



'TIS THE SEASON

Holiday Movie Viewing Trends in the US

Key Highlights from Whip Media Research

November 2022

TV Holiday Movies 2022

Key Highlights

In a survey fielded to U.S. users of TV Time (November 9-10, 2022)* about made-for-TV holiday movies, 3,214 qualified respondents (viewers of such films) revealed their attitudes and behaviors toward this seasonal fare.

- Both linear network and streaming platforms have a strong presence in the consumer mind when it comes to made-for-TV holiday movies. **Hallmark, Netflix, Lifetime, Disney+ and Hulu** are the top-of-mind providers of this seasonal offering.
- Viewers are discovering new holiday movie content each year primarily from **ads/trailers, platform recommendations and social media** (all hovering near 50%).
- While the **premise/storyline and talent** are the key drivers influencing a decision to watch these titles, a significant portion of consumers (58%) indicated that simply **having access to the network/platform** is important.
- Viewers of holiday fare like to mix old and new. A strong majority (74%) report **watching both the new released and previously released** made-for-TV holiday movies.
- Consumers of holiday movie content have a strong appetite for it. Slightly more than half (54%) **prioritize watching holiday content** to some degree during the season.

**See complete survey methodology on final page*

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Top-of-Mind Providers

Among viewers of made-for-TV holiday movies, respondents indicated that **Hallmark**, **Netflix**, **Lifetime**, **Disney+**, and **Hulu** had the greatest association with these seasonal titles.

Hallmark and Lifetime lead the pack among linear networks, whereas Netflix is the dominant streamer when it comes to holiday movies.

Top-of-Mind Services for Made-for-TV Holiday Movies

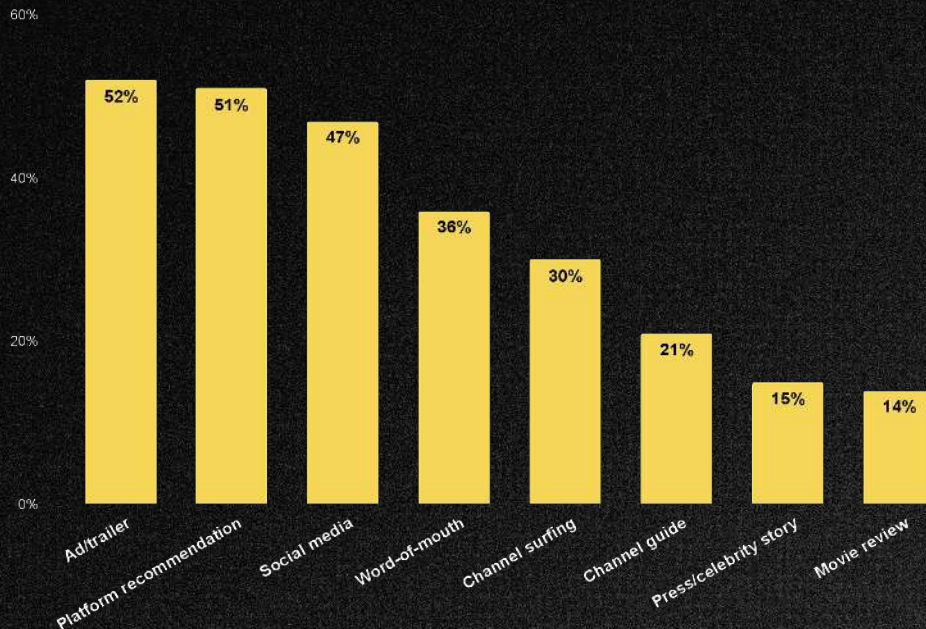
- 
- 1  Hallmark
 - 2 **NETFLIX**
 - 3 *Lifetime*
 - 4  Disney+
 - 5 **hulu**

Whip Media. Panel of U.S. TV Time users.
Survey fielded from November 9-10, 2022. N = 3,214 qualified viewers of made-for-TV holiday movies.

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Content Discovery

How do you typically discover what new made-for-TV holiday movies are being released?
Select all that apply.



Viewers of made-for-TV holiday movies were asked to indicate the ways they typically discover new titles to watch each holiday season.

