UCLA Hollywood Diversity Report Presents:

Streaming Television in 2024

UCLA **Entertainment & Media Research Initiative**

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UCLA Hollywood Diversity Report Presents: Streaming Television in 2024

This report is the second annual report in a special series titled *UCLA Hollywood Diversity Report Presents* that focuses on certain parts of entertainment and media and, just like the *Hollywood Diversity Report*, explores relationships between diversity and the bottom line in the Hollywood entertainment industry. Housed within UCLA's Institute for Research on Labor and Employment (IRLE) and Division of Social Sciences, the Entertainment and Media Research Initiative (EMRI) – which explores equity and access issues affecting entertainment industry workers and tracks the viewing habits of increasingly diverse audiences – produced the report.

Since the way television is consumed and created has vastly changed in the past several years, we have paused the annual television season reports and, since last year, have examined the most commonly consumed television content in order to better understand where television may go from here. For this report, we are examining the top television series watched on streaming services[1] among total households in 2024. This includes "library" titles, which are series that no longer air new episodes but that are available in a platform's catalog, and that may have originally aired on broadcast and/or cable television.[2] Since streaming services hold an over 40-percent share of total television usage since June 2024,[3] it is best to examine where television consumption is the highest and to examine the type of content viewers prefer.

The Data

UCLA Hollywood Diversity Report Presents: Streaming Television in 2024 examines the top 250 television series[4] that were available on major streaming services from January 1, 2024 to December 31, 2024. The television series included library and current programs, as well as comedy, drama, animated, and alternative (e.g., reality) programs. The variables considered in the analyses for this report include the following:

- Racial status of lead talent[5]

- Gender of lead talent[6]

- Disability status of lead talent[7]

- Show creator racial status

- Show creator gender

- Genres and arenas

- Viewer and social media ratings[8] and total minutes viewed

Data for this report were compiled from a variety of sources that industry stakeholders rely upon for day-to-day updates on industry developments. These sources include The Studio System, Luminate Film & TV, the Internet Movie Database (IMDb), Nielsen, and Talkwalker.

The Backdrop

In 2024, the slowdown in the Hollywood industry was well underway.[9] Creatives were told to "survive until 2025." Although the decline was not as steep as the previous year, TV production was down 7% from 2023 in 2024.[10] In the U.S., streaming production continues to be well below "pre-strike" levels.[11] However, even with most of the streamers producing less, their viewership continued to increase. Nielsen reported that the share of total time watching television for U.S. viewers on streaming services went from 26 percent in May 2021 to 43 percent in December 2024.[12] Nielsen also found that viewers spent over 12 trillion minutes streaming content in 2024, which was 10 percent higher than in 2023.[13]

The combination of growing their subscriber base, raising prices, and cutting costs on original programming allowed some of the major Hollywood studios that had expanded into streaming to see annual profits for the first time in 2024.[14] To remain competitive with Pluto TV and Tubi, platforms that provide viewers with "free" streaming services with ads, major streamers have adopted their own ad-supported plans.[15] Streaming has essentially embraced the wearied broadcast television model without losing momentum.

Last year, we examined library and current titles in response to Nielsen reporting that many of the top ten most streamed titles, in terms of "total minutes viewed," were library television programs in 2023. Obviously, programs that have more episodes and that are longer in duration have a distinct advantage in terms of total minutes viewed, but the competitive value of older programs for attracting the viewing time of subscribers warranted further examination. Simultaneously, the various metrics of viewership and engagement beyond just minutes viewed should also be part of the discourse when assessing streaming television programs.

Understanding the viewing behavior in 2024 and comparing it to our findings from 2023 may help chart a better path forward for an industry that is currently grappling with the future of television.

Now that we have the backdrop, let's continue to set the stage. Using the industry's favored metric of minutes viewed, we ranked all television series by total minutes viewed among total households to come up with our sample of the top 250 streaming shows. The following charts break down the types of shows that were included in this sample.

In 2024, current titles (54 percent) comprised more than half of the top shows as compared to library titles (46 percent) (see Figure 1). This closely resembles the ratio between newer and older programming among top streaming shows in 2023. Despite the advantage that library titles possess in terms of the "total minutes viewed" sampling metric, current titles seem to be holding their own in engaging streaming viewers.

FIGURE 1: Share of Top Streaming Shows by Series Status, Current vs. Library, 2024 (N=250)
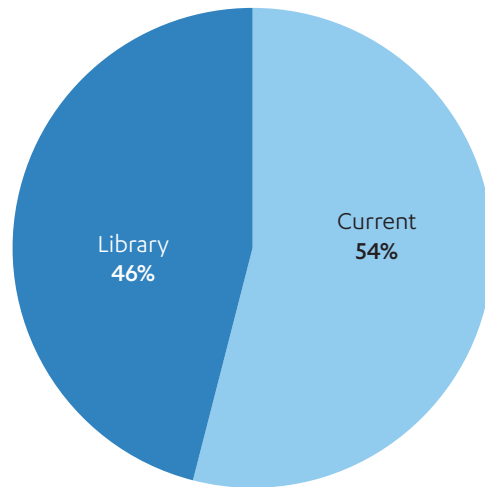
Once again, dramas made up a majority of the top shows in 2024 (53 percent). Similar to 2023, comedies (20 percent) and animation (17 percent) each made up a much smaller share of the top shows. The share of alternative programs (e.g., news, documentaries, reality shows) among the top shows increased slightly from 8 percent in 2023 to 10 percent in 2024 (see Figure 2).

FIGURE 2: Share of Top Streaming Shows by Genre, 2024 (N=250)
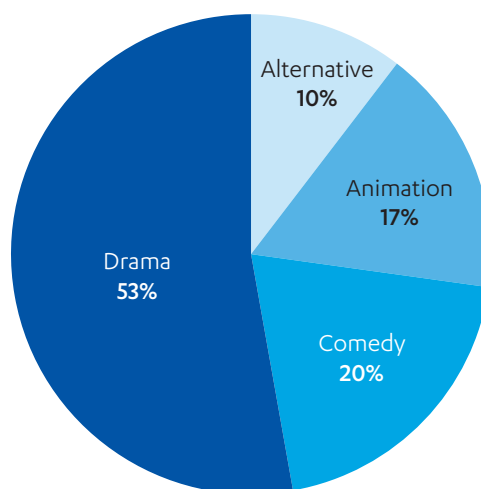
When examining the sub-categories within the main genres, the most common primary arena[16] among top shows was once again serialized drama (32.4 percent), followed by episodic/procedural dramas (19.6 percent). Episodic/procedural dramas almost doubled their share from 2023 and gained popularity moving from the fourth highest share to the second-highest share among the top shows in 2024. Children's animation and single-camera comedies held only slightly smaller shares in 2024 but stayed among the top 5 primary arenas (see Figure 3). However, the category that includes reality series and documentaries (10 percent) increased its share in 2024 and pushed multi-camera sitcoms (7.6 percent) out of the top 5 primary arenas.

FIGURE 3: **Percentage Distribution of Top Streaming Shows by Primary Arena, 2024 (N=250)**
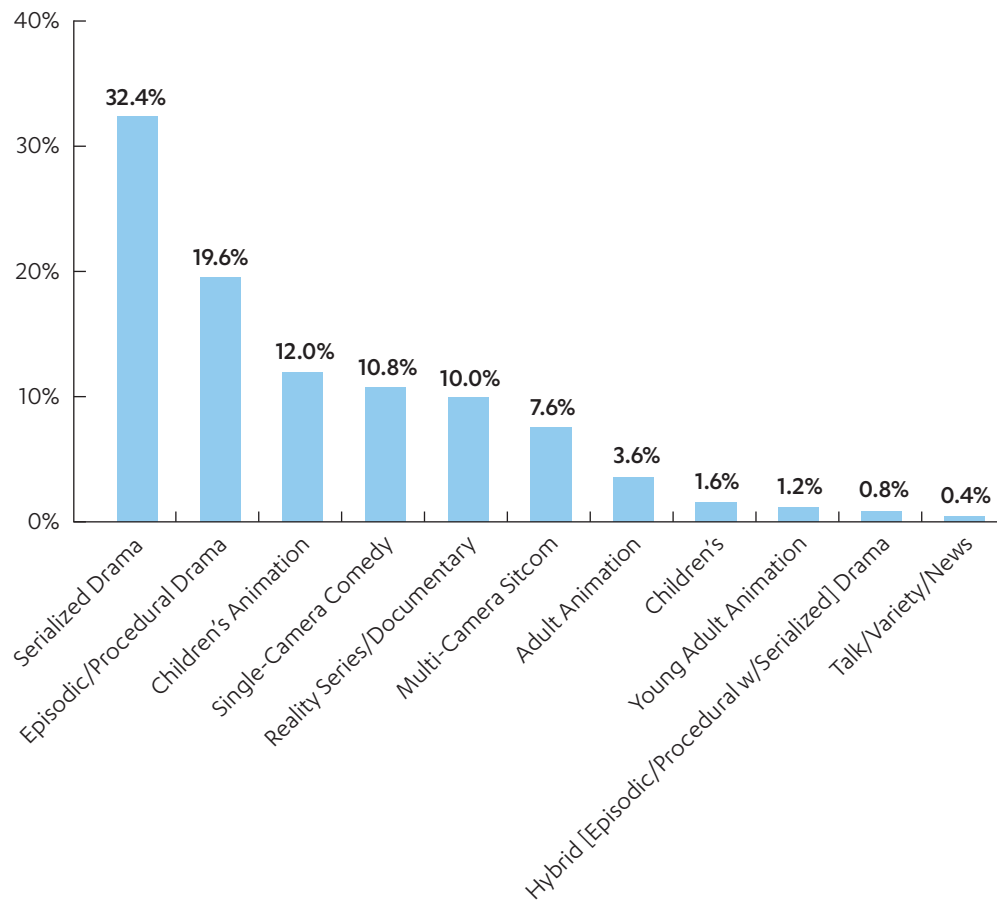
Almost all (92.4 percent) of the top shows had a secondary arena. Of those shows with at least one secondary arena, the vast majority (86.1 percent) had multiple secondary arenas.[17] Recorded in 71 streaming series, Women-Centered Stories was once again the most common secondary arena among top streaming shows in 2024. Crime (57), Ensemble (55), Action/Adventure (53), and IP Adaptation (45) round out the top 5 secondary arenas among the top shows. Among the more popular of the most-watched shows, *Fool Me Once* (Netflix) reflected many of the most frequently recorded secondary arenas, including Women-Centered Stories, Crime, Ensemble, IP Adaptation, Mystery, and Limited/Event Series. Figure 4 (see below) presents the frequency of each secondary arena across the top 250 shows.

FIGURE 4: **Frequency of Secondary Arenas Among Top Streaming Shows, 2024 (N=759)**

| Arena	Frequency
Women-Centered Stories	71
Crime	57
Ensemble	55
Action / Adventure	53
IP Adaptation	45
Workplace	41
Relationship Focused	39
Family	35
IP Iteration/Extension	34
Detective Mystery Drama	26
Coming of Age/Teen	24
Black Stories	22
Animated Comedy	21
LGBTQ Stories	21
Dramedy	17
Police	17
Romance	16
Historical/Period Piece	15
Supernatural	14
Fantasy	13
Science Fiction	12
Superhero	11
Legal	11
Medical	9
Mystery	9
Political	8
Asian Stories	7
Music/Musical	6
Space	6
Limited / Event Series	6
Western	6
Horror	5
Romantic Comedy	5
Faith / Religious	5
Military	5
Latinx Stories	5
Indigenous Stories	4
Animated Drama	2
Disability Stories	1

The Creator

Television show creators are world builders. They are the writers who successfully pitch the idea for a show to a network, studio, or talent agency. By doing so, they set in motion a host of production decisions that ultimately impact the degree of diversity in casting, writing, and directing. Previous reports in the *Hollywood Diversity Report* series reveal that women and people of color have been marginalized in the show creation process, though both groups have enjoyed some progress in this employment arena in recent years.

Many unscripted television series do not have a clearly identifiable show creator since most are not writers. So, for this analysis, we focused on the 224 scripted series among the top 250 television programs. For the shows examined in this report, 222 scripted shows out of the top 250 in streaming had at least one identifiable show creator who was considered for this analysis. Among those 222 scripted shows, only 27 shows had a BIPOC creator and only 49 shows had a female creator. As compared to 2023, BIPOC creators had a nominal increase in their share (11 percent to 12.2 percent), while female creators had a decrease in their share (25 percent to 22.1 percent) among the top scripted shows in 2024.

In the past, television shows that ended their run on traditional television could hope for new viewers through syndication or home video distribution. Today, many TV series that are no longer in production can be seen on demand through streaming services. The power to create art, inspire, and share stories on television remains limited to a select group of individuals. To really understand the enormity of the underrepresentation for BIPOC and women creatives, we also examined their shares when all co-creators are included in the analysis.

Among all creators and co-creators of the most-watched, scripted television shows in streaming in 2024, only 8.3 percent were BIPOC creatives, and each BIPOC group was either severely underrepresented or not represented at all (see Figure 5).[18] Although they make up 44.3 percent of the population,[19] BIPOC show creators, along with their artistic vision and their stories, were mainly excluded from scripted shows—both library and current—that were most watched on streaming television.

