

DOCUMENTARY
LANDSCAPE:
YEAR END SNAPSHOT

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U.S. Snapshot

TV Homes: 125 Mn

Cab/Sat: 57 Mn

Average cable network: 47 Mn

Only 9 of 127 Nielsen-measured networks had positive distribution growth

Top 5

FOOD: 73 Mn

HGTV: 73 Mn

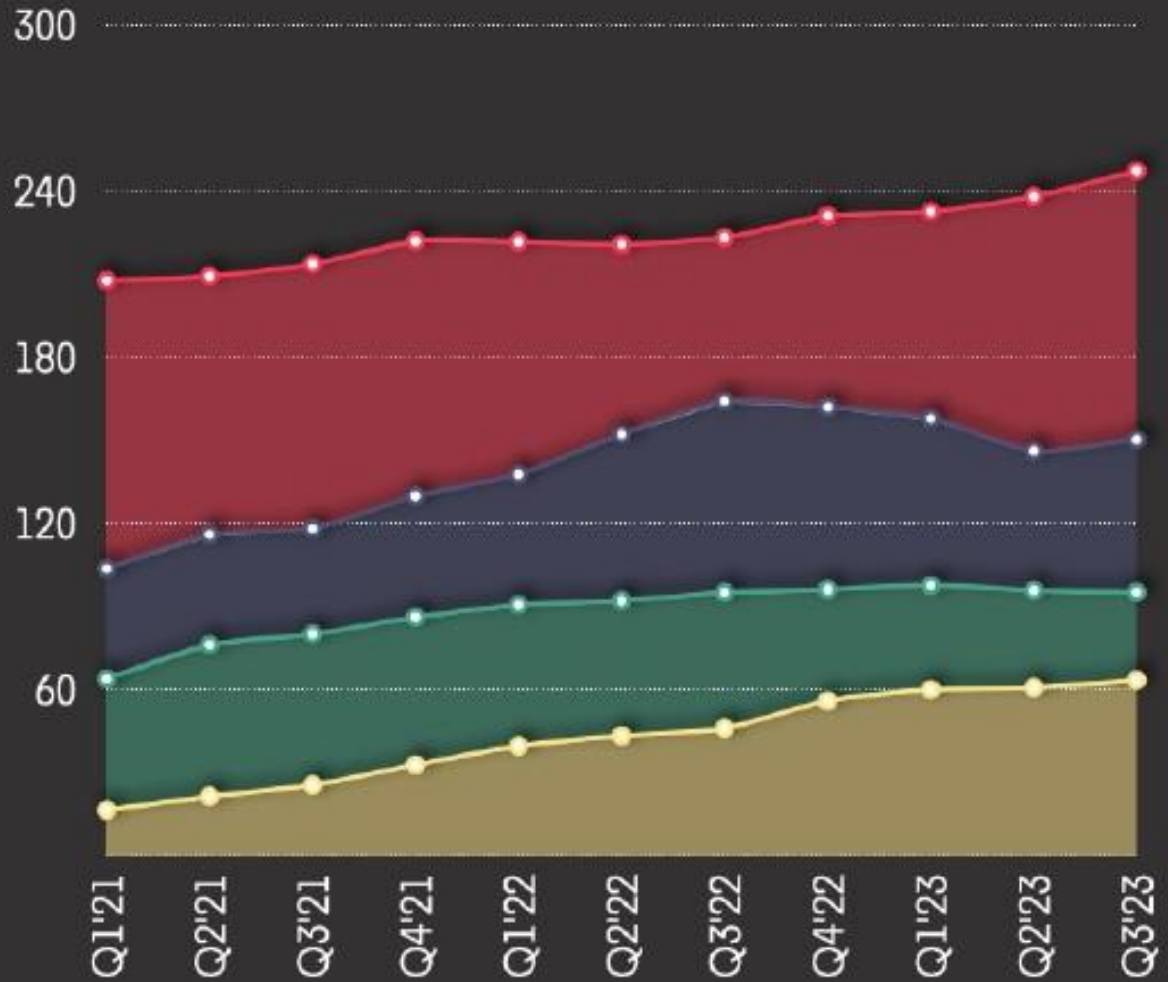
COMEDY : 73 Mn

DISCOVERY: 72 Mn

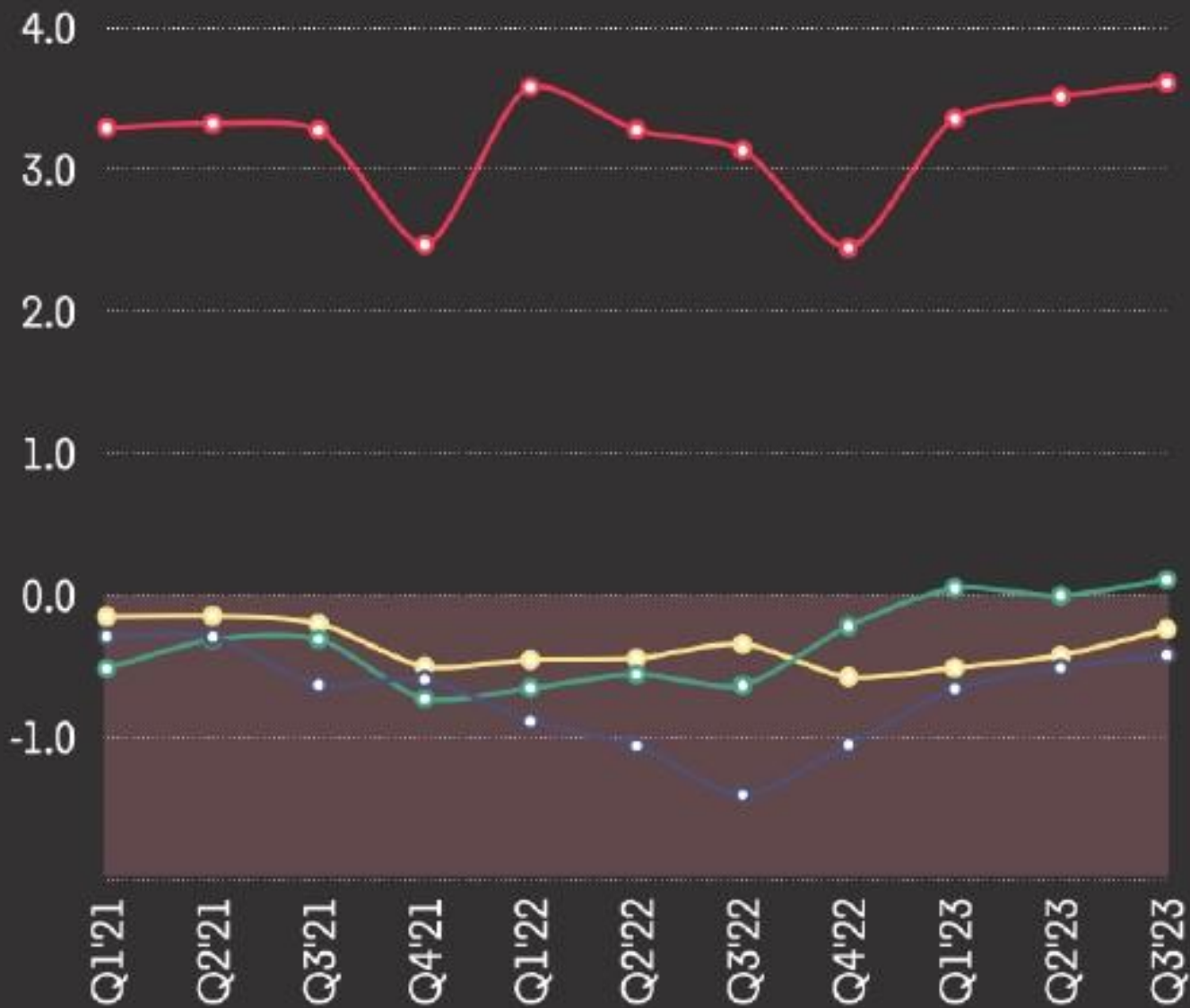
TLC: 72 Mn

Global Subscribers (M)

