**Streaming Hits Record Share Of TV Viewing In June**

US viewers spent 33.7% of their time streaming in June, the format's highest percentage of the marker since Nielsen began its monthly measurements in May 2021 and up 1.8 percentage points from the prior month. Total viewership rose 2%.

***Next TV/Broadcasting+Cable 7/21/22***

[*https://www.nexttv.com/news/streamings-share-of-tv-viewing-rises-to-337-in-june-nielsen?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\_content=446AE0AE-25EE-4A0E-B80E-94C7CD8A5957&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.nexttv.com/news/streamings-share-of-tv-viewing-rises-to-337-in-june-nielsen?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=446AE0AE-25EE-4A0E-B80E-94C7CD8A5957&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)

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[*https://www.opptrends.com/wp-content/uploads/2020/06/How-to-Choose-the-Best-TV-Streaming-Service.jpg*](https://www.opptrends.com/wp-content/uploads/2020/06/How-to-Choose-the-Best-TV-Streaming-Service.jpg)