FIGURE 5: **Share of All Show Creators by Race/Ethnicity, Top Streaming Scripted, 2024 (N=361)**
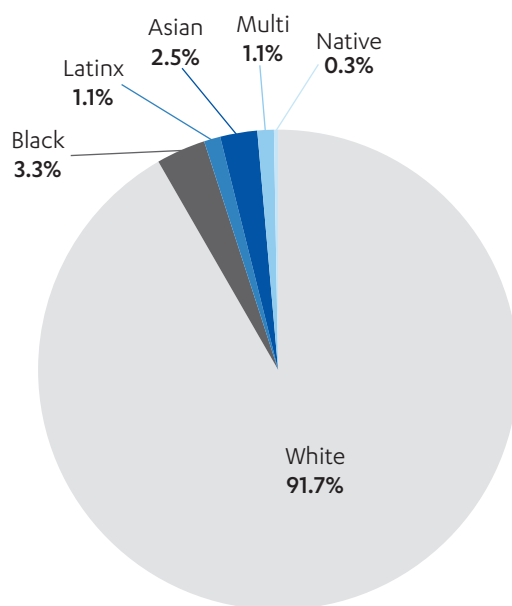
Similarly, women were also severely underrepresented when all co-creators are included in the analysis. Among all creators of the most-watched, scripted television shows in streaming in 2024, only 15 percent were women (see Figure 6). This represents a decline from 2023 where women held a 17.2 percent share of all show creators.

FIGURE 6: **Share of All Show Creators by Gender, Top Streaming Scripted, 2024 (N=361)**
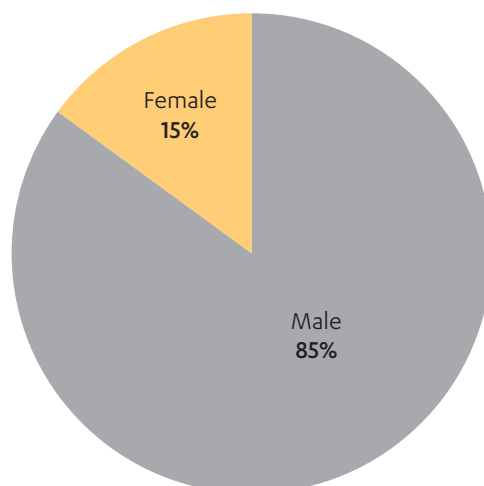
The gender gap for White show creators remained staggering. White men, alone, represented nearly eight out of ten (78.9 percent) of all show creators among the most-watched, scripted television shows in streaming in 2024 (see Figure 7). While their numbers were much smaller overall, Black and Latinx males outpaced their female counterparts as scripted show creators as well. Although the number of multiracial women exceeded their male counterparts, this group's overall count was minimal. Among Asian[20] and Native scripted show creators, there were no female show creators among the top scripted shows. There were no MENA scripted show creators and no other-gender show creators among the top shows in 2024.

FIGURE 7: **All Show Creator Counts by Race/Ethnicity and Gender, Top Streaming Scripted, 2024 (N=361)**
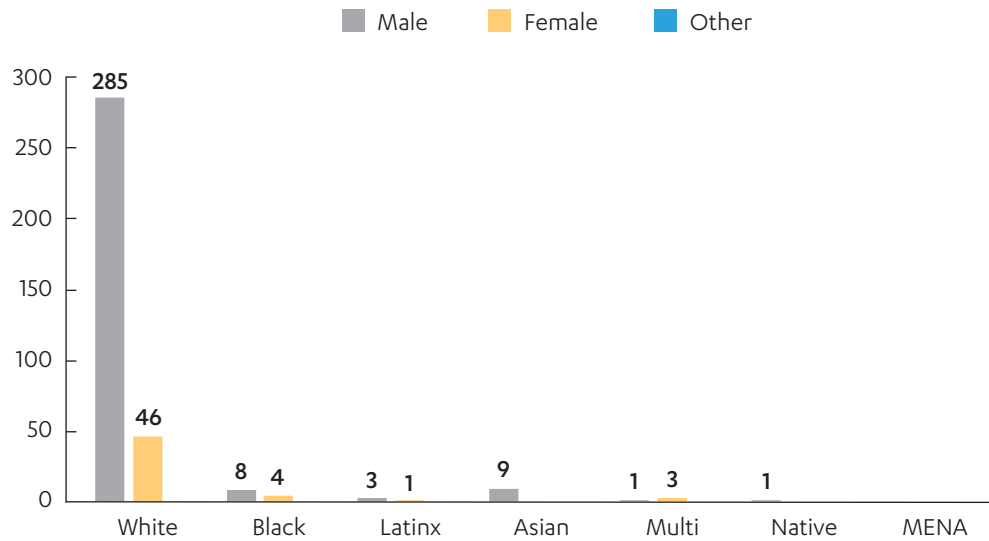
Considering some of these shows originally aired on traditional television as far back as 1951, the old Hollywood ways may have an outsized effect on these findings. So, we also examined how the share of creators by race/ethnicity and by gender differed if we only included the top *current* scripted shows in streaming in 2024. Out of the top 250 shows, there were 109 scripted streaming shows that were current. Only 17 of those current shows had a BIPOC creator (15.6 percent) and only 27 of those current shows had a female creator (24.8 percent). In addition, when we included co-creators in the analysis, the numbers remained dismal. Out of 182 total creators from current scripted, streaming shows, only 18 creators were BIPOC (9.9 percent) and only 28 creators were women (15.4 percent). There are only small increases among the share of shows who have a BIPOC creator and female creator, respectively, when examining only the current shows versus all the shows, including library titles. When examining all the creators together, there is a nominal increase in the share of BIPOC creators, and the share of female creators is basically the same. In comparison to 2023, the shares when examining only current shows were also similarly low for both. This all points to the difficulty facing BIPOC and women creatives in breaking into this vital role that shapes scripted television on the most popular platform.
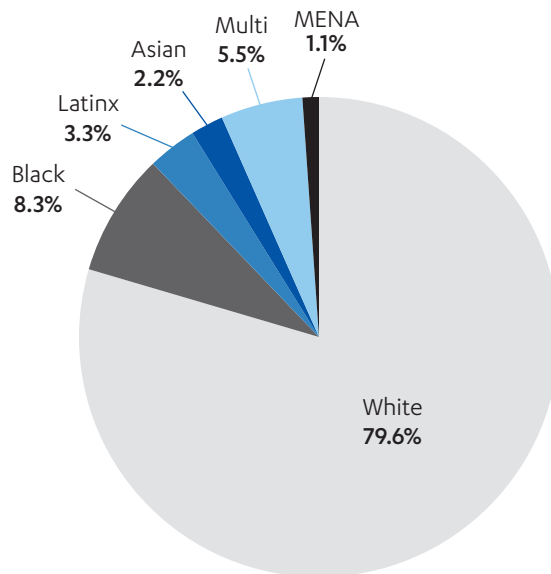
The Lead

Lead actors[21] play the protagonists whose stories are at the center of a television series. They portray the characters whose challenges, hopes, and desires fuel a show's narratives. They embody the characters with whom audiences are most likely to identify. As earlier reports in the *Hollywood Diversity Report* series document, BIPOC and women traditionally have been underrepresented as leads.

When people binge-watch shows on streaming, which actors are they seeing in lead roles? For this analysis, we focused on live-action, scripted series which encompassed the comedy and drama genre categories.[22]

Among the lead actors for the top streaming comedies and dramas in 2024, only 14.4 percent had a known disability. At 26 percent of the adult population, persons with disabilities were underrepresented as streaming leads in these shows in 2024.

Among the most-watched streaming comedies and dramas in 2024, virtually four-fifths of lead actors were White (79.6 percent). Black (8.3 percent), Latinx (3.3 percent), Asian (2.2 percent), and multiracial (5.5 percent) persons were all underrepresented among streaming leads of top streaming comedies and dramas in 2024. MENA (1.1 percent) persons were at proportionate representation, while Native persons were once again absent as leads among these shows (see Figure 8).

FIGURE 8: **Share of Streaming Television Leads by Race/Ethnicity, Top Comedy and Drama, 2024 (N=181)**

Over a third of the leads in top comedy and drama streaming shows in 2024 were played by women (34.3 percent) (see Figure 9). Already underrepresented, their share declined further from 2023 when they held 39 percent of lead roles in these shows.

FIGURE 9: **Share of Streaming Television Leads by Gender, Top Comedy and Drama, 2024 (N=181)**

Other
0.6%
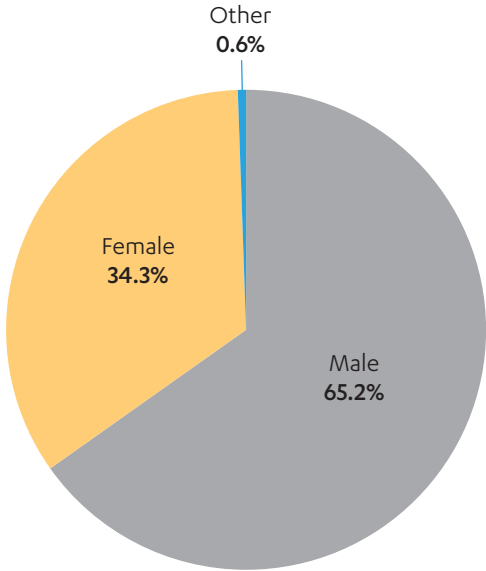
Female
34.3%

Male
65.2%

Among the 181 most-watched comedies and dramas on streaming platforms in 2024, only 15 (8.3 percent) featured a woman of color as the lead (see Figure 10). However, there were no Native or MENA female leads. The number of White male leads was double the number of White female and other-gender leads[23] combined. Among Black, Latinx,[24] and multiracial leads, there were clear gender disparities, whereas, among Asian leads, there was gender parity. Overall, most BIPOC groups had such few leads that any gender disparities were miniscule.

FIGURE 10: **Streaming Television Lead Counts by Race/Ethnicity and Gender, Top Comedy and Drama, 2024 (N=181)**

Legend: Male | Female | Other

	White	Black	Latinx	Asian	Multi	Native	MENA
Male	96	9	2	2	7		2
Female	47	6	4	2	3		
Other	1						
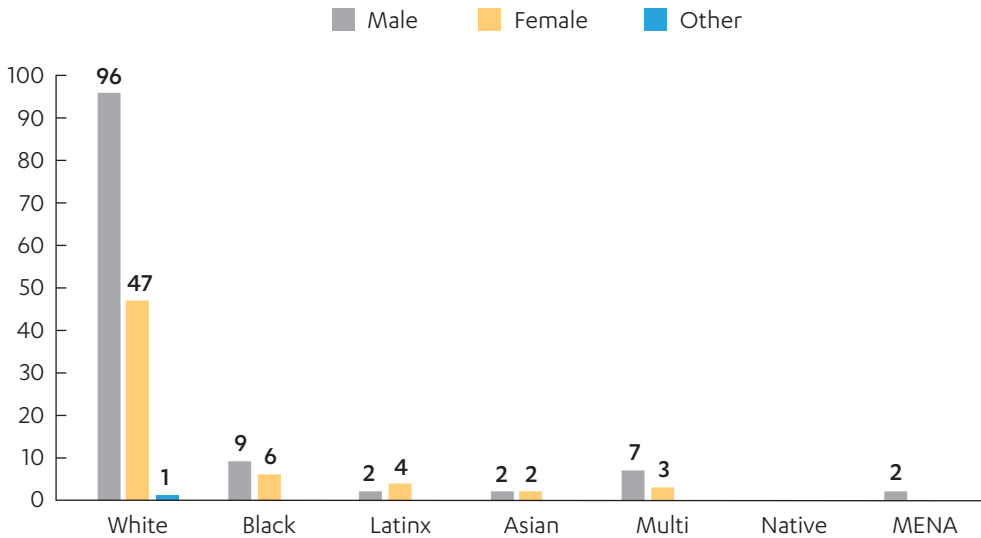
As with show creators, we also examined how the share of leads by race/ethnicity and gender differed if we only included the top current comedy and drama shows in streaming. There were 81 current comedies and dramas among the top shows in 2024. Among the current show's leads, 22 (27.2 percent) were BIPOC and only 31 (38.3 percent) were women. The share for BIPOC leads of current shows was greater than it is when library titles were included (20.4 percent) and was less than the share for this group in 2023 (30.6 percent). Similarly, the share for female leads of current shows was more than it was when the library titles were included (34.3 percent), and slightly less than the 40 percent share found in 2023.

In addition to the lead (who gets the top billing on a television show), there are also actors who are considered co-leads and who are listed after the lead actor in the credits. Because a viewer has all or most episodes available to them at one time for a particular show through a streaming platform, it is difficult to ascertain all the co-leads for each television program since many have multiple seasons and sometimes the cast members change. For this analysis, we focused on the second credited actor among the top comedies and dramas in streaming in 2024.[25]

Among the co-lead actors in these top shows in streaming, only 8.1 percent had a known disability, which was far less than the share for lead actors. Persons with disabilities were very underrepresented as streaming television co-leads in 2024.

