

LET IT GLOW:

Holiday Programming

ACROSS SCREENS

Through movies, TV shows and music specials, many households get into the holiday spirit watching their favorite video content from home. And while the way we watch TV is changing, holiday programming still has the power to bring us together.

Here's a look at how households choose to watch their favorite holiday programming:



92%

of households watch holiday programming¹



20HRS

Households watch an average of 20 hours of holiday programming over the season¹



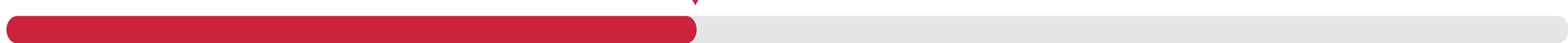
Streaming Holiday Spirit

51%



Light- and no-TV households are 51% more likely to stream holiday programming²

46%

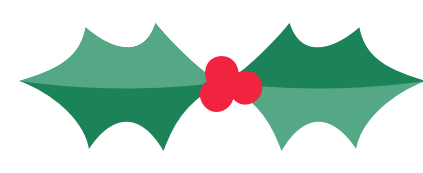


increase in streaming viewership on top holiday networks from Thanksgiving to Christmas²

79%



of streaming impressions are on the big TV screen³

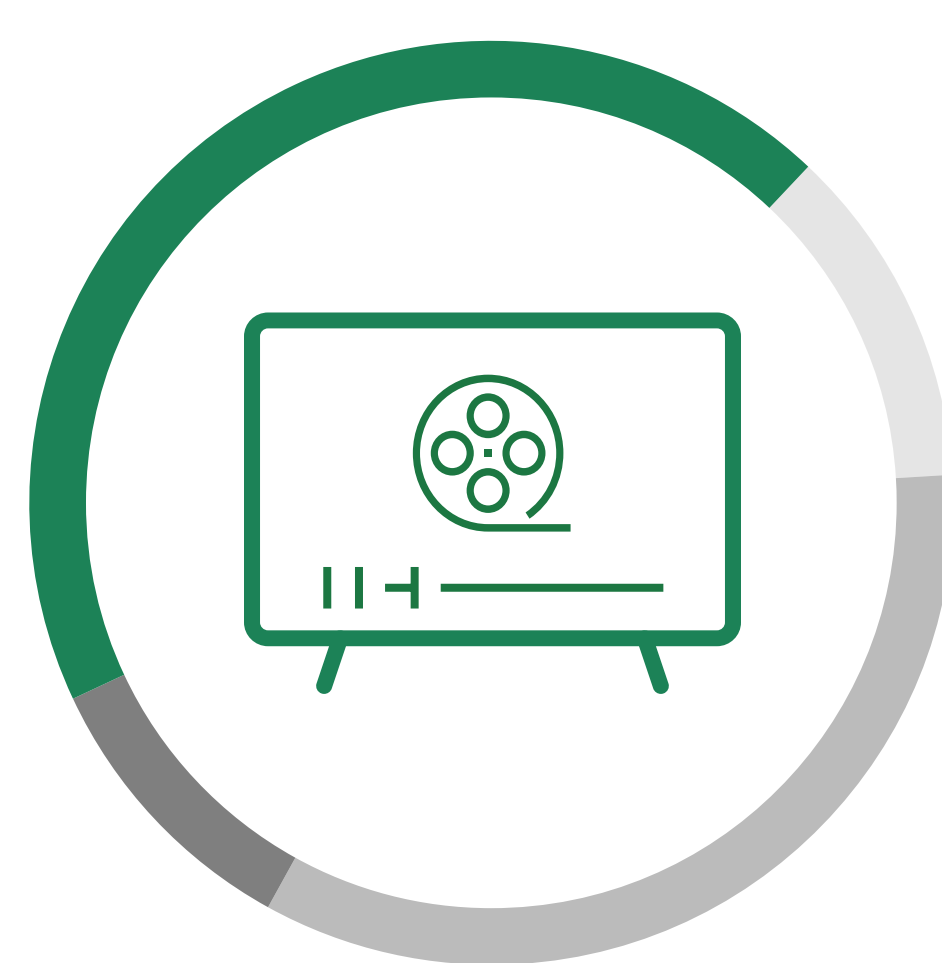


Movies Dominate Holiday Viewership

Dozens of new original movies are produced every year¹

Original TV Movies

44%



12%

TV Shows

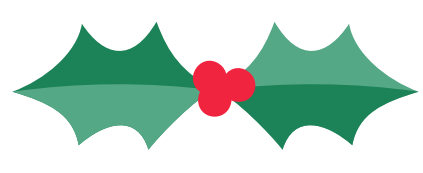
Specials

10%

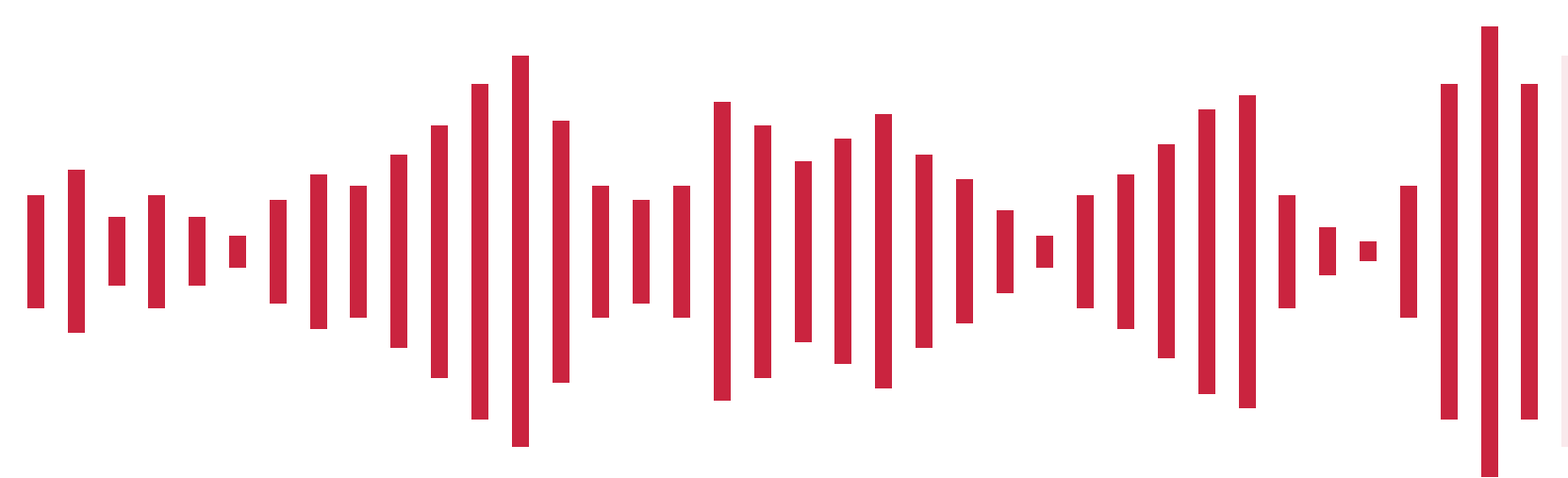
34%

Other TV Movies

Share of Holiday Viewing Time

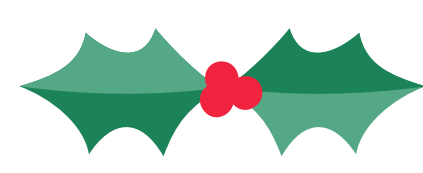


Holiday Music Isn't Just For The Radio