- Netflix
- Disney
- Warner
- Paramount



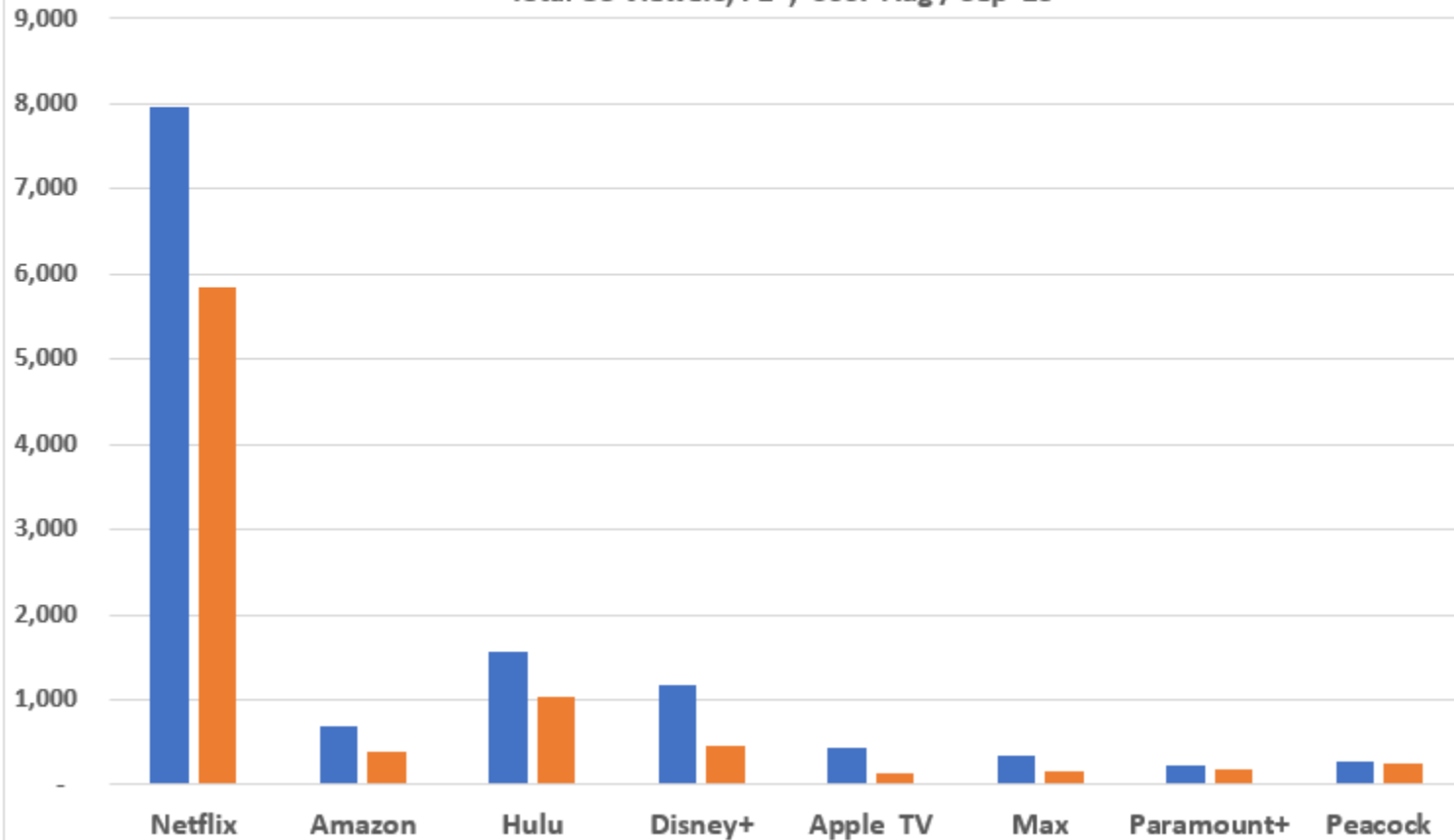
Direct-to-Consumer Operating Profit (\$B)



