**Streaming Made Up 25% of TV Minutes in Q2**

Nielsen reports that streaming accounted for a fourth of all television viewing time in the quarter ending June 30, and that 25% of users are subscribing to more video services. Those working from home due to the pandemic were more apt to watch digital rather than live or time-shifted TV.

***Next TV 8.12.20***

[***https://www.nexttv.com/news/nielsen-streaming-grows-to-25-of-tv-usage-in-2q***](https://www.nexttv.com/news/nielsen-streaming-grows-to-25-of-tv-usage-in-2q)

***Image credit:***

[***https://wellkeptwallet.com/wp-content/uploads/Streaming-services-infographic-01.png***](https://wellkeptwallet.com/wp-content/uploads/Streaming-services-infographic-01.png)