**Nielsen Reports 18% Annual Growth In Streaming Time**

Average viewing time for streaming content rose by 18% year-to-year as of February, Nielsen reports, and 93% of people will either add more services or retain their current lineup in the next 12 months. The number of unique titles available on demand leaves 46% of respondents confused, however.

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[*https://www.tvtechnology.com/news/streaming-up-but-consumers-are-overwhelmed-by-817k-available-titles?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm\_content=E773EA4A-4A2B-4CEB-BAE0-8232436E23F3&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.tvtechnology.com/news/streaming-up-but-consumers-are-overwhelmed-by-817k-available-titles?utm_source=SmartBrief&utm_medium=email&utm_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm_content=E773EA4A-4A2B-4CEB-BAE0-8232436E23F3&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)

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[*https://i0.wp.com/clark.com/wp-content/uploads/2018/12/Streaming-4.png?fit=1200%2C630&ssl=1*](https://i0.wp.com/clark.com/wp-content/uploads/2018/12/Streaming-4.png?fit=1200%2C630&ssl=1)