**Netflix Viewing Fell Nearly 17% In 2023**

A red letter on a black background

Description automatically generatedViewers spent almost 17% fewer hours streaming Netflix content last year than they did in 2022, Next TV estimates, using Netflix's "Global Top 10" for data. The number of shows racking up more than 200 million viewing hours also fell from three to one.

***Next TV 1/2/24***

[*https://www.nexttv.com/news/netflix-viewing-declined-by-17-in-2023?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&lrh=118ef759fa30c9f241e56a8fad187fca3c60b618fcbe1c6663d5bdf5bf126316&utm\_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm\_medium=email&utm\_content=6F88E271-E1C7-4706-9BB7-1647F627CB79&utm\_source=SmartBrief*](https://www.nexttv.com/news/netflix-viewing-declined-by-17-in-2023?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&lrh=118ef759fa30c9f241e56a8fad187fca3c60b618fcbe1c6663d5bdf5bf126316&utm_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm_medium=email&utm_content=6F88E271-E1C7-4706-9BB7-1647F627CB79&utm_source=SmartBrief)