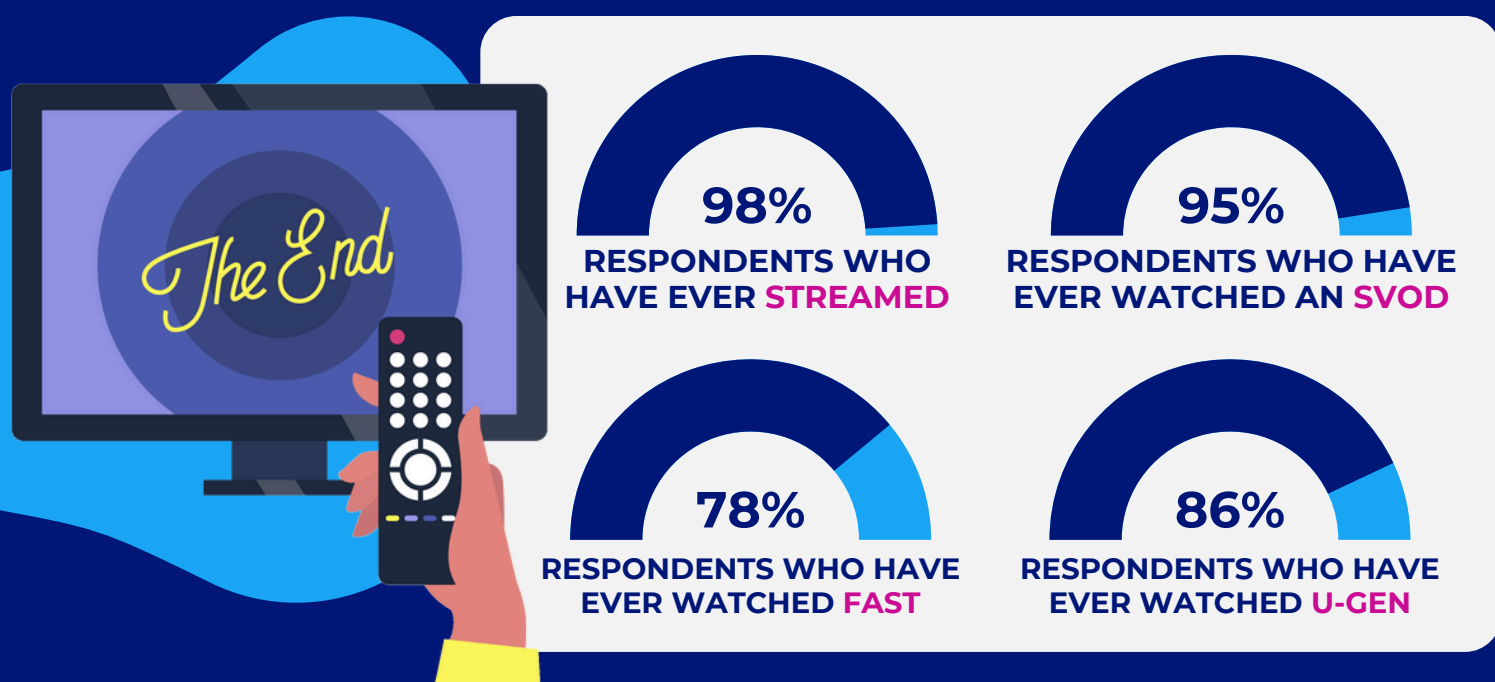
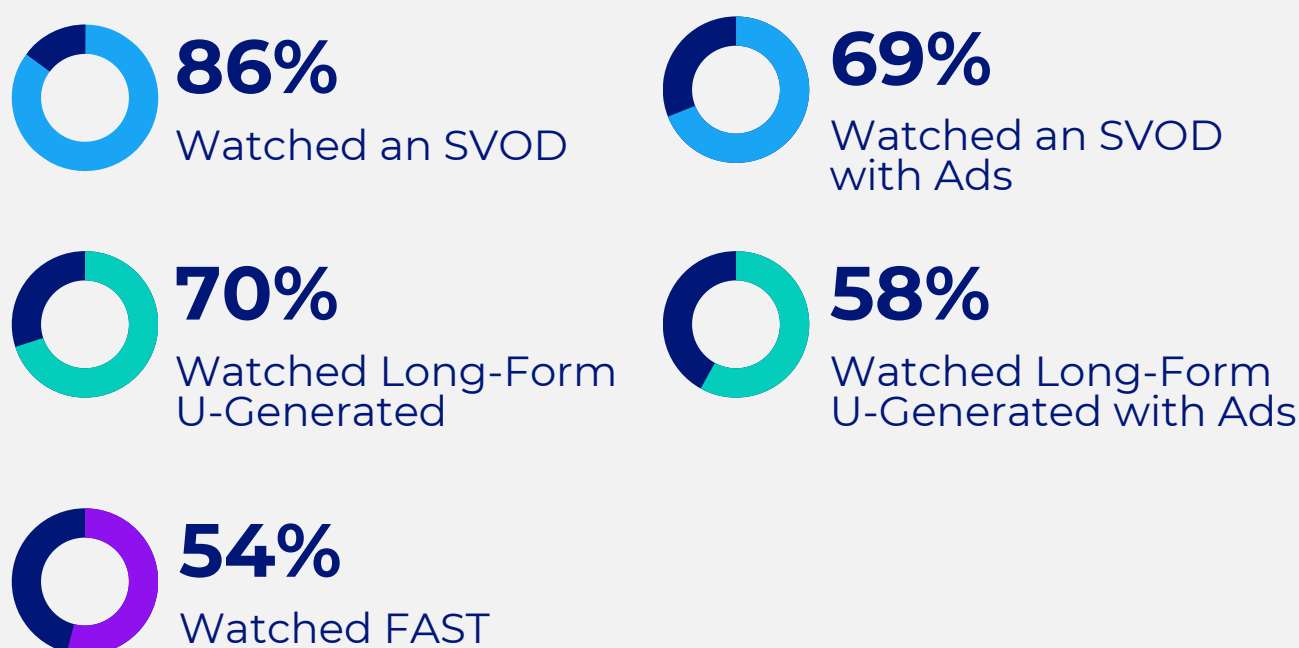


