

Roku

**◀ Rewind
2025**

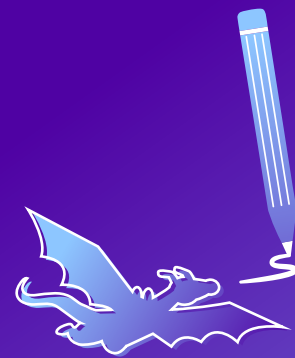
ORIGINAL HORROR BLOCKBUSTERS ARE BACK

Sinners was the most searched title in this category, over 2x the next highest, as Horror as a genre grew

+20%

in search volume year-over-year.

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Among

GEN Z

adults, nearly 2 in 3 searches on Roku were for animated movies and shows.

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Searchers for Apple TV's *Stick* are real golf fans. They were

2.8x

more likely to seek out the Masters than *Happy Gilmore 2* searchers.

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Searches for the milestone

50th

Season of NBC's *Saturday Night Live* peaked around its anniversary special in February, with top-searched episodes hosted by Ariana Grande, Jean Smart, and Shane Gillis.

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In the days after the election of Pope Leo XIV, Chicago-area Roku homes were

+42%

more likely than the rest of the country to search for Focus Features' *Conclave*.



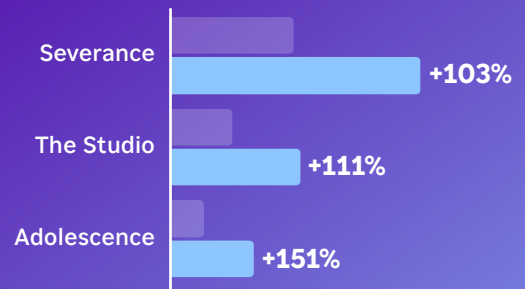
THE EMMYS

propelled viewership of nominated shows.

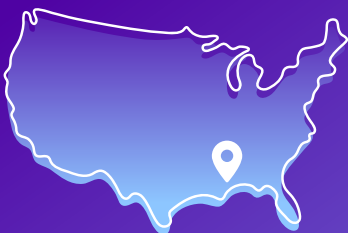
Search Volume

7 Days Before Nomination

7 Days After Nomination



Mississippi streamed more hours per capita on Roku than any other US state.



Top 5 streaming heavyweights in 2025

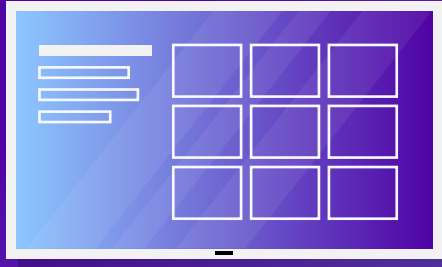
- 1 Mississippi
- 2 Alabama
- 3 Kentucky
- 4 Arkansas
- 5 West Virginia



Streamers bundled up and binged in

JANUARY

the top month for binge streaming, when more than 1 in 3 streaming sessions lasted 8 hours or longer.

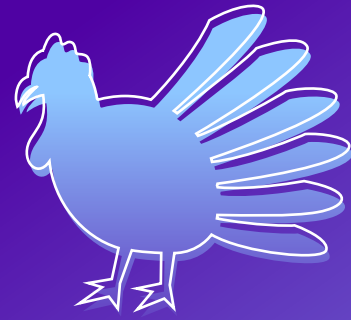


The median Roku home streamed

9 APPS

this year, 3 of which were free to watch.

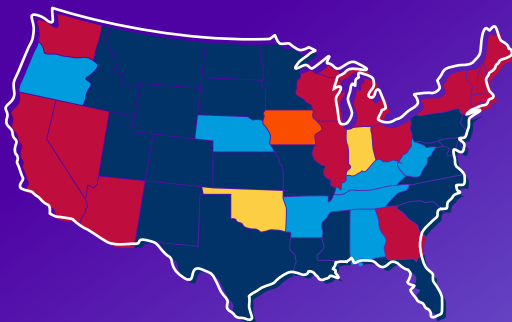
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THANKSGIVING

weekend was the top streaming weekend of the year.

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NFL MLB
NCAA NBA WNBA

In Roku's Sports Zone, NFL teams were the most-favorited in 24 out of 50 states. MLB fandom dominates the West Coast and the Northeast, while NFL is most popular in the Southwest and Southeast.

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Pro-wrestling was the

FASTEST-GROWING

sport in Roku search (+275%), followed by Auto racing (+75%) and Mixed martial arts (+69%).

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Peacock's Love Island USA was the #1 searched show on Roku this summer, with searches growing

+180%

vs. the prior season.

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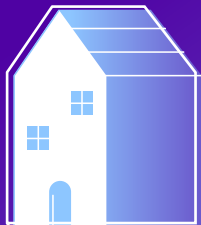


Adam Sandler and Ariana Grande topped the list as the

MOST-SEARCHED

actor and actress on Roku this year.

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The average home started streaming

FOUR

new channels and dropped four others in 2025.

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See more of our insights in
[Roku's 2026 Predictions](#) report

Sources

All insights reflect households globally, except those with demographic or geographic attributes (US-only)
Roku Internal Data, 1/1/2025 - 11/15/2025
"Favorite title" defined as title with highest search overindex for each segment
"Binge streaming" defined as a day with 8 or more hours streamed.