Although they fared much better as co-leads than they did as leads, BIPOC actors (29.7 percent) were still underrepresented as co-leads among the top comedies and dramas on streaming platforms in 2024 (see Figure 11).[26]

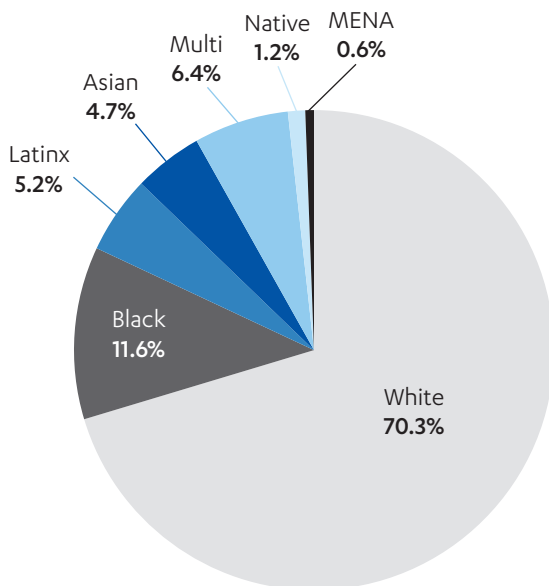**FIGURE 11:** **Share of Streaming Television Co-Leads by Race/Ethnicity, Top Comedy and Drama, 2024 (N=172)**

Similarly, women were much more likely to be a co-lead (45.9 percent) than a lead (34.3 percent) among the top comedies and dramas on streaming platforms in 2024 (see Figure 12).[27]

FIGURE 12: **Share of Streaming Television Co-Leads by Gender, Top Comedy and Drama, 2024 (N=172)**

Other
0.6%

Female
45.9%

Male
53.5%
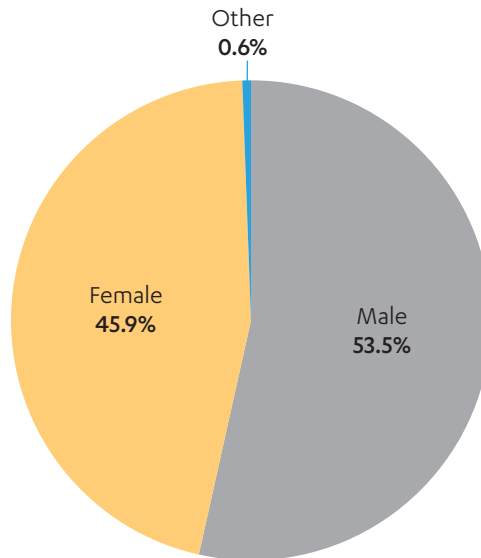
The Story

"We are, as a species, addicted to story. Even when the body goes to sleep, the mind stays up all night, telling itself stories."

— Jonathan Gottschall

Storytelling is an essential form of communication for humans. Stories help us learn more about ourselves and other people. We consume stories via visual media, such as television, which show us how the world works and our place in it. Because what we see in media often becomes a part of our memories and thus a part of our lived experiences, media acts as a powerful socialization agent. Repetition becomes a critical part of the socialization process. Even if you do not experience something firsthand or have evidence to support a claim, if you see and hear about it over and over again, you will begin to believe it is true. Americans are spending billions of minutes watching television programs. What kinds of stories do viewers experience when they visit a streaming platform?

For this analysis, we revisit the secondary arenas – subgenres and themes – introduced in "The Backdrop" section of this report that are listed in Figure 4. We focus on each of the top streaming shows' secondary arenas that are related to stories of communities that have been historically marginalized and who are underrepresented in popular culture (i.e., Asian Stories, Black Stories, Disability Stories, Indigenous Stories, Latinx Stories, LGBTQ Stories, and Women-Centered Stories). Out of the top 250 streaming shows in 2024, about two-fifths or 39.2 percent featured one or more of these underrepresented stories. When only considering scripted shows, the percentage jumps to 43.7 percent and when only considering live-action comedies and dramas, the percentage increases to 52.5 percent.

In 2024, the top scripted shows, including live-action and animation, that had exclusively White male show creators were the least likely to feature underrepresented stories (32.1 percent).[28] By contrast, 70.7 percent of top shows that had a White female show creator featured underrepresented stories,[29] as did 70.4 percent of shows that had a BIPOC show creator of any gender (see Figure 13).[30]

FIGURE 13: Share of Shows Featuring Underrepresented Stories, by Race/Ethnicity and Gender of Show Creators, Top Streaming Scripted, 2024 (N=222)
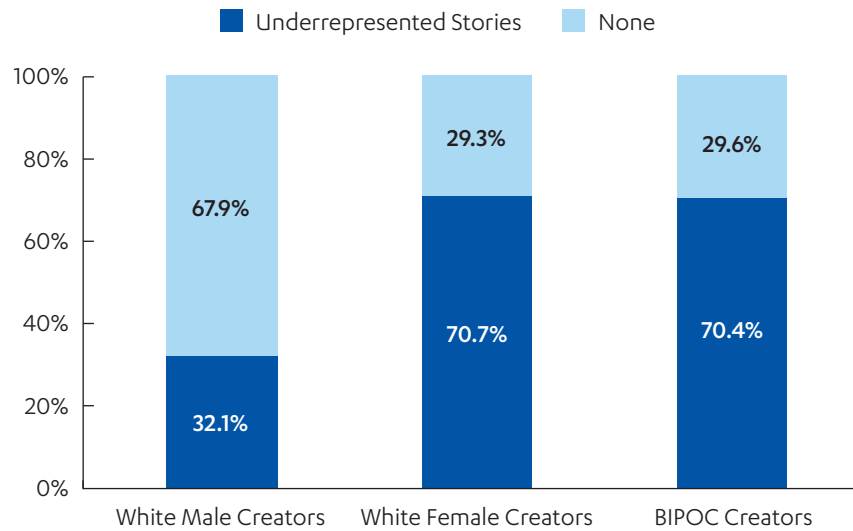
Similarly, over four in five shows led by a BIPOC actor featured underrepresented stories (81.1 percent), compared to less than half of top shows led by a White actor in 2024 (45.1 percent) (see Figure 14).[31] The shares of both White-led and BIPOC-led shows with underrepresented stories increased in 2024 as compared to 2023.

FIGURE 14: Share of Streaming Shows Featuring Underrepresented Stories, by Race/Ethnicity of Lead Actor, Top Comedy and Drama, 2024 (N=181)
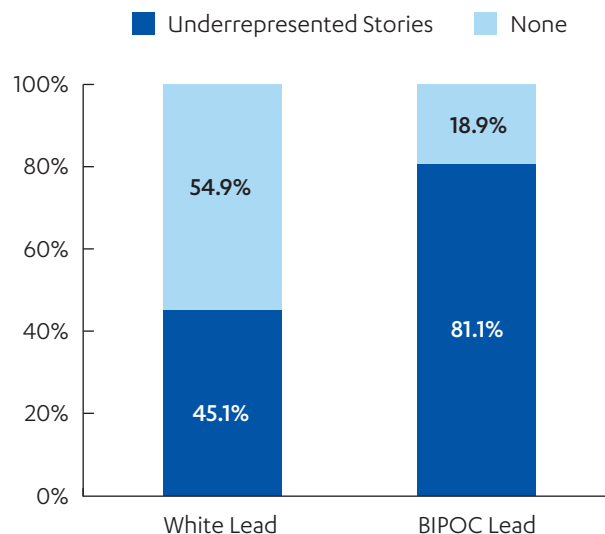
Underrepresented stories were also three times more likely to appear in top comedies and dramas led by female and other-gender actors than those led by male actors (93.7 percent vs. 30.5 percent) (see Figure 15).[32] Unlike the top comedies and dramas in 2023, there were several male-led comedies and dramas (e.g., *Downton Abbey* (PBS), *Ted Lasso* (Apple TV)) that included women-centered stories in 2024. Similar to the findings regarding the race/ethnicity of the lead, the shares of both male-led and female-led shows with underrepresented stories increased in 2024 as compared to 2023. But the increase from year to year was much more pronounced among female/other-led shows (46.5 percent to 93.7 percent).

FIGURE 15: **Share of Streaming Shows Featuring Underrepresented Stories, by Gender of Lead Actor, Top Comedy and Drama, 2024 (N=181)**
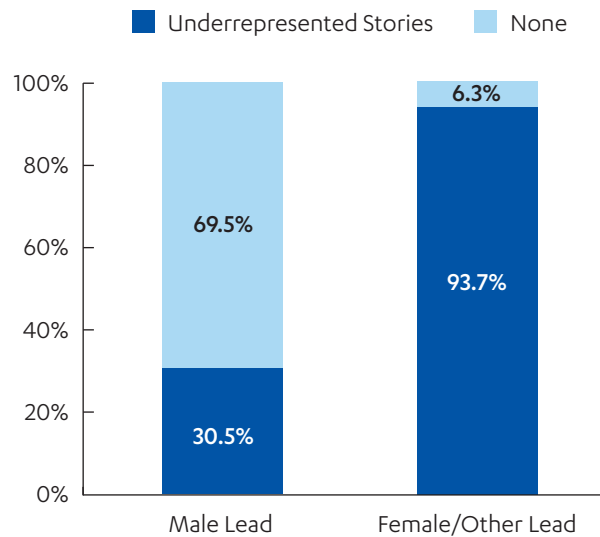
The Viewer

For the past eleven years, the *Hollywood Diversity Report* series has documented the relationship between diverse television content and the bottom line by examining how ratings have varied over the years with overall cast and writer diversity. The initial report in this series found that television ratings tend to peak, for most audience groups, for shows with relatively diverse casts. Over the years, this finding has been replicated with compelling consistency.

As mentioned in the "The Backdrop" section of this report, various metrics of viewership and engagement are helpful when assessing streaming television programs. For this analysis, we use television ratings that measure the percentage of television-owning households that are watching a particular program or commercial during a particular time.[33] We examine the popularity of these streaming television series that are ranked as the most watched among key individual viewer and household demographics. In addition, we examine a sub-sample of current shows airing in 2024 to see if there are any differences in viewership between newer and older shows. Lastly, we examine if social media ratings add any insights about the viewership of these shows.

In 2023, each household and viewer group had distinctly higher median ratings for BIPOC-led shows than for White-led shows among all top comedies and dramas. However, in 2024, the findings did not reveal a strong preference based on the race/ethnicity of the lead for most viewers among this set of current and library titles. Median ratings were only marginally higher for all top comedies and dramas with BIPOC leads as compared to those with White leads or virtually the same, regardless of the race and ethnicity of the lead, across all households and viewer groups, except among Black households (see Figure 16). Black households, by contrast, showed a strong preference for all top comedies and dramas with a BIPOC lead (3.76 ratings points) versus a White lead (1.24 ratings points).

FIGURE 16: Median Viewer and Household Ratings of Streaming Shows by Race/Ethnicity of Lead Actor, Top Comedy and Drama, 2024 (N=181)
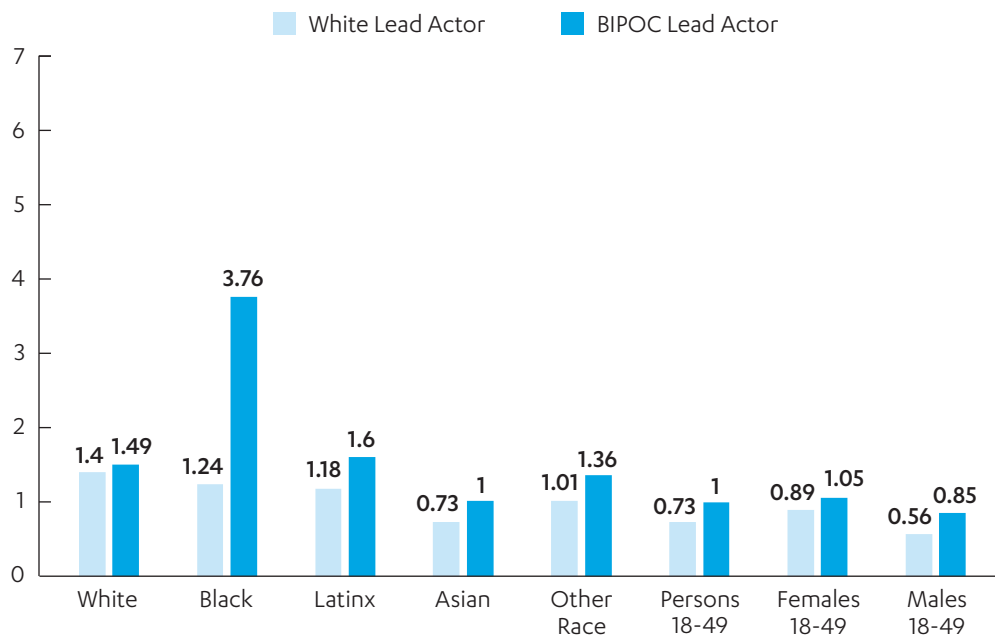
Among the top comedies and dramas that were currently being produced in 2024, the relationship between lead race and ethnicity and median ratings was more pronounced among the households defined by race and ethnicity and less pronounced among the viewer groups defined by age and gender. Each household, regardless of race and ethnicity, showed a clear preference for current, top comedies and dramas with a BIPOC lead versus a White lead (see Figure 17). Among Black households, the median household ratings for current, top comedies and dramas with a BIPOC lead (5.78 ratings points) was more than triple that of those with a White lead (1.76 ratings points). Among the three viewer groups who were 18 to 49 years old, the median ratings were only slightly higher for BIPOC leads as compared to White leads for current, top comedies and dramas in 2024.