# Connected Video Viewership

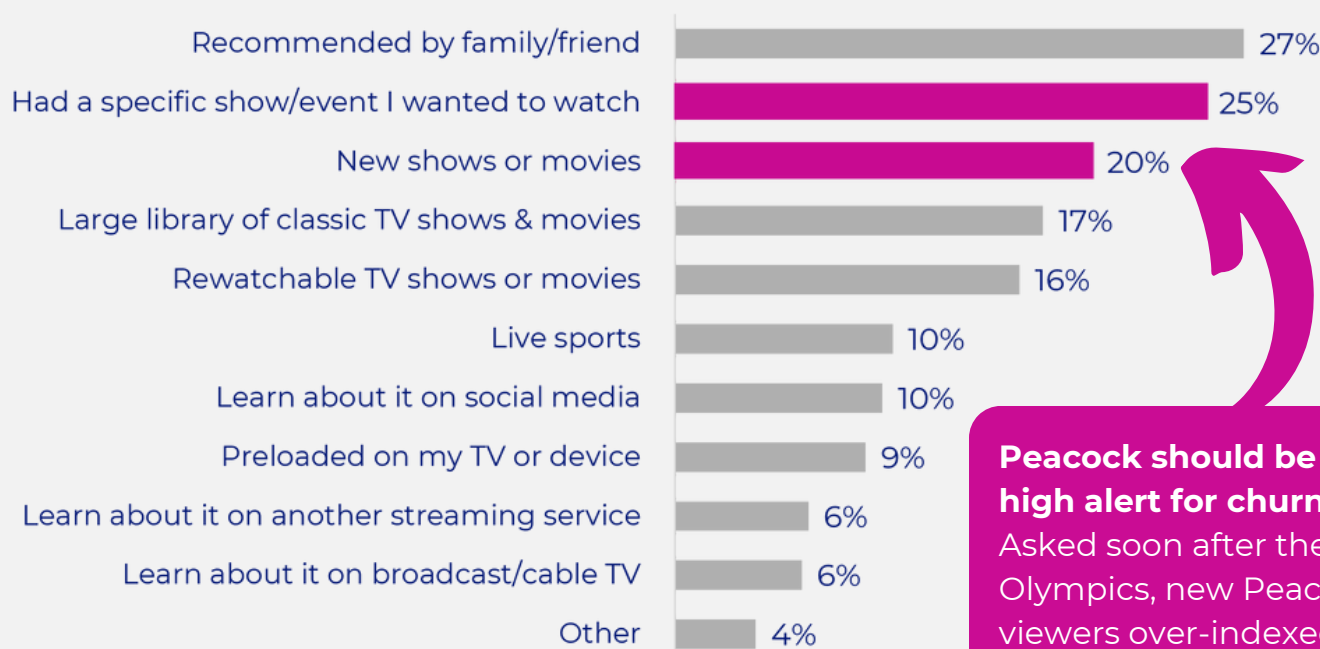
Our Involved Media's Connected Audience Fall 2024 Report surveys US consumers about their media habits across traditional and streaming channels to help brands better connect with their audiences.



