**TV Viewing Strikes Back, With Streaming Services At The Helm**

Time spent is decreasing across cable and broadcast TV but increasing in streaming. In Q4 2022, streaming boosted overall time spent with TV among US adults, reversing the decline in TV viewing over the past few years, according to Nielsen.

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[*https://www.insiderintelligence.com/content/tv-viewing-strikes-back-streaming-services-helm?utm\_source=Newsletter&utm\_medium=Email&utm\_campaign=COTD%205.3.2023&utm\_id=COTD%205.3.2023&utm\_term=eMarketer%20Daily&utm\_content=COTD%205.3.2023*](https://www.insiderintelligence.com/content/tv-viewing-strikes-back-streaming-services-helm?utm_source=Newsletter&utm_medium=Email&utm_campaign=COTD%205.3.2023&utm_id=COTD%205.3.2023&utm_term=eMarketer%20Daily&utm_content=COTD%205.3.2023)

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