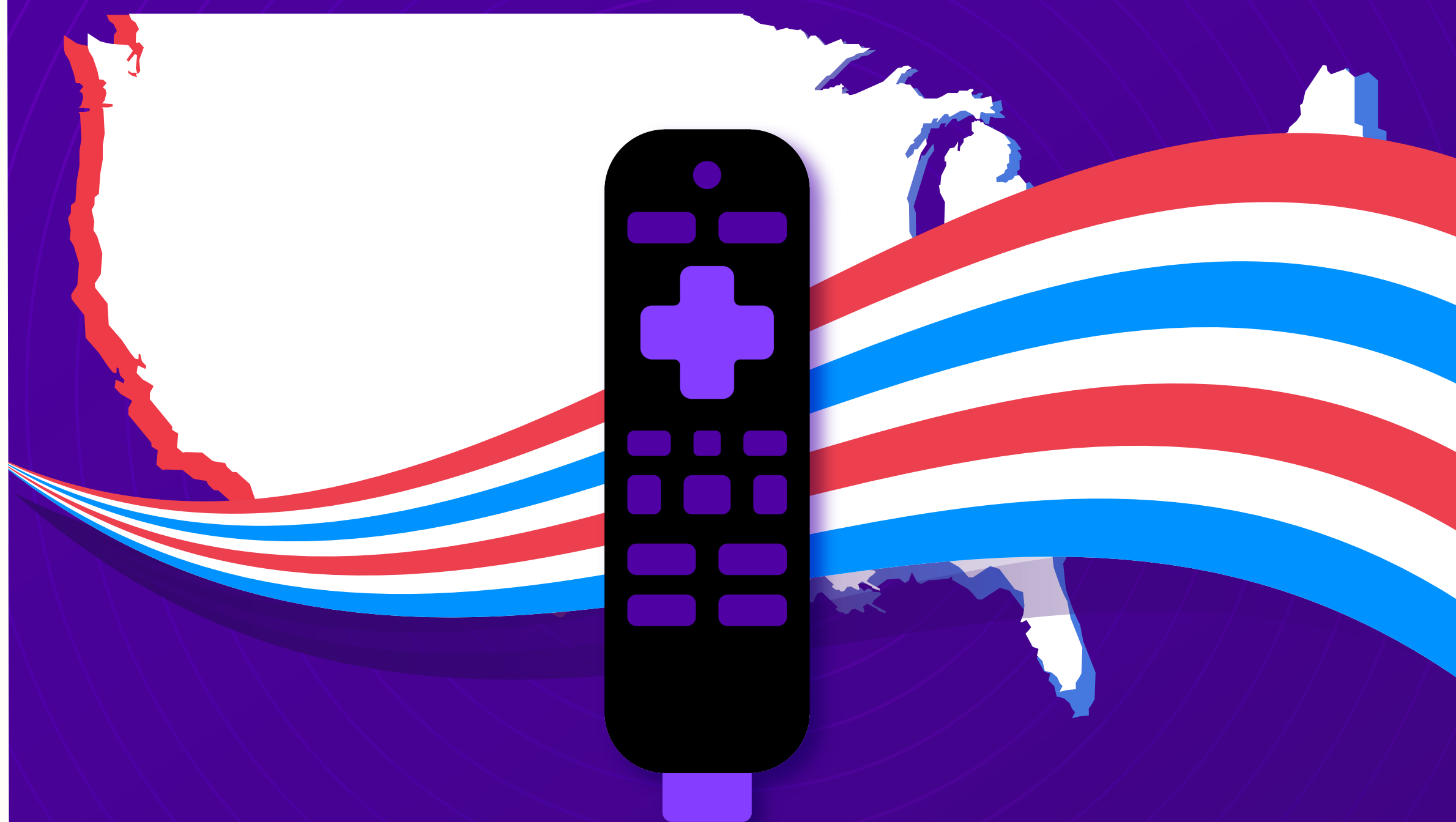


America decides... **what to watch**



