Beat: Technology

BINGING OR NOT BINGING THE SERIES IS SEEN NOW AS RELEVANT ISSUE

AMERICAN TELEVISION GROWING DILEMNA

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USPA NEWS - Late November 2013, Netflix went through an US survey online about binge watching, asking adults aged eighteen and older, of whom around half were streaming TV shows at leads once a week. The interesting outcome were that binging is not considered as an emerging trend or behaviour...

The interesting outcome were that binging is not considered as an emerging trend or behaviour, it's mainstream and normal. 61% binge watch 2-3 episodes on a single TV series in one setting. 73% viewed binge watching as positive. Viewers see binge watching as engaging and immersive, and TV inproving in quality. 76% said watching several episodes at a time becoming a refuge from their everyday life. Many viewers are seeking out longer form, complex storytelling. 79% declare binging makes the show better.

In conclusion, binging is not part of the future, it is right now in our everyday life and increasing in time watching television series. The reason Netflix by doing this survey and making it public is obvious. They offer unlimited streaming content to their subscribers, proposing also a full season at a time for their own original programs. It became a popular practice, nevertheless, it creates issues with trying to promote the series and generate the buzz. You also have the idea that social media buzz drops more drastically over time for binge-watched series than for series that air week-to-week.

People are still divided anyway, some prefer saving new series or seasons to stream at a later date (waiting until the full season is out). Others may find the series more enjoyable when watching episode after episode (forgetting the agony of waiting to see what happens next, one week at a time). Amazon, NBC and Starz are among those employing the all-at-once launch strategy for key series, while networks such as Fox, ABC and Hulu are steadfast in their commitment to the weekly rollout. Some outlets are equipped to embrace bingeing than others.

Netflix, Amazon, HBO and showtime dive deeper and deeper in the TV anywhere and anytime pool, the opportunities to stream online continue to grow and very rapidly. We are now in the midst of the best period for TV production of any time in the medium's history. Binging is not about binging on commercials. It is about total immersion in the show, with fewest breaks possible.

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