FIGURE 17: **Median Viewer and Household Ratings of Current Streaming Shows by Race/Ethnicity of Lead Actor, Top Comedy and Drama, 2024 (N=81)**
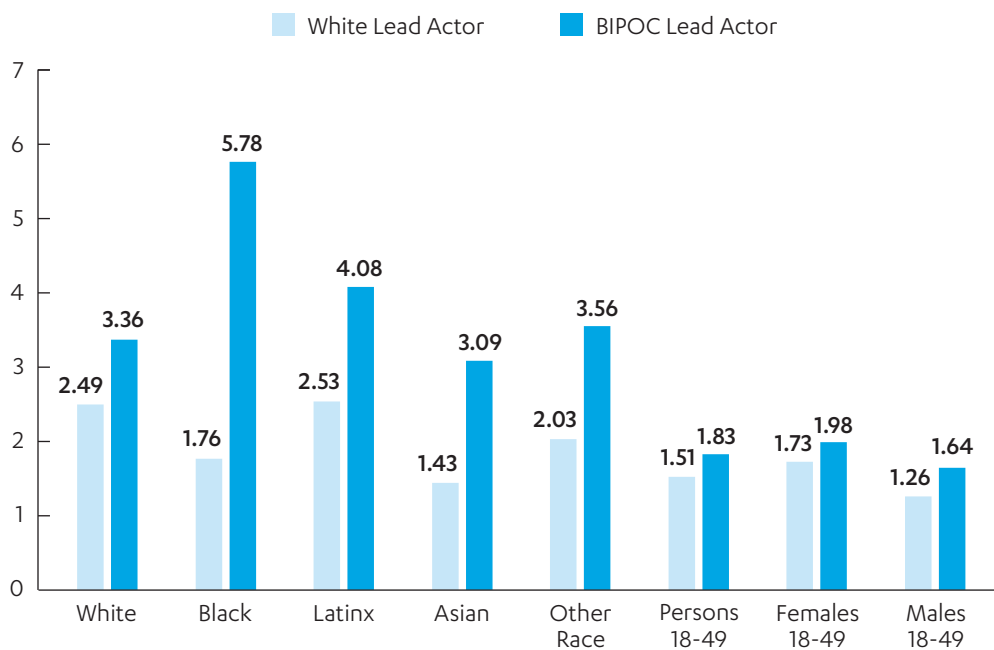
In 2023, the relationship between the gender of the lead and median ratings of all top comedies and dramas was less clear although the slight advantage in higher median ratings went to shows with female and other-gender leads for a few of the household and viewer groups. In 2024, the preference veered in the other direction. Median ratings were slightly higher for all top comedies and dramas with male leads as compared to those with female and other-gender leads among most of the households and viewer groups and virtually the same, regardless of the gender of the lead, among Black households and female viewers aged 18 to 49 (see Figure 18).

FIGURE 18: **Median Viewer and Household Ratings of Streaming Shows by Gender of Lead Actor, Top Comedy and Drama, 2024 (N=181)**

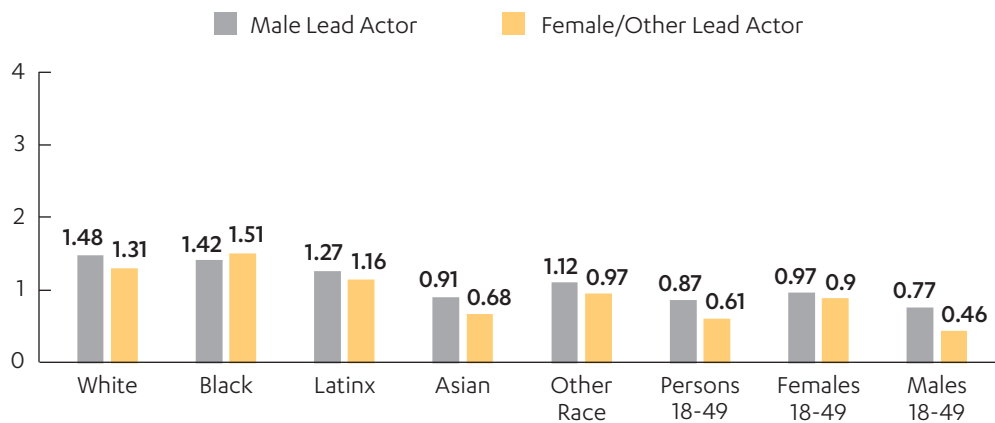■ Male Lead Actor   ■ Female/Other Lead Actor

Group	Male Lead Actor	Female/Other Lead Actor
White	1.48	1.31
Black	1.42	1.51
Latinx	1.27	1.16
Asian	0.91	0.68
Other Race	1.12	0.97
Persons 18-49	0.87	0.61
Females 18-49	0.97	0.9
Males 18-49	0.77	0.46

Among top comedies and dramas that were currently being produced in 2024, female and other-gender-led top shows were generally less popular in terms of median ratings among almost all of the households and viewer groups (see Figure 19). Similar to 2023, there were only two exceptions for this preference for current, top comedies and dramas with male leads as compared to female and other-gender leads. Among other-race households and female viewers aged 18 to 49, median ratings were virtually the same, regardless of the gender of the lead.

FIGURE 19: **Median Viewer and Household Ratings of Current Streaming Shows by Gender of Lead Actor, Top Comedy and Drama, 2024 (N=81)**

■ Male Lead Actor   ■ Female/Other Lead Actor

Group	Male Lead Actor	Female/Other Lead Actor
White	3.14	2.45
Black	3.29	2.91
Latinx	2.83	2.58
Asian	2.02	1.37
Other Race	2.34	2.33
Persons 18-49	1.69	1.56
Females 18-49	1.71	1.76
Males 18-49	1.56	1.23
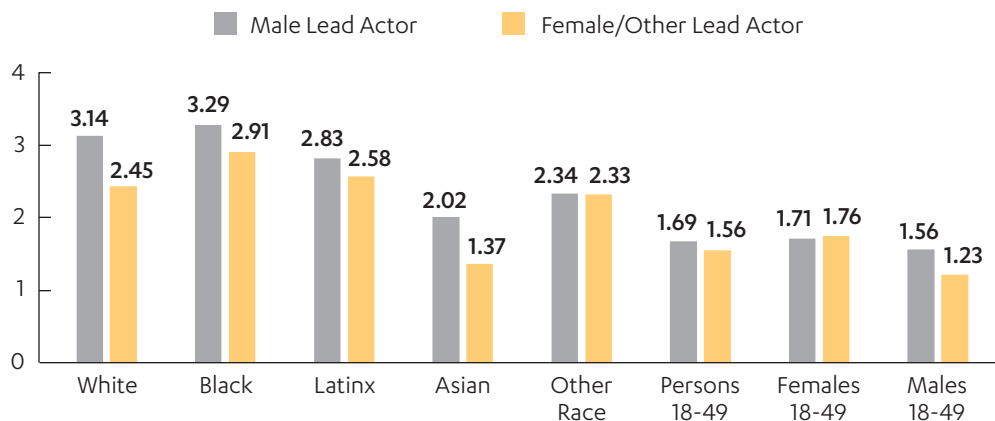
In our previous reports examining television, we found that having a relatively diverse cast and diverse credited writers often resulted in higher ratings. This finding suggests that featuring stories from diverse communities may be a ratings boost for live-action, scripted programs. In 2023, the top streaming shows featuring underrepresented stories posted higher median ratings than shows without these stories among each of the household and viewers groups. In 2024, the findings were similar among all of the household and viewer groups although the preference was generally more muted (see Figure 20). Among each of the household and viewer groups, the preference for underrepresented stories was strongest among female viewers aged 18 to 49 (1.01 ratings points vs. 0.67 ratings points) as well as Black households (1.69 ratings points vs. 1.36 ratings points).

FIGURE 20: **Median Viewer and Household Ratings of Top Streaming Shows by Underrepresented Stories, 2024 (N=250)**
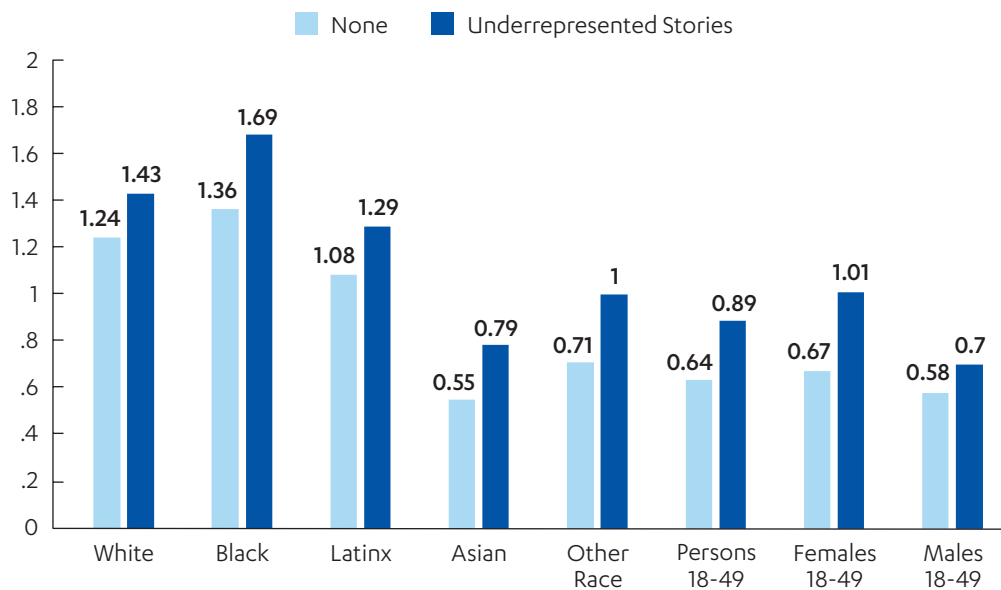
Among primary arenas for the top streaming shows in 2024, serialized dramas once again performed best in terms of median ratings (2.29 ratings points), closely followed by single-camera comedies and children's shows, which had the same median ratings (2.23 ratings points) (see Figure 21). Meanwhile, episodic/procedural dramas performed the best in terms of minutes viewed (6.79 billion) but were second lowest in terms of median ratings (0.81 ratings points). Hybrid dramas that are episodic/procedural, mainly with serialized elements, were last both in terms of median ratings (0.41 ratings points) and minutes viewed (4.29 billion).

FIGURE 21: **Median Ratings vs. Minutes Viewed of Streaming Shows by Primary Arena, Top Comedy and Drama, 2024 (N=181)**
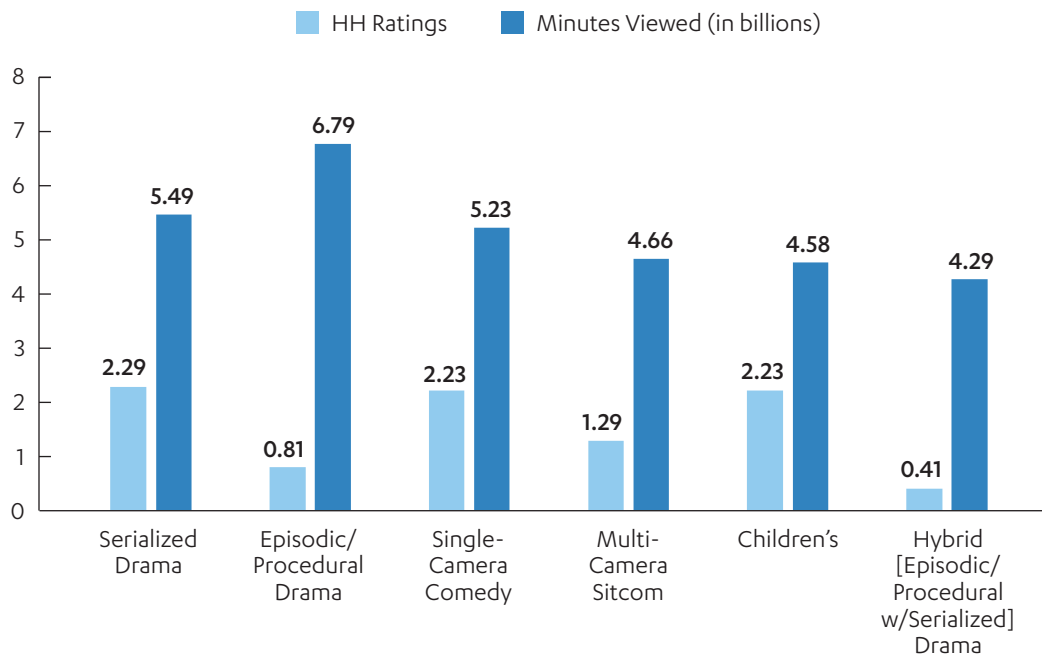
In our previous television reports, we have shown the popularity of television programs on social media based on their cast diversity. For this report, we set out to analyze social media ratings in a parallel manner to how we analyzed traditional TV ratings. However, we found that due to the high number of library titles in our sample of 250 streaming series, there were far fewer shows that had been tracked for social media mentions in 2024, especially when focusing only on live-action comedies and dramas. Thus, we could only conduct an analysis that was inclusive of all shows that were tracked on social media regardless of genre.

Out of the 250 top streaming shows in our sample, 133 were tracked across social media platforms in 2024. Median total social media interactions were highest for top streaming shows that featured underrepresented stories, compared to those that did not (1,525,500 vs. 269,100 interactions). This pattern held across all social media platforms in 2024 (see Figure 22). Examples of top streaming shows featuring underrepresented stories and recording high levels of social media interactions include *Bridgerton* (Netflix) with 119,633,624 interactions, and *House of the Dragon* (HBO, HBO Max) with 35,855,600 interactions.