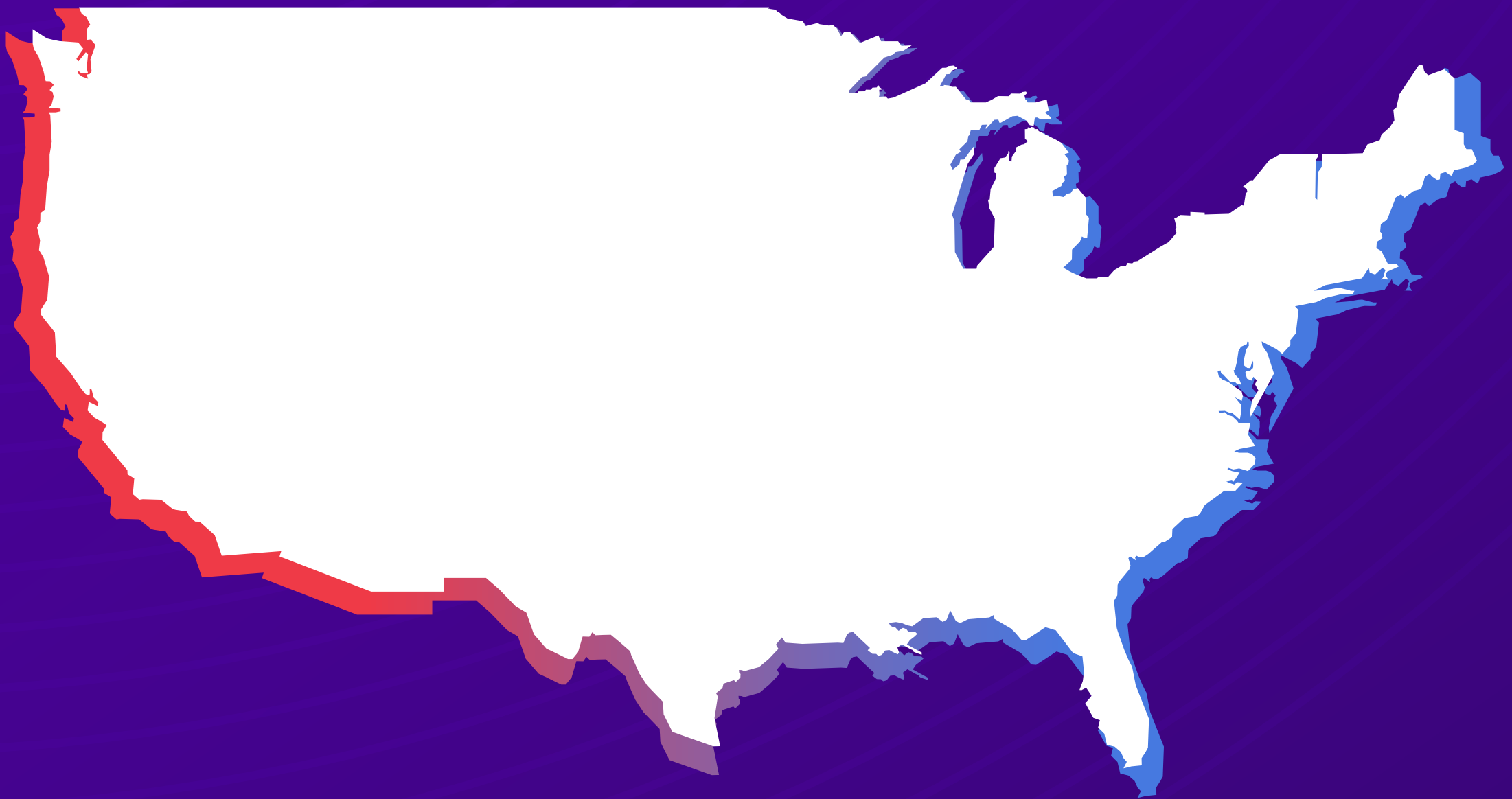
A state-by-state guide
to streaming habits
(and viewers) across the US

