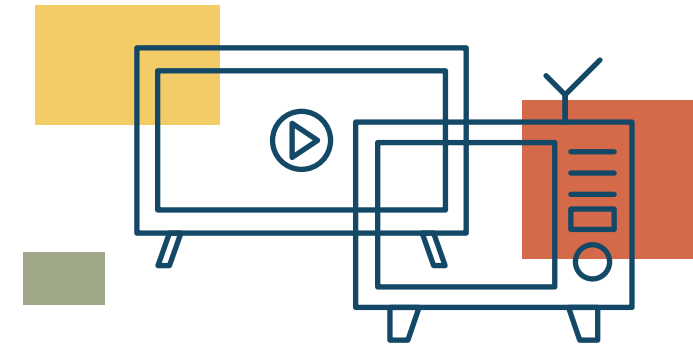


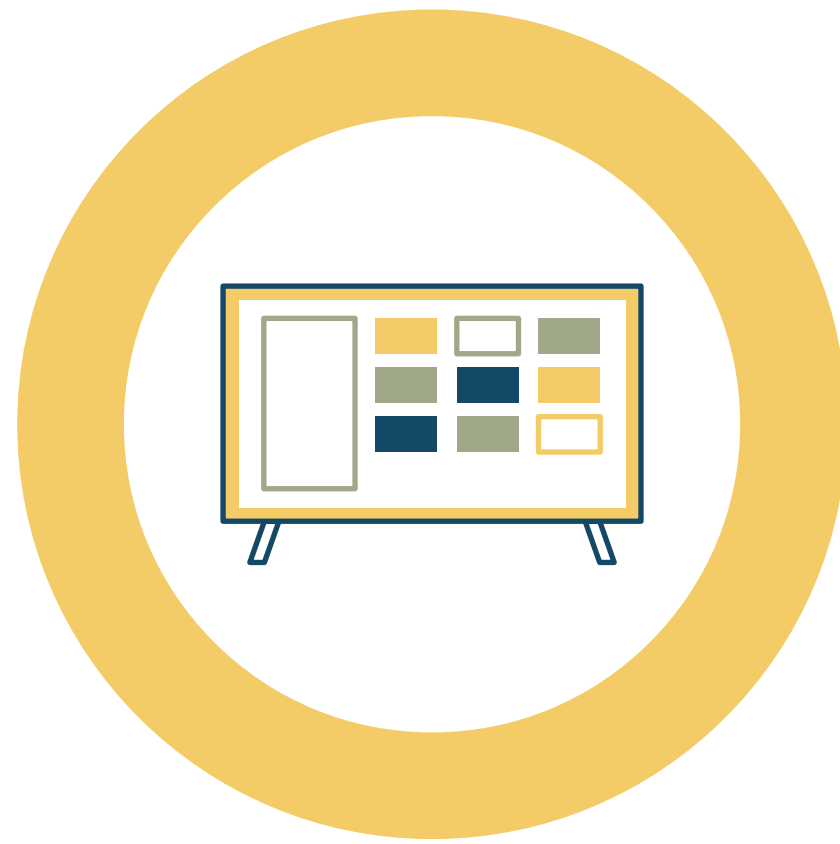
WHO'S WATCHING WHAT?



The number of U.S. adults currently watching ad-supported streaming video is expected to grow to 165 million by 2025. That's more than half of the current adult population! We break down the U.S. population into three consumer groups to help brands better understand who's watching over-the-top (OTT) media.

Sources: ComScore, MRI-Simmons, YouGov

STREAMING ONLY



28m

Million People

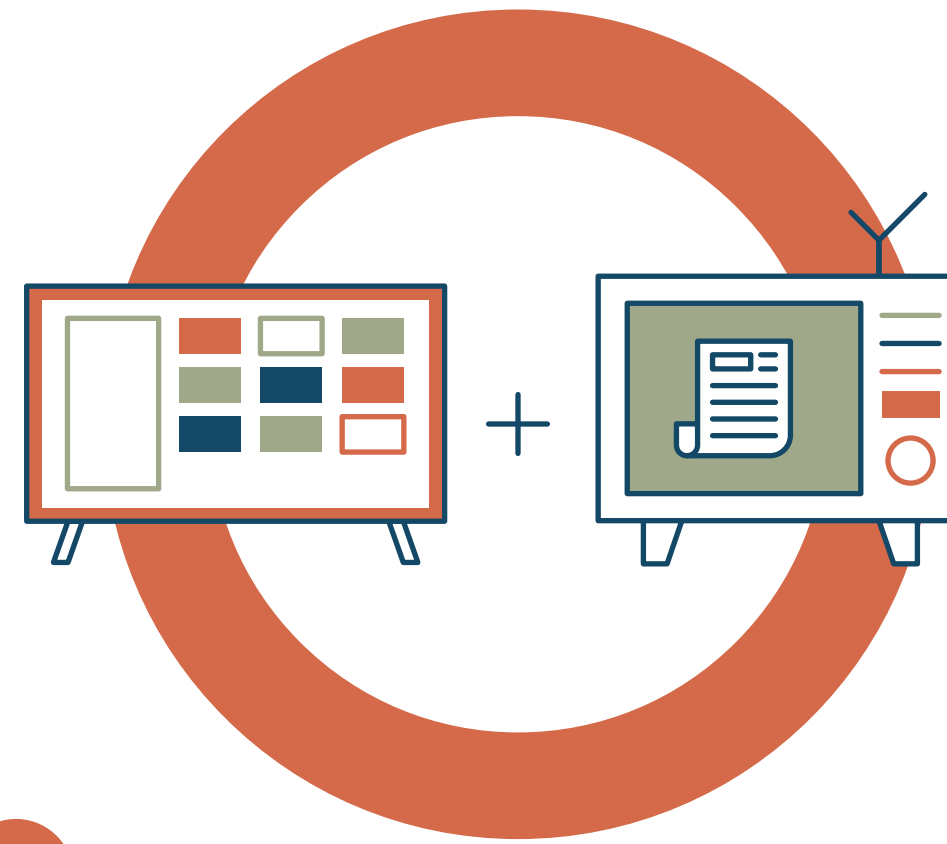
\$79k

Average Income

33

Median Age

MIXED PLATFORM



177m

Million People

\$84k

Average Income

45

Median Age

LINEAR TV ONLY



39m

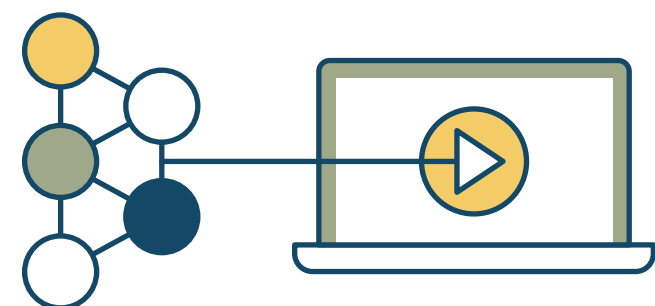
Million People

\$59k

Average Income

63

Median Age



Those who watch OTT video content use an average of five streaming services.

87%

Percentage of adults in the U.S. who stream digital video content whether they watch traditional television or not.

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