## VIEWERSHIP IN THE LAST 30 DAYS

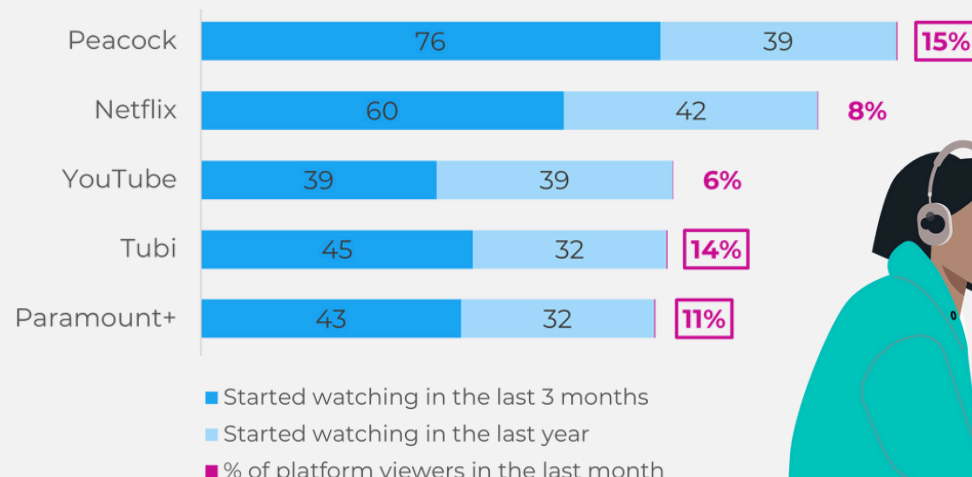


## TOP REASON FOR TRYING A NEW PLATFORM

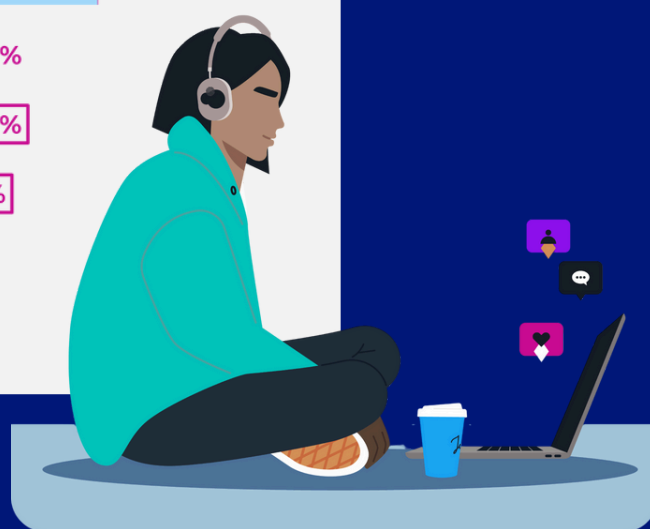


**Peacock should be on high alert for churn.** Asked soon after the Olympics, new Peacock viewers over-indexed on signing on for a specific show/event but under-indexed on interest in Peacock's slate of new shows or movies.

## PLATFORM STARTED USING MOST RECENTLY



Source: Involved Media Connected Audience Study, US, Fall 2024



**STAY CONNECTED** and get alerts about future reports in this series.

[involvedmedia.com](https://involvedmedia.com)