FIGURE 22: Median Social Media Interactions of Top Streaming Shows by Underrepresented Stories, 2024 (N=133)
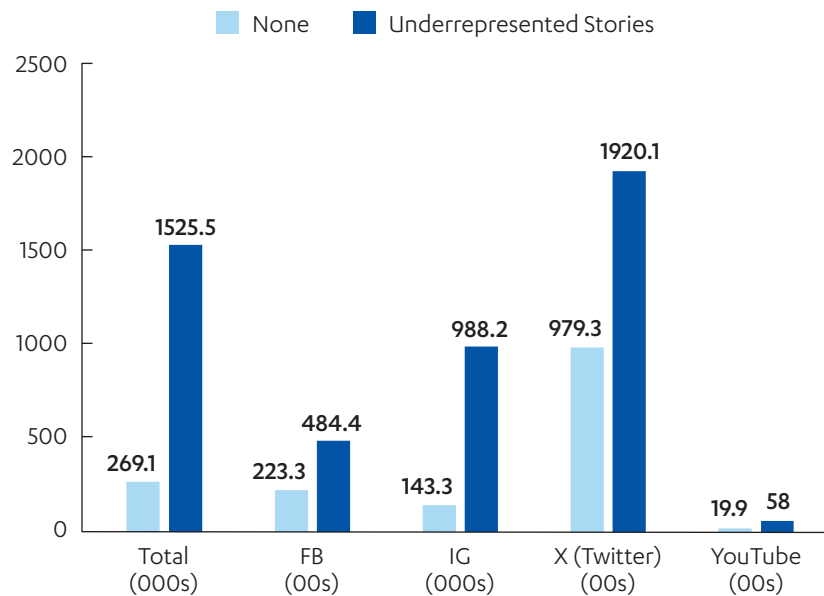
The Top 10

The following top 10 tables provide examples of the type of television programming that attracted viewers from key age and gender groups and racial/ethnic households. On the top half of each table, the shows are ranked by total household ratings; on the bottom half, the shows are ranked by total household minutes viewed.

When streaming shows were ranked by total household ratings, BIPOC households were overrepresented[34] as household viewers for six of the top 10 streaming shows in 2024 (see Table 1). Women represented the majority of viewers (exceeding their population share) for seven of the top 10 streaming shows. Lastly, persons who were 18 to 49 years old were overrepresented[35] as viewers for eight of the top 10 streaming films. All of the top ten highest rated shows were current titles in 2024.

By contrast, when streaming shows were ranked by total minutes viewed for total households, BIPOC households were only overrepresented as household viewers for four of the top 10 streaming shows in 2024. Women represented the majority of viewers (exceeding their population share) for nine of the top 10 streaming shows. Finally, persons who were 18 to 49 years old were overrepresented as viewers for eight of the top 10 streaming films. Nine out of the top ten shows in terms of total minutes viewed by total households were current titles in 2024, and most of those shows spanned several seasons. For example, *Law & Order: Special Victims Unit* (NBC) was airing current episodes of its 25th and 26th seasons in 2024.

TABLE 1: **Top 10 Streaming Television Shows by Total Household Ratings, Total Household Minutes Viewed, and Viewer Shares (2024)**

Rank	Title	Status	Primary Arena	Race/Ethnicity of Lead	Gender of Lead	Total HH Ratings	Total HH Total Minutes Viewed (000)	BIPOC HH Viewer Share	Female Viewer Share	Persons 18-49 Viewer Share
Ranked by Ratings										
1	Bluey	Current	Children's Animation	White	Male	27.02	42,432,852	33.3%	58.6%	39.9%
2	Fool Me Once	Current	Serialized Drama	White	Female	18.49	8,741,250	38.7%	62.6%	37.4%
3	Fallout	Current	Serialized Drama	White	Female	15.79	8,824,227	33.0%	37.9%	64.7%
4	The Perfect Couple	Current	Serialized Drama	White	Female	15.32	5,687,010	32.6%	67.5%	42.9%
5	Griselda	Current	Serialized Drama	Latinx	Female	13.04	5,299,125	57.8%	54.2%	50.1%
6	Baby Reindeer	Current	Serialized Drama	White	Male	12.97	3,746,358	37.9%	62.2%	59.6%
7	The Gentlemen	Current	Serialized Drama	White	Male	12.84	6,281,415	36.6%	48.5%	46.0%
8	Bebefinn	Current	Children's Animation	Asian	Female	12.64	4,813,232	67.7%	66.7%	43.4%
9	Nobody Wants This	Current	Single-Camera Comedy	White	Female	12.56	4,060,086	27.8%	69.5%	51.3%
10	Avatar: The Last Airbender	Current	Serialized Drama	Multi	Male	12.31	6,236,595	55.3%	45.1%	59.3%
Ranked by Total Minutes Viewed										
1	Bluey	Current	Children's Animation	White	Male	27.02	42,432,852	33.3%	58.6%	39.9%
2	Grey's Anatomy	Current	Serialized Drama	White	Female	1.74	41,762,175	32.9%	74.6%	61.5%
3	Family Guy	Current	Adult Animation	White	Male	2.85	34,859,360	44.4%	44.9%	76.5%
4	NCIS	Current	Episodic/Procedural Drama	White	Male	1.21	31,522,994	21.0%	60.9%	41.6%
5	Bob's Burgers	Current	Adult Animation	White	Male	3.78	29,199,312	30.8%	57.9%	78.1%
6	Young Sheldon	Current	Single-Camera Comedy	White	Male	7.32	25,728,962	34.6%	59.1%	45.8%
7	Law & Order: Special Victims Unit	Current	Episodic/Procedural Drama	White	Female	0.82	24,739,848	36.3%	69.8%	66.6%
8	Criminal Minds	Current	Episodic/Procedural Drama	White	Male	1.24	23,679,756	31.4%	71.4%	57.3%
9	The Big Bang Theory	Library	Multi-Camera Sitcom	White	Male	3.21	23,523,918	25.9%	53.0%	58.4%
10	SpongeBob SquarePants	Current	Children's Animation	White	Male	2.54	22,754,482	46.2%	56.6%	53.7%

Four of the top 10 streaming shows in 2024 — ranked by Asian household ratings — featured a BIPOC lead, while five of the shows had a female lead and seven featured underrepresented stories in their secondary arenas (see Table 2). By contrast, none of the top 10 streaming shows ranked by total minutes viewed for Asian households had a BIPOC lead in 2024. Four of these top 10 shows had a female lead and three featured underrepresented stories in their secondary arenas.

TABLE 2: Top 10 Streaming Television Shows by Asian Households (2024)

Ranked by Ratings								
Rank	**Title**	**Status**	**Asian HH Rating**	**Asian HH Total Minutes Viewed (000)**	**Race/ Ethnicity of Lead**	**Gender of Lead**	**Primary Arena**	**Secondary Arena**
1	Fallout	Current	18.71	645,021	White	Female	Serialized Drama	Action / Adventure, IP Adaptation, Science Fiction, Women-Centered Stories
2	Avatar: The Last Airbender (2024)	Current	17.68	552,015	Multi	Male	Serialized Drama	Action / Adventure, Asian Stories, Ensemble, Fantasy, IP Adaptation, Coming of Age/Teen
3	3 Body Problem	Current	16.20	537,888	Black	Male	Serialized Drama	IP Adaptation, Science Fiction, Women-Centered Stories
4	Bluey	Current	15.68	1,524,864	White	Male	Children's Animation	Family
5	The Brothers Sun	Current	14.50	479,193	Asian	Female	Serialized Drama	Action / Adventure, Asian Stories, Crime, Relationship Focused, Women-Centered Stories
6	Fool Me Once	Current	14.10	410,508	White	Female	Serialized Drama	Crime, Ensemble, Limited / Event Series, IP Adaptation, Mystery, Women-Centered Stories
7	The Perfect Couple	Current	13.80	323,615	White	Female	Serialized Drama	Crime, Detective Mystery Drama, Limited / Event Series, IP Adaptation
8	Shōgun	Current	12.76	584,105	Asian	Male	Serialized Drama	Action / Adventure, Asian Stories, IP Adaptation, Historical/Period Piece
9	The Gentlemen	Current	12.62	380,834	White	Male	Serialized Drama	Action / Adventure, Crime, Ensemble, IP Iteration/Extension
10	Nobody Wants This	Current	11.00	224,875	White	Female	Single-Camera Comedy	Dramedy, Faith / Religious, Relationship Focused, Romantic Comedy, Women-Centered Stories
Ranked by Total Minutes Viewed								
1	Bluey	Current	15.68	1,524,864	White	Male	Children's Animation	Family
2	Cocomelon	Current	9.52	1,168,557	White	Female	Children's Animation	Family, Music/Musical
3	Suits	Library	2.33	1,084,680	White	Male	Serialized Drama	Legal, Workplace, Dramedy
4	Young Sheldon	Current	4.70	1,021,748	White	Male	Single-Camera Comedy	Coming of Age/Teen, IP Iteration/ Extension, Family
5	Grey's Anatomy	Current	0.64	960,050	White	Female	Serialized Drama	LGBTQ Stories, Medical, Women-Centered Stories, Ensemble, Relationship Focused, Workplace, Black Stories
6	The Office	Library	1.56	894,626	White	Male	Single-Camera Comedy	Workplace, IP Iteration/Extension
7	Bob's Burgers	Current	1.82	875,856	White	Male	Adult Animation	Animated Comedy
8	Peppa Pig	Current	3.59	866,574	White	Female	Children's Animation	
9	Brooklyn Nine-Nine	Library	3.06	829,263	White	Male	Single-Camera Comedy	LGBTQ Stories, Police, Workplace, Black Stories
10	Bridgerton	Current	7.18	801,084	White	Female	Serialized Drama	Black Stories, Ensemble, Historical/ Period Piece, IP Adaptation, Relationship Focused, Romance, Women-Centered Stories

Six of the top 10 streaming shows in 2024 — ranked by Black household ratings — featured a BIPOC lead, while four of the shows had a female lead and five featured underrepresented stories in their secondary arenas (see Table 3). By contrast, only two of the top 10 streaming shows ranked by total minutes viewed for Black households had a BIPOC lead in 2024. Three of these top 10 shows had a female lead and four featured underrepresented stories in their secondary arenas.

TABLE 3: Top 10 Streaming Television Shows by Black Households (2024)

Ranked by Ratings								
Rank	Title	Status	Black HH Rating	Black HH Total Minutes Viewed (000)	Race/ Ethnicity of Lead	Gender of Lead	Primary Arena	Secondary Arena
1	Bebefinn	Current	26.35	1,361,920	Asian	Female	Children's Animation	
2	Fool Me Once	Current	22.25	1,429,218	White	Female	Serialized Drama	Crime, Ensemble, Limited / Event Series, IP Adaptation, Mystery, Women-Centered Stories
3	Bluey	Current	20.98	4,474,272	White	Male	Children's Animation	Family
4	Cocomelon	Current	20.75	5,566,810	White	Female	Children's Animation	Family, Music/Musical
5	Cross	Current	20.61	1,541,299	Black	Male	Serialized Drama	Black Stories, Crime, Detective Mystery Drama, IP Adaptation, Police
6	Avatar: The Last Airbender (2024)	Current	20.04	1,379,430	Multi	Male	Serialized Drama	Action / Adventure, Asian Stories, Ensemble, Fantasy, IP Adaptation, Coming of Age/Teen
7	Griselda	Current	19.82	1,095,250	Latinx	Female	Serialized Drama	Crime, Latinx Stories, Limited / Event Series, Women-Centered Stories
8	Everybody Hates Chris	Library	18.69	5,927,520	Black	Male	Single-Camera Comedy	Black Stories, Coming of Age/Teen
9	The Madness	Current	16.79	1,100,742	Black Latinx	Male	Serialized Drama	Action / Adventure, Crime, Limited / Event Series
10	Your Honor	Library	14.90	2,718,348	White	Male	Serialized Drama	Crime, Legal, IP Iteration/Extension
Ranked by Total Minutes Viewed								
1	Family Guy	Current	5.85	9,721,150	White	Male	Adult Animation	Animated Comedy
2	SpongeBob SquarePants	Current	5.67	6,900,715	White	Male	Children's Animation	Action / Adventure, Animated Comedy
3	Everybody Hates Chris	Library	18.69	5,927,520	Black	Male	Single-Camera Comedy	Black Stories, Coming of Age/Teen
4	Law & Order: Special Victims Unit	Current	1.38	5,655,510	White	Female	Episodic/Procedural Drama	Detective Mystery Drama, Legal, IP Iteration/Extension, Crime, Police, Women-Centered Stories
5	Cocomelon	Current	20.75	5,566,810	White	Female	Children's Animation	Family, Music/Musical
6	Grey's Anatomy	Current	1.67	5,433,883	White	Female	Serialized Drama	LGBTQ Stories, Medical, Women-Centered Stories, Ensemble, Relationship Focused, Workplace, Black Stories
7	The Amazing World of Gumball	Library	7.29	5,423,760	White	Male	Children's Animation	Animated Comedy, Relationship Focused
8	Bluey	Current	20.98	4,474,272	White	Male	Children's Animation	Family
9	American Dad	Current	3.15	4,304,080	White	Male	Adult Animation	Animated Comedy
10	Martin	Library	8.28	4,251,954	Black	Male	Multi-Camera Sitcom	Ensemble, Relationship Focused, Black Stories

Three of the top 10 streaming shows in 2024 — ranked by Latinx household rating — featured a BIPOC lead, while five of the shows had a female lead and four featured underrepresented stories in their secondary arenas (see Table 4). By contrast, none of the top 10 streaming shows ranked by total minutes viewed for Latinx households in 2024 had a BIPOC lead. Four of these top 10 shows had a female lead and two featured underrepresented stories in their secondary arenas.