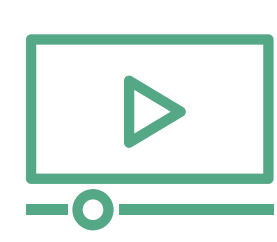


41%

of households tune into a music-focused holiday TV special¹



Holiday Cheer Brings Family Near



15%

Families are 15% more likely to tune into holiday programming⁴



12%

more co-viewing on top holiday networks during the holiday season⁵

Sources:

1. Comcast Aggregated Viewership Data. Dates: 11/25/2021 - 12/25/2021, Total HHs. 2. Comcast Aggregated Viewership Data combined with Ad Exposure Data from TV + Effectv Streaming campaigns (11/25/2021 - 12/25/2021). Networks include Lifetime, Hallmark, and Freeform. * Light- and no-TV HHs are defined as those with no TV service or TV viewing from 1H '22. Comcast HHs with a pay TV service that spent, on average, less than about one hour per day viewing were defined as "light TV" viewing HHs. 3. Comcast Analysis of Effectv Streaming campaigns (11/25/2021 - 12/25/22). 4. Comcast Viewership Data combined with Ad Exposure Data. Dates: 11/25/2021 - 12/25/2021. Targets: Promising Families, Family Union, and Families in Motion Mosaic Lifestyle groups as defined by Experian 5. Nielsen Co-Viewing Report, L+7, TV + Linear with VOD, P2+, 11/25/2021 - 12/25/2021 vs. 09/01/2021 - 10/02/2021, Networks: Lifetime, Hallmark, and Freeform. Total Day.