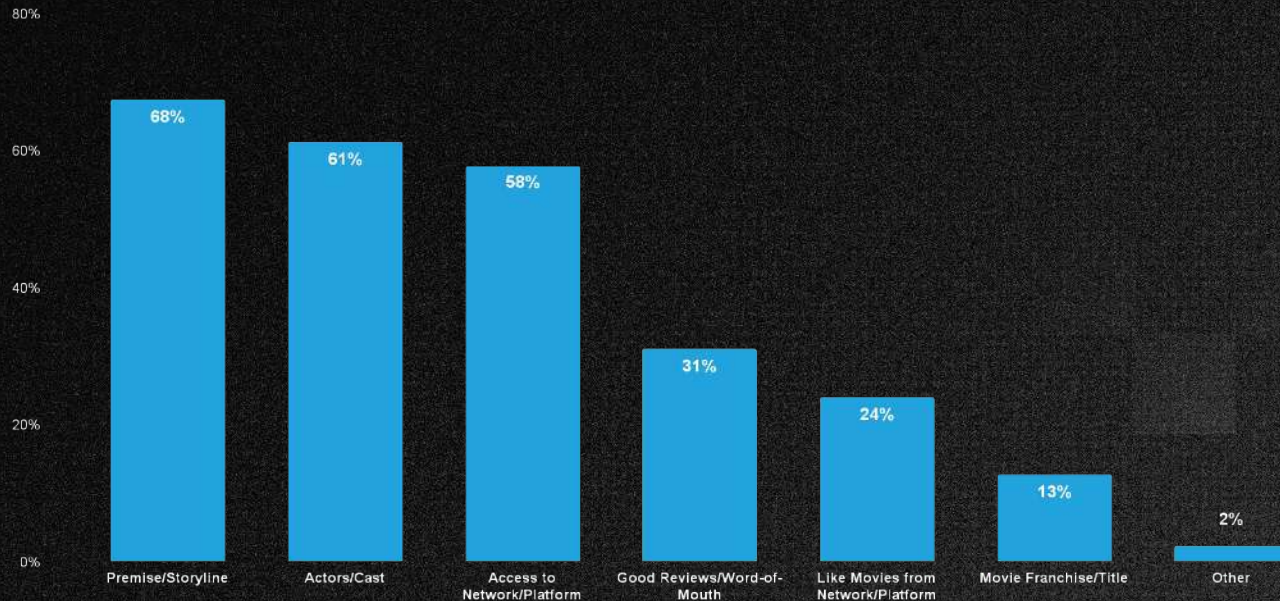
A little more than half of the respondents said they discovered new holiday movies through ads or trailers (52%) and/or recommendations from a streaming service or device (51%).

Nearly half (47%) also indicated the importance of social media in finding out about new holiday releases.

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Elements That Drive Decision to Watch

What factors or elements are the most important for you in deciding which holiday made-for-TV movies to watch? Select up to 3.



To better understand viewing behavior surrounding made-for-TV holiday movies, we asked respondents to identify up to 3 of the most important factors that inform which titles they will watch.

The top three drivers that influence which holiday movies a viewer will watch are the title's premise/storyline (68%), cast (61%), and access to the network/platform (58%).

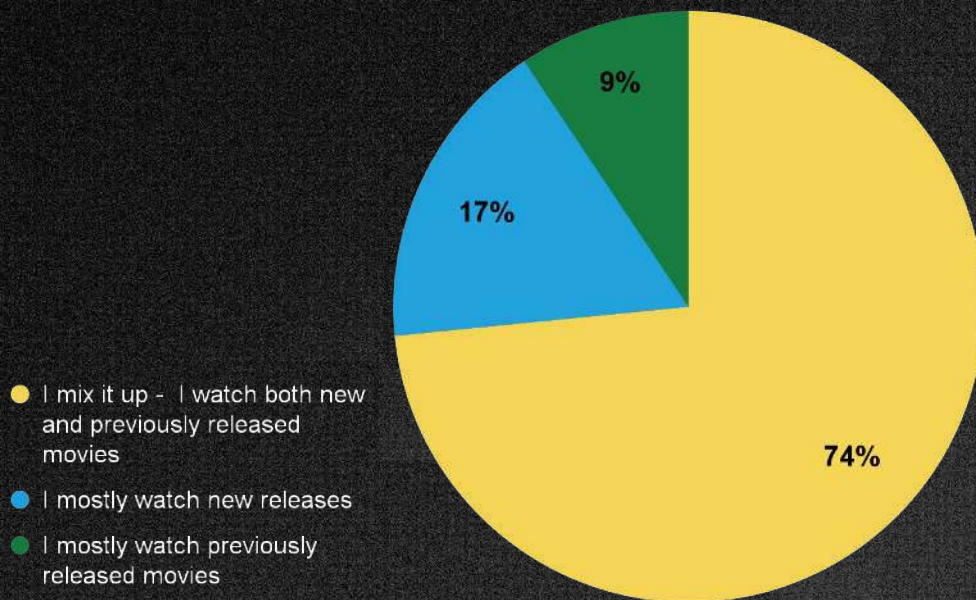
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New Offerings vs. Library Titles

About **three-quarters (74%)** of respondents said they watch **both new and previously released movies** each holiday season.

Nearly one-fifth (17%) of holiday TV movie viewers focus mostly on the new releases only.

What is typically your balance of watching the new releases versus previously released made-for-TV holiday movies?



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Prioritizing Holiday Content vs Other Content

There is strong appetite for holiday-themed content among this consumer base.

Slightly more than half (53%) of respondents agreed that they do prioritize holiday-themed content to some degree during the season.

Only 15% of respondents indicated that they are less inclined to prioritize holiday content.

To what extent do you agree or disagree with the following statement: During the holiday season, I like to prioritize watching holiday-themed content over other types of content.