Viewing of Streamers

Top 2 Unscripted Programs

Total US Viewers, P2+, '000. Aug / Sep '23



Netflix Dominates the Streamers: The Comparative Audience Makes a Big Statement

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Long, Weak Tail

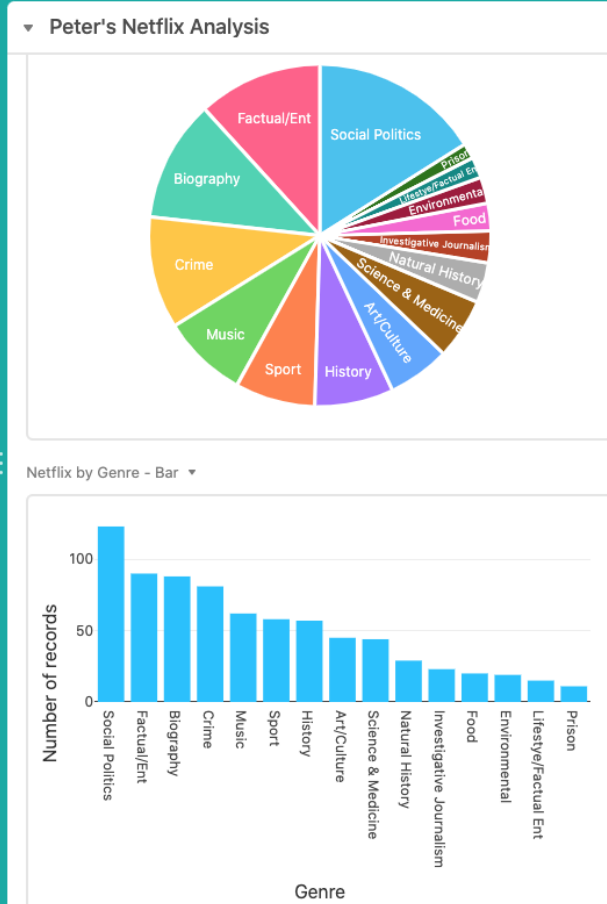
Netflix Views

(English-speaking territories, October 2023)

#1	Beckham	11.0 Mn
#2	Usher	6.3 Mn
#3	Sex Ed	4.0 Mn
#10	British Bake	1.3 Mn

Find out more here...

Main Netflix View							EP's/Producers
Title	Poster	Summary	Genre	Director	EP's/Producers	Talent	
1 #cats_The_Mewvie		Celebrity cat owners and online experts explore how the humble house cat has captured hearts and ...	Factual/Ent	Michael Margolis	Keely Booth, Claire Freeland, Michael Margolis	Mike Bridavsky, Hannah Shaw	
2 13th		Scholars, activists and politicians analyze the criminalization of African Americans and the U.S. ...	Social Politics Prison	Ava DuVernay	Howard Barish, Ava DuVernay, Spencer Averick	Melina Abdullah, Michelle Alexander, Cory Booker	
3 20 Feet from Stardom		Backup singers live in a world that lies just beyond the spotlight. Their voices bring harmony to the ...	Music	Morgan Neville	Joseph Bacher, Art Bilger, Gerge Conrades, Peter Morton, Morgan Neville	Bruce Springsteen, Cheryl Crow, Mick Jagger	
4 100 Years: One Woman's Fight for Justice		Elouise Cobell, a petite, Native American Warrior filed the largest class action lawsuit against the...	Social Politics Biography	Melinda Janko	Alan C. Blomquist, Dea Shandera-Hunter	NA	
5 Abducted in Plain Sight		The Brobergs are a naive, church-going Idaho family that fell under the spell of a sociopathic neighbor with...	Crime	Skye Borgman	Skye Borgman, Emily Kincaid, Stephanie Tobey	Jan Broberg, Bob Broberg, Mary Ann Broberg, Susan Broberg, Karen ...	
6 Abstract: The Art of Design		Step inside the minds of the most innovative designers in a variety of disciplines and learn how ...	Art/Culture	Morgan Neville and others	Lisa Nishimura, Ben Cotner, Scott Dadich, Jon Kamen, Morgan Neville, Dave O'Connor, Jason ...		
7 The Accountant of Auschwitz		Seventy years after WWII, Oskar Groning, one of the last surviving members of the SS, goes on trial as a...	History	Matthew Shoychet	Ric Esther Bienstock, Ricki Gurwitz, Randi Kirshenbaum, Berry Meyerowitz, Jordan ...	Oskar Groning, Lester Holt	
8 After Maria		Strong Puerto Rican women forced to flee the island after Hurricane Maria have bonded like ...	Social Politics	Nadia Hallgren	Lauren Cioffi, Roger Ross Williams, Geoff Martz		



Key Takeaways

- Documentary's Golden Era is over...
 - But there's still a huge global spend on unscripted programs
 - Industry analysis reveals fruitful paths forward for producers.
 - Happy Holidays!!

Who We Are...

Peter Hamilton, Pact Partner

Peter's free [Documentary Business](#) newsletter analyzes trends in the unscripted market. His detailed case studies reveal the varied journeys of successful productions. [Peter Hamilton Consultants Inc](#) is based in New York.

Dan Salerno, Senior Programming Consultant

Veteran programming executive for Discovery, Nat Geo, BBC and other industry leaders, Dan is a senior consultant serving global platforms, networks and producers. Contact Dan at salernotv@aol.com