TABLE 4: Top 10 Streaming Television Shows by Latinx Households (2024)

Rank	Title	Status	Latinx HH Rating	Latinx HH Total Minutes Viewed (000)	Race/ Ethnicity of Lead	Gender of Lead	Primary Arena	Secondary Arena
**Ranked by Ratings**							
1	Bluey	Current	30.89	7,387,314	White	Male	Children's Animation	Family
2	Bebefinn	Current	29.09	1,688,112	Asian	Female	Children's Animation	
3	Griselda	Current	27.69	1,707,875	Latinx	Female	Serialized Drama	Crime, Latinx Stories, Limited / Event Series, Women-Centered Stories
4	Cocomelon Lane	Current	20.35	1,498,452	White	Male	Children's Animation	Family, Music/Musical, IP Iteration/ Extension
5	Fool Me Once	Current	19.94	1,431,486	White	Female	Serialized Drama	Crime, Ensemble, Limited / Event Series, IP Adaptation, Mystery, Women-Centered Stories
6	Cocomelon	Current	18.90	5,686,662	White	Female	Children's Animation	Family, Music/Musical
7	Avatar: The Last Airbender (2024)	Current	18.65	1,434,105	Multi	Male	Serialized Drama	Action / Adventure, Asian Stories, Ensemble, Fantasy, IP Adaptation, Coming of Age/Teen
8	Monsters: The Lyle and Erik Menendez Story	Current	18.56	1,645,056	White	Male	Serialized Drama	Crime, Relationship Focused, Legal, Historical/Period Piece
9	Baby Reindeer	Current	16.66	730,884	White	Male	Serialized Drama	Coming of Age/Teen, Dramedy, LGBTQ Stories, Limited / Event Series, Relationship Focused
10	The Perfect Couple	Current	14.48	825,115	White	Female	Serialized Drama	Crime, Detective Mystery Drama, Limited / Event Series, IP Adaptation
**Ranked by Total Minutes Viewed**							
1	Bluey	Current	30.89	7,387,314	White	Male	Children's Animation	Family
2	Grey's Anatomy	Current	1.75	6,413,134	White	Female	Serialized Drama	LGBTQ Stories, Medical, Women-Centered Stories, Ensemble, Relationship Focused, Workplace, Black Stories
3	Cocomelon	Current	18.90	5,686,662	White	Female	Children's Animation	Family, Music/Musical
4	Young Sheldon	Current	9.07	4,842,075	White	Male	Single-Camera Comedy	Coming of Age/Teen, IP Iteration/ Extension, Family
5	Family Guy	Current	2.26	4,210,870	White	Male	Adult Animation	Animated Comedy
6	Bob's Burgers	Current	3.10	3,651,456	White	Male	Adult Animation	Animated Comedy
7	Masha and the Bear	Current	12.77	3,522,806	White	Female	Children's Animation	Action / Adventure, Family
8	Suits	Library	2.90	3,320,326	White	Male	Serialized Drama	Legal, Workplace, Dramedy
9	Disney's Mickey Mouse Clubhouse	Library	5.24	3,210,207	White	Male	Children's Animation	Animated Comedy, Family, IP Iteration/ Extension
10	Bridgerton	Current	10.82	2,970,084	White	Female	Serialized Drama	Black Stories, Ensemble, Historical/ Period Piece, IP Adaptation, Relationship Focused, Romance, Women-Centered Stories

None of the top 10 streaming shows in 2024 — ranked by White household ratings — featured a BIPOC lead, while five of the shows had a female lead and five featured underrepresented stories in their secondary arenas (see Table 5). Similarly, none of the top 10 streaming shows ranked by total minutes viewed for White households had a BIPOC lead in 2024. Three of these top 10 shows had a female lead and three featured underrepresented stories in their secondary arenas.

TABLE 5: Top 10 Streaming Television Shows by White Households (2024)

Rank	Title	Status	White HH Rating	White HH Total Minutes Viewed (000)	Race/ Ethnicity of Lead	Gender of Lead	Primary Arena	Secondary Arena
Ranked by Ratings								
1	Bluey	Current	28.39	28,322,844	White	Male	Children's Animation	Family
2	Fool Me Once	Current	17.83	5,355,882	White	Female	Serialized Drama	Crime, Ensemble, Limited / Event Series, IP Adaptation, Mystery, Women-Centered Stories
3	Fallout	Current	16.62	5,911,575	White	Female	Serialized Drama	Action / Adventure, IP Adaptation, Science Fiction, Women-Centered Stories
4	The Perfect Couple	Current	16.31	3,834,705	White	Female	Serialized Drama	Crime, Detective Mystery Drama, Limited / Event Series, IP Adaptation
5	Nobody Wants This	Current	14.32	2,932,113	White	Female	Single-Camera Comedy	Dramedy, Faith / Religious, Relationship Focused, Romantic Comedy, Women-Centered Stories
6	The Gentlemen	Current	12.80	3,980,771	White	Male	Serialized Drama	Action / Adventure, Crime, Ensemble, IP Iteration/Extension
7	Baby Reindeer	Current	12.65	2,325,708	White	Male	Serialized Drama	Coming of Age/Teen, Dramedy, LGBTQ Stories, Limited / Event Series, Relationship Focused
8	Monsters: The Lyle and Erik Menendez Story	Current	10.70	3,913,893	White	Male	Serialized Drama	Crime, Relationship Focused, Legal, Historical/Period Piece
9	Bridgerton	Current	10.02	11,527,512	White	Female	Serialized Drama	Black Stories, Ensemble, Historical/ Period Piece, IP Adaptation, Relationship Focused, Romance, Women-Centered Stories
10	Reacher	Current	9.87	5,769,750	White	Male	Serialized Drama	Action / Adventure, Crime, Detective Mystery Drama, IP Adaptation, Military, Police
Ranked by Total Minutes Viewed								
1	Bluey	Current	28.39	28,322,844	White	Male	Children's Animation	Family
2	Grey's Anatomy	Current	1.84	28,033,460	White	Female	Serialized Drama	LGBTQ Stories, Medical, Women-Centered Stories, Ensemble, Relationship Focused, Workplace, Black Stories
3	NCIS	Current	1.50	24,901,916	White	Male	Episodic/Procedural Drama	Action / Adventure, Detective Mystery Drama, Ensemble, Police, IP Iteration/ Extension, Workplace, Military
4	Bob's Burgers	Current	4.12	20,218,704	White	Male	Adult Animation	Animated Comedy
5	Family Guy	Current	2.49	19,373,910	White	Male	Adult Animation	Animated Comedy
6	The Big Bang Theory	Library	3.75	17,435,512	White	Male	Multi-Camera Sitcom	Ensemble, Workplace, Romance
7	Young Sheldon	Current	7.54	16,833,579	White	Male	Single-Camera Comedy	Coming of Age/Teen, IP Iteration/ Extension, Family
8	Criminal Minds	Current	1.33	16,245,414	White	Male	Episodic/Procedural Drama	Detective Mystery Drama, Crime
9	Law & Order: Special Victims Unit	Current	0.82	15,763,230	White	Female	Episodic/Procedural Drama	Detective Mystery Drama, Legal, IP Iteration/Extension, Crime, Police, Women-Centered Stories
10	Gilmore Girls	Library	2.83	14,978,424	White	Female	Serialized Drama	Family, Women-Centered Stories

Four of the top 10 streaming shows in 2024 — ranked by other-race household rating — featured a BIPOC lead, five had a female lead, and six featured underrepresented stories in their secondary arenas (see Table 6). By contrast, only one of the top 10 streaming shows ranked by total minutes viewed for other-race households had a BIPOC lead in 2024. Four of these top 10 shows had a female lead and three featured underrepresented stories in their secondary arenas.

TABLE 6: **Top 10 Streaming Television Shows by Other-Race Households (2024)**

Rank	Title	Status	Other-Race HH Rating	Other-Race HH Total Minutes Viewed (000)	Race/ Ethnicity of Lead	Gender of Lead	Primary Arena	Secondary Arena
				Ranked by Ratings				
1	Bluey	Current	18.68	2,247,168	White	Male	Children's Animation	Family
2	Fallout	Current	18.48	787,614	White	Female	Serialized Drama	Action / Adventure, IP Adaptation, Science Fiction, Women-Centered Stories
3	Avatar: The Last Airbender (2024)	Current	16.33	636,255	Multi	Male	Serialized Drama	Action / Adventure, Asian Stories, Ensemble, Fantasy, IP Adaptation, Coming of Age/Teen
4	Cocomelon	Current	14.73	2,228,301	White	Female	Children's Animation	Family, Music/Musical
5	Fool Me Once	Current	14.43	523,908	White	Female	Serialized Drama	Crime, Ensemble, Limited / Event Series, IP Adaptation, Mystery, Women-Centered Stories
6	3 Body Problem	Current	14.05	577,971	Black	Male	Serialized Drama	IP Adaptation, Science Fiction, Women-Centered Stories
7	The Perfect Couple	Current	13.76	394,120	White	Female	Serialized Drama	Crime, Detective Mystery Drama, Limited / Event Series, IP Adaptation
8	The Brothers Sun	Current	12.63	520,377	Asian	Female	Serialized Drama	Action / Adventure, Asian Stories, Crime, Relationship Focused, Women-Centered Stories
9	The Gentlemen	Current	11.74	440,266	White	Male	Serialized Drama	Action / Adventure, Crime, Ensemble, IP Iteration/Extension
10	Shōgun	Current	11.23	636,882	Asian	Male	Serialized Drama	Action / Adventure, Asian Stories, IP Adaptation, Historical/Period Piece
				Ranked by Total Minutes Viewed				
1	Bluey	Current	18.68	2,247,168	White	Male	Children's Animation	Family
2	Cocomelon	Current	14.73	2,228,301	White	Female	Children's Animation	Family, Music/Musical
3	Grey's Anatomy	Current	1.02	1,881,698	White	Female	Serialized Drama	LGBTQ Stories, Medical, Women-Centered Stories, Ensemble, Relationship Focused, Workplace, Black Stories
4	Scandal	Library	2.96	1,590,015	Black	Female	Serialized Drama	Black Stories, Detective Mystery Drama, Legal, Women-Centered Stories, Political
5	Family Guy	Current	1.65	1,553,430	White	Male	Adult Animation	Animated Comedy
6	Young Sheldon	Current	5.54	1,493,324	White	Male	Single-Camera Comedy	Coming of Age/Teen, IP Iteration/ Extension, Family
7	Friends	Library	2.74	1,490,016	White	Female	Multi-Camera Sitcom	Ensemble, Relationship Focused, Women-Centered Stories
8	Suits	Library	2.30	1,325,720	White	Male	Serialized Drama	Legal, Workplace, Dramedy
9	Criminal Minds	Current	0.90	1,315,542	White	Male	Episodic/Procedural Drama	Detective Mystery Drama, Crime
10	Survivor	Current	0.37	1,256,570	White	Male	Reality Series/ Documentary	

Only two of the top 10 streaming shows in 2024 — ranked by viewer rating for persons 18 to 49 — featured a BIPOC lead, while five had a female lead, and six featured underrepresented stories in their secondary arenas (see Table 7). Similarly, none of the top 10 streaming shows ranked by total minutes viewed for persons 18 to 49 years of age had a BIPOC lead in 2024. Four of these top 10 shows had a female lead and four featured underrepresented stories in their secondary arenas.

