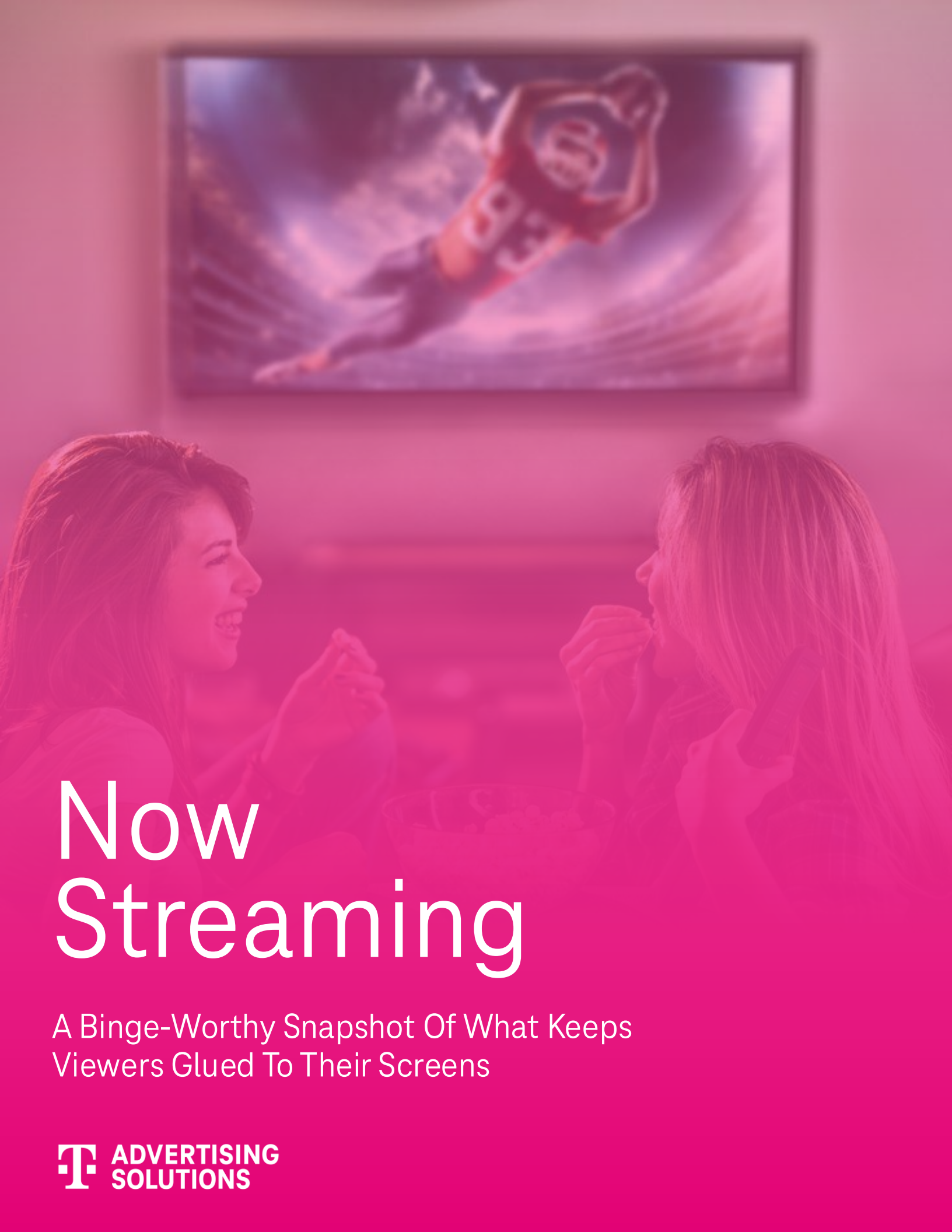


Now Streaming

A Binge-Worthy Snapshot Of What Keeps Viewers Glued To Their Screens

ADVERTISING SOLUTIONS

Attention Spans? Streaming Doesn't Have That Problem

While other media fights for a few stolen seconds, streaming holds viewers for hours at a time, giving brands rare, sustained access to an engaged audience.