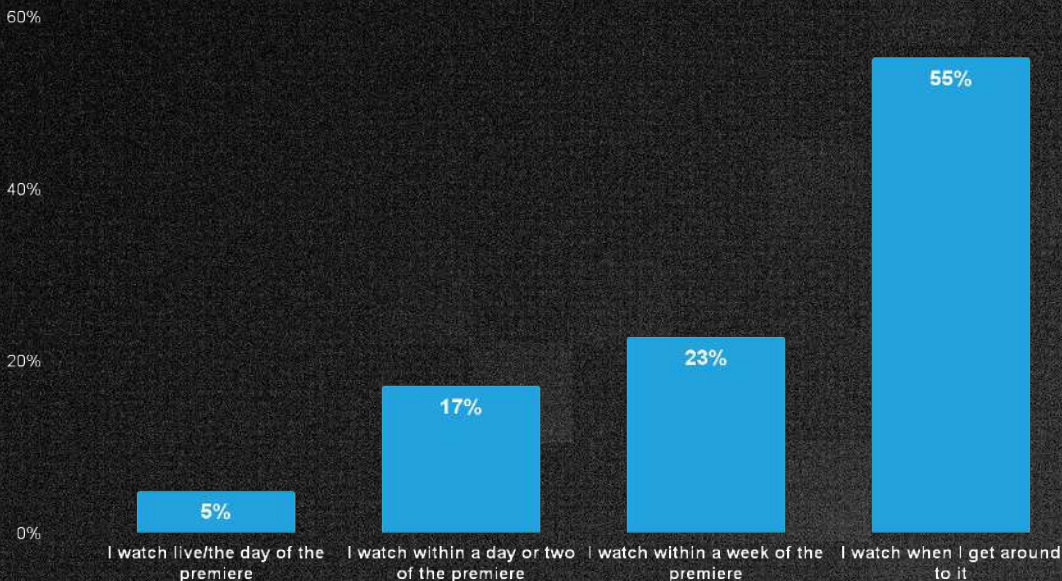


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When Viewers Watch Holiday Premieres

While some respondents expressed a preference in watching new made-for-TV holiday releases within a week or less of initial release date, **over half (55%)** expressed that they typically watch when they get around to it.

Nowadays, we have flexibility to choose when to watch new content. When do you typically prefer to watch the new made-for-TV holiday releases?



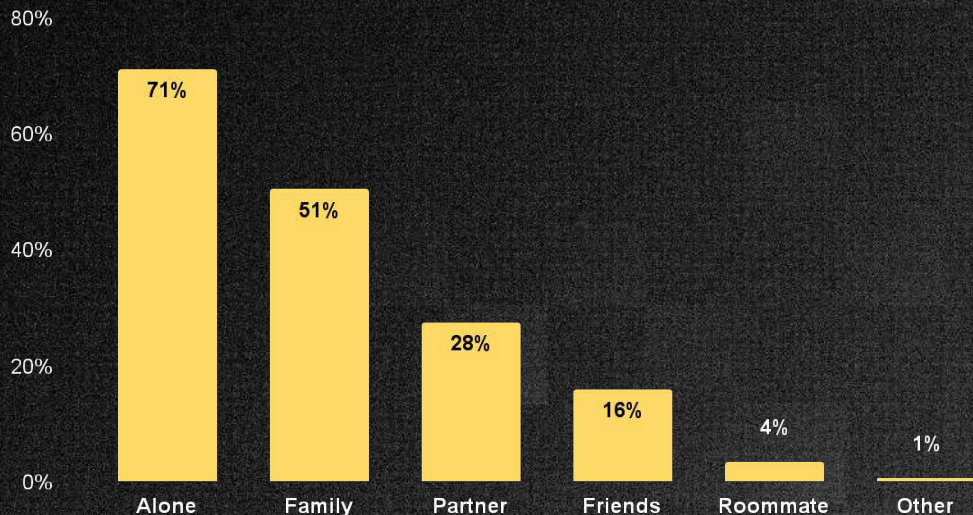
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Solo vs Co-Viewing

To better understand the typical viewing event, respondents were asked to indicate who they typically watch these movies with.

71% of the respondents indicated they regularly watch these titles alone, with about half saying they will often watch with their families as well. A little more than a quarter (28%) will watch with their partner.

Who do you typically watch made-for-TV holiday movies with? Select all that apply.



About Whip Media

CVM Insights is a content intelligence solution driving marketing, licensing, programming, and development decisions for today's leading entertainment companies. Powered by the world's largest panel of TV and film enthusiasts, CVM Insights is “always on,” continuously capturing viewing intent, engagement, and affinity data for content across platforms and devices.

At the heart of CVM Insights is first-party viewer engagement and audience data collected by Whip Media's Webby-award winning **TV Time** consumer app and website. More than 24 million early content adopters from around the world use TV Time to keep track of the shows and movies they're watching, discover what to watch next, and engage with content. These non-incentivized users are actively engaged, providing a truly holistic look at audience sentiment and behaviors.

About the Survey

Between November 9-10, 2022, Whip Media surveyed 4,540 U.S. content enthusiasts who use our TV Time app, to help us understand consumer attitudes and viewing behaviors regarding made-for-TV holiday movies. Among those respondents, 3,214 qualified as 'TV holiday movie consumers' by self-reporting their viewership of such titles.