TABLE 7: Top 10 Streaming Television Shows by Persons 18-49 (2024)

Ranked by Ratings								
Rank	Title	Status	Persons 18-49 Rating	Persons 18-49 Total Minutes Viewed (000)	Race/ Ethnicity of Lead	Gender of Lead	Primary Arena	Secondary Arena
1	Bluey	Current	13.48	22,398,948	White	Male	Children's Animation	Family
2	Fallout	Current	13.12	7,741,146	White	Female	Serialized Drama	Action / Adventure, IP Adaptation, Science Fiction, Women-Centered Stories
3	Avatar: The Last Airbender (2024)	Current	9.47	5,062,095	Multi	Male	Serialized Drama	Action / Adventure, Asian Stories, Ensemble, Fantasy, IP Adaptation, Coming of Age/Teen
4	Baby Reindeer	Current	9.15	2,791,635	White	Male	Serialized Drama	Coming of Age/Teen, Dramedy, LGBTQ Stories, Limited / Event Series, Relationship Focused
5	Fool Me Once	Current	8.17	4,077,864	White	Female	Serialized Drama	Crime, Ensemble, Limited / Event Series, IP Adaptation, Mystery, Women-Centered Stories
6	Monsters: The Lyle and Erik Menendez Story	Current	7.86	4,838,319	White	Male	Serialized Drama	Crime, Relationship Focused, Legal, Historical/Period Piece
7	The Perfect Couple	Current	7.62	3,014,900	White	Female	Serialized Drama	Crime, Detective Mystery Drama, Limited / Event Series, IP Adaptation
8	Nobody Wants This	Current	7.33	2,525,539	White	Female	Single-Camera Comedy	Dramedy, Faith / Religious, Relationship Focused, Romantic Comedy, Women-Centered Stories
9	Griselda	Current	7.23	3,101,800	Latinx	Female	Serialized Drama	Crime, Latinx Stories, Limited / Event Series, Women-Centered Stories
10	The Gentlemen	Current	7.11	3,675,009	White	Male	Serialized Drama	Action / Adventure, Crime, Ensemble, IP Iteration/Extension
Ranked by Total Minutes Viewed								
1	Family Guy	Current	2.52	32,641,570	White	Male	Adult Animation	Animated Comedy
2	Grey's Anatomy	Current	1.16	29,607,942	White	Female	Serialized Drama	LGBTQ Stories, Medical, Women-Centered Stories, Ensemble, Relationship Focused, Workplace, Black Stories
3	Bob's Burgers	Current	3.53	28,934,088	White	Male	Adult Animation	Animated Comedy
4	Bluey	Current	13.48	22,398,948	White	Male	Children's Animation	Family
5	American Dad	Current	1.87	19,930,460	White	Male	Adult Animation	Animated Comedy
6	Law & Order: Special Victims Unit	Current	0.60	19,228,734	White	Female	Episodic/Procedural Drama	Detective Mystery Drama, Legal, IP Iteration/Extension, Crime, Police, Women-Centered Stories
7	The Big Bang Theory	Library	2.21	17,149,205	White	Male	Multi-Camera Sitcom	Ensemble, Workplace, Romance
8	Friends	Library	2.20	16,508,700	White	Female	Multi-Camera Sitcom	Ensemble, Relationship Focused, Women-Centered Stories
9	Gilmore Girls	Library	1.86	16,497,588	White	Female	Serialized Drama	Family, Women-Centered Stories
10	Criminal Minds	Current	0.81	16,337,196	White	Male	Episodic/Procedural Drama	Detective Mystery Drama, Crime

Only two of the top 10 streaming shows in 2024 — ranked by viewer rating for females 18 to 49 — featured a BIPOC lead, six had a female lead, and six featured underrepresented stories in their secondary arenas (see Table 8). Similarly, none of the top 10 streaming shows ranked by total minutes viewed for females 18 to 49 years of age had a BIPOC lead in 2024. Five of these top 10 shows had a female lead and five featured underrepresented stories in their secondary arenas.

TABLE 8: Top 10 Streaming Television Shows by Females 18-49 (2024)

Rank	Title	Status	Females 18-49 Rating	Females 18-49 Total Minutes Viewed (000)	Race/ Ethnicity of Lead	Gender of Lead	Primary Arena	Secondary Arena
				Ranked by Ratings				
1	Bluey	Current	15.78	13,188,318	White	Male	Children's Animation	Family
2	Baby Reindeer	Current	11.40	1,753,521	White	Male	Serialized Drama	Coming of Age/Teen, Dramedy, LGBTQ Stories, Limited / Event Series, Relationship Focused
3	Fool Me Once	Current	10.75	2,704,968	White	Female	Serialized Drama	Crime, Ensemble, Limited / Event Series, IP Adaptation, Mystery, Women-Centered Stories
4	The Perfect Couple	Current	10.71	2,110,430	White	Female	Serialized Drama	Crime, Detective Mystery Drama, Limited / Event Series, IP Adaptation
5	Nobody Wants This	Current	10.54	1,809,280	White	Female	Single-Camera Comedy	Dramedy, Faith / Religious, Relationship Focused, Romantic Comedy, Women-Centered Stories
6	Monsters: The Lyle and Erik Menendez Story	Current	10.02	3,070,251	White	Male	Serialized Drama	Crime, Relationship Focused, Legal, Historical/Period Piece
7	Bridgerton	Current	9.84	9,469,854	White	Female	Serialized Drama	Black Stories, Ensemble, Historical/Period Piece, IP Adaptation, Relationship Focused, Romance, Women-Centered Stories
8	Fallout	Current	9.81	2,920,698	White	Female	Serialized Drama	Action / Adventure, IP Adaptation, Science Fiction, Women-Centered Stories
9	Avatar: The Last Airbender (2024)	Current	8.46	2,280,555	Multi	Male	Serialized Drama	Action / Adventure, Asian Stories, Ensemble, Fantasy, IP Adaptation, Coming of Age/Teen
10	Bebefinn	Current	8.07	1,634,608	Asian	Female	Children's Animation	
				Ranked by Total Minutes Viewed				
1	Grey's Anatomy	Current	1.76	22,484,371	White	Female	Serialized Drama	LGBTQ Stories, Medical, Women-Centered Stories, Ensemble, Relationship Focused, Workplace, Black Stories
2	Bob's Burgers	Current	4.29	17,658,984	White	Male	Adult Animation	Animated Comedy
3	Family Guy	Current	2.26	14,694,080	White	Male	Adult Animation	Animated Comedy
4	Law & Order: Special Victims Unit	Current	0.84	13,525,092	White	Female	Episodic/Procedural Drama	Detective Mystery Drama, Legal, IP Iteration/Extension, Crime, Police, Women-Centered Stories
5	Bluey	Current	15.78	13,188,318	White	Male	Children's Animation	Family
6	Gilmore Girls	Library	2.67	11,860,140	White	Female	Serialized Drama	Family, Women-Centered Stories
7	Criminal Minds	Current	1.14	11,610,423	White	Male	Episodic/Procedural Drama	Detective Mystery Drama, Crime
8	Friends	Library	2.89	10,864,700	White	Female	Multi-Camera Sitcom	Ensemble, Relationship Focused, Women-Centered Stories
9	Supernatural	Library	1.07	9,866,494	White	Male	Serialized Drama	Supernatural, Fantasy, Horror
10	Bridgerton	Current	9.84	9,469,854	White	Female	Serialized Drama	Black Stories, Ensemble, Historical/Period Piece, IP Adaptation, Relationship Focused, Romance, Women-Centered Stories

Three of the top 10 streaming shows in 2024 — ranked by viewer rating for males 18 to 49 — featured a BIPOC lead, while three of these top 10 streaming shows had a female lead, and seven featured underrepresented stories in their secondary arenas (see Table 9). By contrast, none of the top 10 streaming shows ranked by total minutes viewed for males 18 to 49 years of age had a BIPOC lead in 2024. Only one of these top 10 shows had a female lead and two featured underrepresented stories in their secondary arenas.

TABLE 9: Top 10 Streaming Television Shows by Males 18-49 (2024)

Rank	Title	Status	Males 18-49 Rating	Males 18-49 Total Minutes Viewed (000)	Race/ Ethnicity of Lead	Gender of Lead	Primary Arena	Secondary Arena
Ranked by Ratings								
1	Fallout	Current	16.48	4,820,448	White	Female	Serialized Drama	Action / Adventure, IP Adaptation, Science Fiction, Women-Centered Stories
2	Bluey	Current	11.15	9,210,630	White	Male	Children's Animation	Family
3	Avatar: The Last Airbender (2024)	Current	10.50	2,781,945	Multi	Male	Serialized Drama	Action / Adventure, Asian Stories, Ensemble, Fantasy, IP Adaptation, Coming of Age/Teen
4	The Gentlemen	Current	7.40	1,896,350	White	Male	Serialized Drama	Action / Adventure, Crime, Ensemble, IP Iteration/Extension
5	Baby Reindeer	Current	6.87	1,038,114	White	Male	Serialized Drama	Coming of Age/Teen, Dramedy, LGBTQ Stories, Limited / Event Series, Relationship Focused
6	3 Body Problem	Current	6.80	1,919,243	Black	Male	Serialized Drama	IP Adaptation, Science Fiction, Women-Centered Stories
7	Griselda	Current	6.45	1,371,500	Latinx	Female	Serialized Drama	Crime, Latinx Stories, Limited / Event Series, Women-Centered Stories
8	Monsters: The Lyle and Erik Menendez Story	Current	5.72	1,767,609	White	Male	Serialized Drama	Crime, Relationship Focused, Legal, Historical/Period Piece
9	Fool Me Once	Current	5.55	1,372,896	White	Female	Serialized Drama	Crime, Ensemble, Limited / Event Series, IP Adaptation, Mystery, Women-Centered Stories
10	The Penguin	Current	5.49	1,898,202	White	Male	Serialized Drama	IP Adaptation, Limited / Event Series, Science Fiction, IP Iteration/Extension, Superhero, Crime, Women-Centered Stories
Ranked by Total Minutes Viewed								
1	Family Guy	Current	2.78	17,957,260	White	Male	Adult Animation	Animated Comedy
2	Bob's Burgers	Current	2.76	11,275,104	White	Male	Adult Animation	Animated Comedy
3	American Dad	Current	2.00	10,591,570	White	Male	Adult Animation	Animated Comedy
4	Bluey	Current	11.15	9,210,630	White	Male	Children's Animation	Family
5	South Park	Current	1.74	8,314,603	White	Male	Adult Animation	Action / Adventure, Animated Comedy
6	The Office	Library	1.66	8,022,302	White	Male	Single-Camera Comedy	Workplace, IP Iteration/Extension
7	The Big Bang Theory	Library	2.04	7,841,306	White	Male	Multi-Camera Sitcom	Ensemble, Workplace, Romance
8	Brooklyn Nine-Nine	Library	3.22	7,421,379	White	Male	Single-Camera Comedy	LGBTQ Stories, Police, Workplace, Black Stories
9	Grey's Anatomy	Current	0.56	7,123,571	White	Female	Serialized Drama	LGBTQ Stories, Medical, Women-Centered Stories, Ensemble, Relationship Focused, Workplace, Black Stories
10	The Simpsons	Current	0.59	6,907,176	White	Male	Adult Animation	Animated Comedy, Family, IP Iteration/Extension

The Finale

"There is no subject of public interest—politics, news, education, religion, science, sports—that does not find its way to television. Which means that all public understanding of these subjects is shaped by the biases of television."

–Neil Postman

"Lean In" vs. "Lean Back"

In the previous report in this series, we called into question the newly embraced metric of "total minutes viewed" to assess television viewership. In 2023, it appears that the top 10 shows, ranked by total households, were equally library and current titles. However, in 2024, a shift occurred and only one out of the top 10 shows ranked by total households was a library title. The other nine shows were still currently airing newly produced episodes that year. And most were part of long-running series that had multiple seasons airing on streaming platforms.

In the previous report, it seemed that it was a battle of "comfort" versus "current." However, in this report, it appeared that current titles had surged ahead of library titles in terms of minutes viewed. Perhaps, it can be both "comfort" *and* "current."

In a 2024 study by NRG, researchers found that the television era that was most strongly preferred, particularly by Gen Z, was from the 2010s.[36] This matches up with the long-running shows, such as *Grey's Anatomy*, *NCIS*, and *Law & Order: Special Victims Unit*, that are in the top 10 of minutes viewed when ranked by total households in 2024. These shows were well into their series runs in the 2010s and were all still airing new episodes in 2024. Although older Gen Z viewers, 18 to 24 years old, did enjoy watching library programming the most (42 percent) as compared to the other age groups, the NRG survey found that over half of them wanted to watch new programming (58 percent).[37] NRG describes the dichotomy of these viewing behaviors as follows:

> "Evidently, new content satisfies a very different niche than "old" content. For one, while "old" content is more comfortable, new content is seen as more "exciting/thrilling" (+36), and better at capturing viewers' attention (+16) than "old" content–again, hinting at how "old" content is favored for lean-back entertainment, whereas new content is more "lean-in."[38]

Our current report's findings line up with this survey research as shown by the popularity of current streaming series in terms of both television ratings *and* minutes viewed as ranked by total households. People will continue to return to streaming and renew their subscriptions when there are new programs that will provide them with good stories that they can discuss with others during the time period that the show first airs.

Surviving the Finale

After some progress had been made over the past decade to increase representation of BIPOC and women on screen and behind the camera, there appears to be a scaling back of these efforts throughout Hollywood in 2024.[39] So, whose stories get told and what type of stories are people being exposed to when they binge-watch streaming TV shows?

Among the top scripted shows in 2024, only 12.2 percent were made by a BIPOC show creator, and only 22.1 percent were made by a female show creator. When examining all the show creators together out of the top scripted shows, we found that almost four out of five show creators were White men. Consequently, the premise and protagonist of the overwhelming majority of top TV shows are imagined from a specific perspective and life experience.

One may think this lack of creators may be offset if a BIPOC and/or woman is cast as the lead of these streaming TV shows. However, BIPOC and women are underrepresented in this arena as well (see Figures 8 and 9). Even though BIPOC and women leads had a larger share among current top shows as compared to their shares when library titles were included, these groups were still underrepresented. Additionally, both of their shares as leads dropped a bit from the previous year.

Even though BIPOC actors remain underrepresented as leads, their shows do well in terms of ratings, as found in 2023 and 2024. In particular, current top comedies and dramas with BIPOC leads have higher median ratings compared to shows with White leads among the households defined by race and ethnicity.

In contrast, a shift occurred in terms of viewer preference for shows with female and other-gender leads as compared to male leads. In 2023, the preference was not clear but still favored shows with female and other-gender leads by most household and viewer groups. But in 2024, each of these viewing groups appear to be leaning more towards watching shows with male leads. It is too early in this new series of reports to determine if this is a trend or just an outlier. But the incremental decline in representation of women as leads and how viewers respond will be important to track in the coming years.