73% of streaming subscribers say they binge-watch multiple episodes or movies in one sitting



ADVERTISING SOLUTIONS

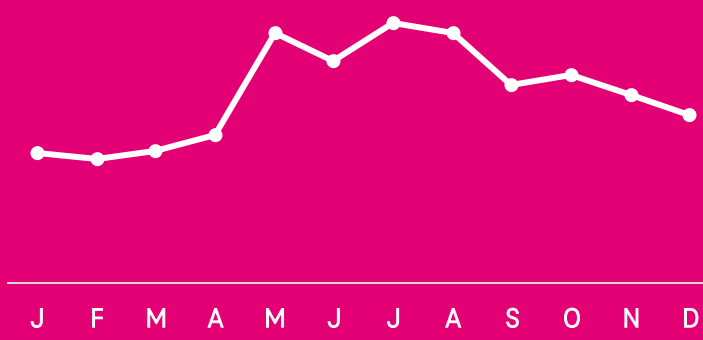
Source: GWI Streaming Trends Report 2025



Couch Time Has A Season

Viewing hours climb as the weather rises and big premieres drop, giving brands a predictable and powerful calendar to plan around.

HBO Max
2025 Total Dwell Time by Month



2X

lift in dwell time from the January low to July high

ADVERTISING SOLUTIONS

Source: T-Mobile App Insights – HBO Max



T ADVERTISING SOLUTIONS

One Subscription Was Never Going To Be Enough

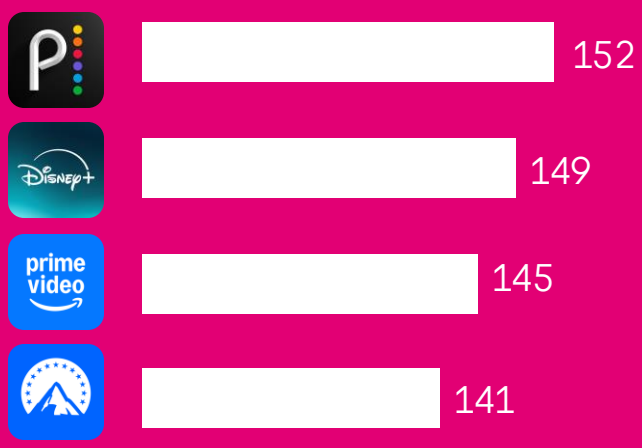
Viewers stack their watchlists across multiple services to chase every new release, making cross-platform reach the norm, not the exception.

Hulu app streamers are

52%

more likely to also stream on Peacoock

Index Of Hulu Users Likelihood To Also Use...



Source: T-Mobile App Insights - Hulu

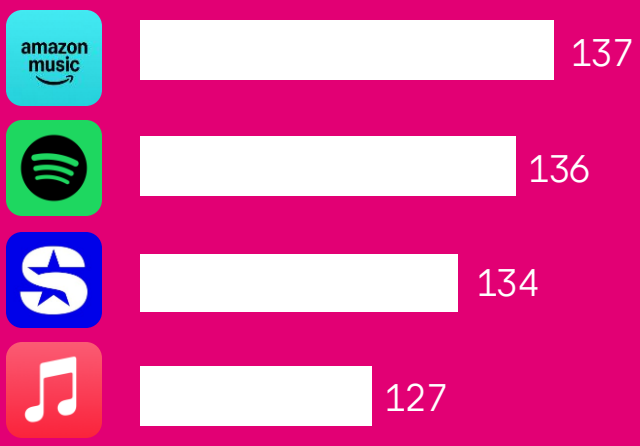


Streaming Doesn’t Stop When the Screen Goes Dark

Audiences are jumping from their favorite TV shows to their daily playlists, making cross-format audio and video campaigns a necessity.



Netflix App Owners Are More Likely To Also Actively Use



Source: T-Mobile App Insights

Ready For Your Brand To Get Prime Time?

Understanding what keeps people watching is just the trailer. With T-Mobile Advertising Solutions, brands can use these behavioral insights to reach engaged viewers exactly when they're most locked in.

www.t-mobile.com/advertising-solutions

T-Ads-contact-us@T-Mobile.com