



LIFESTYLE

Is Netflix ruining the TV experience?

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Since Netflix began releasing original shows in 2013, it has publicly derided traditional TV's weekly schedule, preferring instead to make full seasons of shows available at once. This change has had a huge impact on the way young adults watch TV; 78% of under 35 year olds say they prefer to watch a whole season in one go (up from 75% in 2017); and the balance has shifted for older generations as well. In 2017, 56% of Brits aged 55+ told us they prefer the "traditional" method of TV consumption of watching one episode each week, but these traditionalists have just slipped into the minority, with 49% now saying they prefer watching one episode/week and 51% preferring to binge.

But has this shift had a positive or negative impact on how TV fits into culture? [A recent study](#) highlighted the damage streaming services like Netflix are doing by making waiting between episodes a thing of the past. The study claims that by taking away this time, binge watching keeps a show feeling fresh in the short term, but at the expense of more long term enjoyment. The high of binge watching is addictive and short-lived, and can cause negative long-term effects.



Over a quarter of Brits (27%) say they are more likely to chat about shows with their friends when they're aired weekly, and 45% told us they enjoy having something to look forward each week. The most popular reaction to watching shows weekly was negative, however, with 53% saying they get frustrated with waiting (increasing to 58% among under 35s).

We've also seen a shift in how likely viewers of all ages are to give up on a show that's aired weekly. In 2017, we noted that our under 35s were more than twice as likely to stop watching a show as a result of having to watch just one episode/week (14% under 35 vs. 6% over 55). In the space of a year, we can now see not only that viewers are more likely to give up on a weekly series, but that our over 55s are now the most likely to do this (18% under 35 vs. 20% over 55).

Despite Netflix's initial refusal to release episodes weekly, the need to keep up to date with more traditional networks' schedules means the service now has a number of shows that are updated weekly with a new episode. This may have been the smartest decision, as if Netflix decided to wait until the whole season was out to add it to their service they would run a real risk of fans (particularly in the millennial age bracket) finding alternative ways to



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OnePulse spoke to 2000 men & women aged 16-65 around the UK from 16th-17th July 2018 (original Pulse spoke to 1850 people from 15th-17th March 2017).



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