Regardless of who plays the lead, top streaming shows that include underrepresented stories are more popular among all of the household and viewer groups. Those shows with underrepresented stories also create more buzz on social media platforms than those shows that do not have these types of stories. Viewers of all ages and backgrounds find that shows with Asian Stories, Black Stories, Disability Stories, Indigenous Stories, Latinx Stories, LGBTQ Stories, and Women-Centered Stories can be interesting, appealing, and relatable.

The popularity of these shows in terms of ratings should not be surprising when once again BIPOC households and women viewers are overrepresented as viewers of the majority of top 10 shows, ranked by total households. These demographic groups have been driving viewership for streamers since their inception. Rolling back on diversity on screen is a clear risk. Studios may think they can take these groups for granted. However, those under 18 years old are already majority-BIPOC[40] and will soon grow into the target demographic for ad-supported programming. They are part of younger Gen Z and Gen Alpha, and they do not consume media and entertainment the same way as older generations.[41] It would appear vital for streamers producing traditional format TV programs to appeal to future potential subscribers with stories that they may find relatable and appealing. Studios and networks can do this by investing in creatives from diverse backgrounds and producing their stories.

Endnotes

1   For this report, streaming refers to over-the-top (OTT) streaming services which offer an alternative to traditional broadcast and cable television. Specifically, we are examining the television series available through Subscription Video on Demand (SVOD) where viewers pay a regular fee to access video content from an OTT video platform. Television series airing on these platforms and their corresponding ratings data were examined by selecting the top 250 television series (at least six episodes) ranked by their Nielsen total minutes viewed between January 1, 2024 to December 31, 2024 on major streaming, subscription platforms (Amazon Prime, Apple TV+, Disney+, Hulu, Max, Netflix, Paramount+, and Peacock).

2   In this report, library titles will refer to older content formerly released on traditional television, acquired content where a title's rights have been acquired, and cross-platform content that is available on other services. Also, see https://variety.com/vip/why-library-content-could-drive-future-of-streaming-1235653681/.

3   See https://www.nielsen.com/news-center/2024/time-spent-streaming-surges-to-over-40-percent-in-june-2024/.

4   The top 250 television series titles among total households were ranked using Nielsen's "total minutes viewed" metric. Although imprecise due to the viewership data not being provided by each individual streaming service, the total minutes viewed offers one key metric of interest to the OTT streaming services because it gauges viewer engagement in content offered by the platform. Because this metric is now being reported the most by streaming services, such as Netflix, and major measurement firms, we decided to use this metric to define the sample for this report. However, it is not the only metric that we will examine and discuss in this report.

5   Race/ethnicity was coded into the following major categories: White, Black, Asian, South Asian, Native, Latinx, Black Latinx, Multiracial/Multiethnic (referred to as multiracial throughout this report), and MENA (Middle Eastern or North African). The two subgroups, Black Latinx and South Asian, are reported with their larger race/ethnicity category, Latinx and Asian, respectively, in the featured charts and tables in this report. However, Black Latinx and South Asian counts are separately included in the endnotes. The Latinx category contains persons of Latin American origin or descent and does not include Spaniards. The Native category contains global indigenous peoples, including Native Americans, Native Hawaiians, Polynesians, and Native New Zealanders. The MENA category contains persons descended from the following nationalities: Algerian, Armenia, Bahraini, Egyptian, Emirati, Iranian, Iraqi, Israeli, Jordanian, Kuwaiti, Lebanese, Libyan, Moroccan, Omani, Palestinian, Qatari, Saudi Arabian, Syrian, Tunisian, and Yemeni. Transnational ethnic groups from the MENA region are also included, such as Amazigh or Berber, Assyrian, Bedouin, Chaldean, Copt, Druze, Kurdish, and Syriac, as well as pan-ethnic groups such as Arab, Middle Eastern, and North Africa. The South Asian category includes those descended from the following countries: Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka.

6   Gender was coded according to the following categories: male, female, transgender male, transgender female, transgender non-binary, and non-binary. Transgender and non-binary cases were combined as "other" in relevant charts and tables with the separate counts included in the endnotes.

7   Disability status was collected using Gracenote's Studio System and Luminate Film & TV (formerly Variety Insight), which both note disability status that has been stated publicly. Types of disability that are tracked include the following: hearing, intellectual/developmental, mental health, neurodiverse, physical, visual, and non-specified.

8   For SVOD content ratings, Nielsen identifies Programs & Episodes viewed through the TV glass by the National TV panel. Because Nielsen measures these SVOD programs independently, Nielsen needs to capture certain viewership levels for a program (or film) through its panel to be able to report on it. Household ratings (HH) are defined as the percentage of the universe of households tuned to a particular television program during the average minute of the program. This includes incremental viewing of programs watched at the time of the telecast as well as watched in DVR playback that occurs within 7 days of the original telecast. Streaming television series were measured on a 24/7, around-the-clock basis during the reporting period. The HH ratings presented by race/ethnicity are based on the race/ethnicity of the head of household, while persons 18-49 (including female and male) ratings are based on individual viewers. The social media ratings are collected by Talkwalker, formerly a unit within Nielsen. The social media ratings are the total interactions during the period measured. The X (Twitter) interactions measure ascribes posts (tweets) to a streaming program, and includes engagements (i.e., replies, reposts, and quotes) in relation to a valid post (tweet), regardless of whether the engagements include the name of the program. The Facebook interactions measure considers the aggregated and anonymized number of comments, shares and likes by consumers about a given streaming program shared on their news feeds and the news feeds of their friends. The Instagram interactions measure is the sum of comments and likes from owned Instagram content (content posted by official accounts associated with a program or sports event, including network, program, talent, league, team, announcer and athlete accounts). The YouTube interactions measure is the sum of comments and likes of a video related to a streaming program.

9   Erik Hayden, "Another Sobering Snapshot of Hollywood's Production Decline," *The Hollywood Reporter*, January 22, 2025, https://www.hollywoodreporter.com/business/business-news/hollywood-production-decline-1236114887/.

10 Katie Campione, "Broadcast Was 'Surprisingly Resilient' In 2024 Amid Production Declines, But Streaming Still Leads The Pack; 'Fool Me Once' Led TV Last Year, Luminate Says," *Deadline*, January 22, 2025, https://deadline.com/2025/01/luminate-tv-report-2024-broadcast-resilient-production-declines-continue-1236262978/.

11 Campione, "Broadcast Was 'Surprisingly Resilient.'"

12 Nielsen, "The Nielsen ARTEY Awards: 2024 Streaming Unwrapped," January 2025, https://www.nielsen.com/insights/2025/top-streaming-tv-trends-2024-artey-awards/.

13 Nielsen, "The Nielsen ARTEY Awards."

14 Georg Szalai, "Streaming Profit Report: Netflix Leads, Disney Rises, Warner Grows. Is Consolidation Next?" *The Hollywood Reporter*, April 11, 2025, https://www.hollywoodreporter.com/business/business-news/streaming-profit-report-netflix-leads-disney-warner-bros-1236184451/.

15 Don Norton, "Streaming Outgrows the Kid's Table in 2025," *AdImpact,* January 23, 2025, https://adimpact.com/blogs/blog/streaming-outgrows-the-kids-table-in-2025.

16   Using the definition provided by Luminate Film & TV, arena is defined as a sub-categorization of genre used in their searchable database that provides more information about the themes and genres in specific projects. In this report, we further divide the arenas into primary and secondary for analysis. Also, see https://filmandtv.luminatedata.com/dei_sustainability.php. For the first report in this series, we included the primary arenas that seemed to be the most descriptive of the programs in our sample, particularly focused on serialized dramas and procedural dramas. For this second and current report, we defined these primary genres further. We kept serialized drama, children's animation, single-camera comedy, multi-camera sitcom, adult animation, and children's programs as primary genres. However, we labeled procedural dramas as episodic/procedural dramas to better define this type of television series format where each episode has a self-contained story as well as recurring characters and overarching themes throughout the season. Only clear episodic and procedural dramas are defined under this category. Those dramas that are more serialized are categorized as serialized dramas. Those that are defined as hybrid, which is a new primary arena in this report, are library titles that began as episodic/procedural dramas and became more serialized in later seasons. In this current report, we also combined reality series and documentary series. Lastly, we moved limited series and anthologies, if relevant, to secondary arenas. Limited series are supposed to be stories that conclude within a certain number of episodes in one television season. However, in recent years, many of these "limited" series have been renewed for additional seasons after their popularity among viewers. So, it seems that this categorization is not as useful as a primary arena and is now considered a secondary arena in this current report. Lastly, this sample had animation series that may have been previously categorized as children's animation. However, it seemed muddled to combine animation targeting preschoolers with animation that is meant for older kids, teens, and adults, such as anime. So, we created a new category labeled as young adult animation. Lastly, in this current report, one show in the sample fell into a category that included talk, variety, and news-style programs, which required a new category labeled "talk/variety/news" that could include these types of shows in one category moving forward.

17   For the first report in the series that examined the top streaming television series in 2023, we focused on fewer secondary arenas since it was an exploratory analysis. For the current report, we chose to be more inclusive of descriptive arenas that provided more insight into the types of streaming programs that were the most watched in this particular year. Thus, the number of secondary arenas doubled from 22 among the top shows in 2023 to 39 among the top shows in 2024.

18   To compare the degree of representation for the individual groups, this report employs the latest Census population data from 2023 that shows the following shares: 12.8 percent multiracial/multiethnic, 19.5 percent Hispanic/Latinx, 13.7 percent Black, 6.4 percent Asian, and approximately 1.6 percent Native (U.S. Census Bureau, "American Community Survey, 2023: ACS 1-Year Estimates Data Profiles," https://data.census.gov/table/ACSDP1Y2023.DP05; U.S. Census Bureau, "QuickFacts," https://www.census.gov/quickfacts/fact/table/US/PST045223). Although MENA is not considered a separate racial category in the Census, the most recent data show that they are approximately 1.1 percent of the population (https://www.aaiusa.org/demographics).

19   U.S. Census Bureau, "Quick Facts."

20   Among Asian creators of streaming scripted shows in 2024, there was one South Asian man.

21   "Lead role" is defined in this report as the first credited actor for a given series' list of cast members.

22   *Sesame Street* (HBO Max, PBS) was the only television series from these genres not included in the analysis for lead and co-lead actors, because these actors appeared in animal costumes in their respective roles.

23   Among the White lead actors in the top streaming comedies and dramas in 2024, there was a transgender non-binary actor.

24 Among Latinx lead actors in the top streaming comedies and dramas in 2024, there was one Black Latinx man and one Black Latinx woman.

25 We coded for the second credited actor if they were a "regular" actor in the cast for the majority of the television seasons that the particular show aired.

26 Among Latinx co-lead actors in the top streaming comedies and dramas in 2024, there was one Black Latinx woman. Among Asian co-lead actors in the top streaming comedies and dramas in 2024, there were three South Asian men.

27 Among the co-lead actors in the top streaming comedies and dramas in 2024, there was one White non-binary actor.

28 Of the 50 top scripted streaming shows with only White male creators in 2024, the breakdown of underrepresented stories is as follows: seven Black, two Latinx, two Asian, three Indigenous, 35 Women-Centered, 14 LGBTQ, and one Disability.

29 Of the 28 top scripted streaming shows with any White female creators and no BIPOC creators in 2024, the breakdown of underrepresented stories is as follows: five Black, two Latinx, one Asian, 27 Women-Centered, and four LGBTQ.

30 Of the 19 top scripted streaming shows with any BIPOC creators in 2024, the breakdown of underrepresented stories is as follows: 10 Black, one Latinx, four Asian, one Indigenous, eight Women-Centered, and three LGBTQ.

31 Of the 65 top streaming comedies and dramas with a White lead actor in 2024, the breakdown of underrepresented stories is as follows: seven Black, one Latinx, one Asian, three Indigenous, 54 Women-Centered, 12 LGBTQ, and one Disability.

32 Of the 36 top streaming comedies and dramas with a Male lead actor in 2024, the breakdown of underrepresented stories is as follows: 12 Black, one Latinx, four Asian, three Indigenous, 12 Women-Centered, 10 LGBTQ, and one Disability.

33 See https://www.nielsen.com/insights/2023/how-to-measure-tv-audiences/.

34 Defined here as accounting for more than 34 percent of the households streaming the film. See https://www.statista.com/statistics/242027/number-of-households-in-the-us-by-ethnic-group/.

35 Defined here as accounting for more than 42 percent of the 18-49 viewers streaming the film. See https://www.marketingcharts.com/featured-30401.

36 National Research Group, "Why is older content making a comeback?" July 16, 2024, https://www.nrgmr.com/our-thinking/entertainment/why-is-older-content-making-a-comeback/.

37 National Research Group, "Why is older content making a comeback?"

38 National Research Group, "Why is older content making a comeback?"

39 See https://socialsciences.ucla.edu/wp-content/uploads/2025/03/UCLA-Hollywood-Diversity-Report-2025-Theatrical-Film-2-27-2025.pdf.

40 See https://www.census.gov/newsroom/blogs/random-samplings/2023/05/racial-ethnic-diversity-adults-children.html.

41 See https://www.mediaculture.com/insights/gen-z-media-habits and https://www.parents.com/gen-alpha-watches-twitch-steamers-over-kids-tv-11792093.

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