Roku

How America Streams

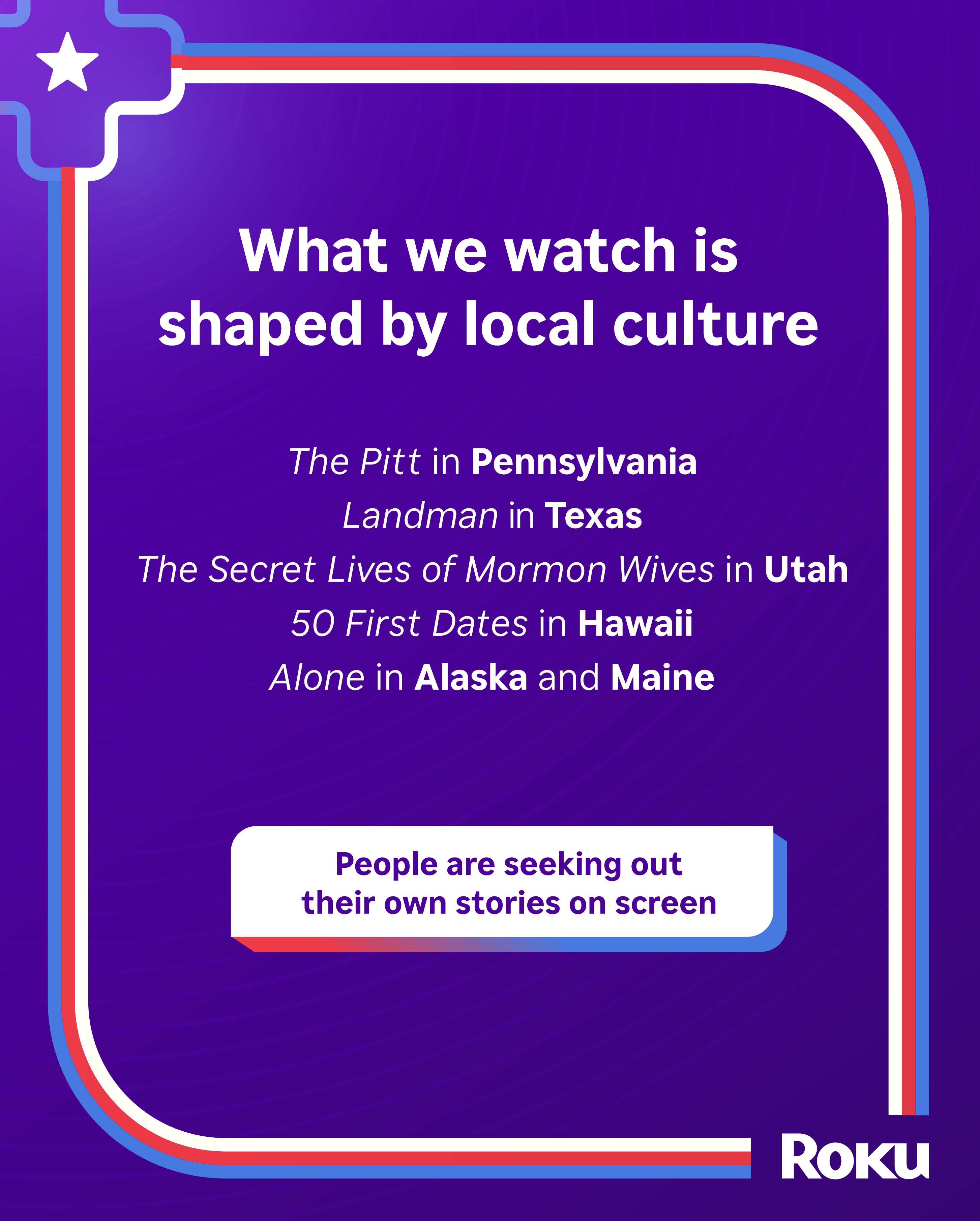
As the #1 TV OS in the US, Roku knows that the 10 most searched shows combined account for just 2.1% of all searches.

Streaming has a long tail of beloved TV, and Roku's viewership data reveals that each streamer's journey is unique.



Roku Internal Data, May 2025

Roku



What we watch is shaped by local culture

The Pitt in **Pennsylvania**

Landman in **Texas**

The Secret Lives of Mormon Wives in **Utah**

50 First Dates in **Hawaii**

Alone in **Alaska** and **Maine**

People are seeking out
their own stories on screen

Roku

**Meanwhile prestige
dramas reign in
coastal regions**



Roku



And yet there are also big differences between neighboring states

For example, in **Georgia** and
North Carolina, Tyler Perry
titles are a huge hit.

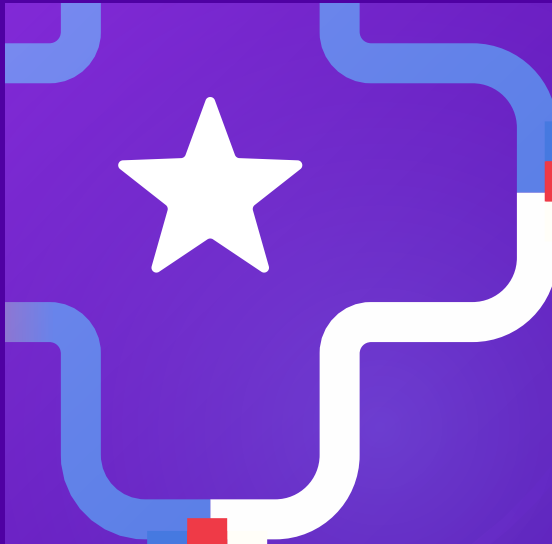




**While Florida has
an overwhelming
preference for news
programming.**



Roku



Don't “fly over” the Midwest

These states have
wide-ranging tastes.



Despite their proximity:
Ohio audiences gravitate
towards classics and horror

Wisconsin favors
comedy and musicals

Michigan prefers
dramas and sitcoms



Age is not just a number

US citizens are streaming,
but what they choose to watch
varies dramatically from
generation to generation.



Gen Z over-indexes on music,
reality and romantic comedies.

Millennials prefer
adventure and fantasy.

Adults **50+** prefer history,
medical dramas and news.



The Urban/Rural Divide: Genre, Geography, and Era

Rural America's top searches read like a TV Guide from the '80s (*Gunsmoke, Andy Griffith, Little House on the Prairie, MASH*).

Urban audiences are streaming Oscar contenders (*Anora, Conclave, The Substance*).

Suburban viewers fall somewhere in between with musicals and feel-good titles (*Mamma Mia!, The Greatest Showman, How to Lose a Guy in 10 Days*).

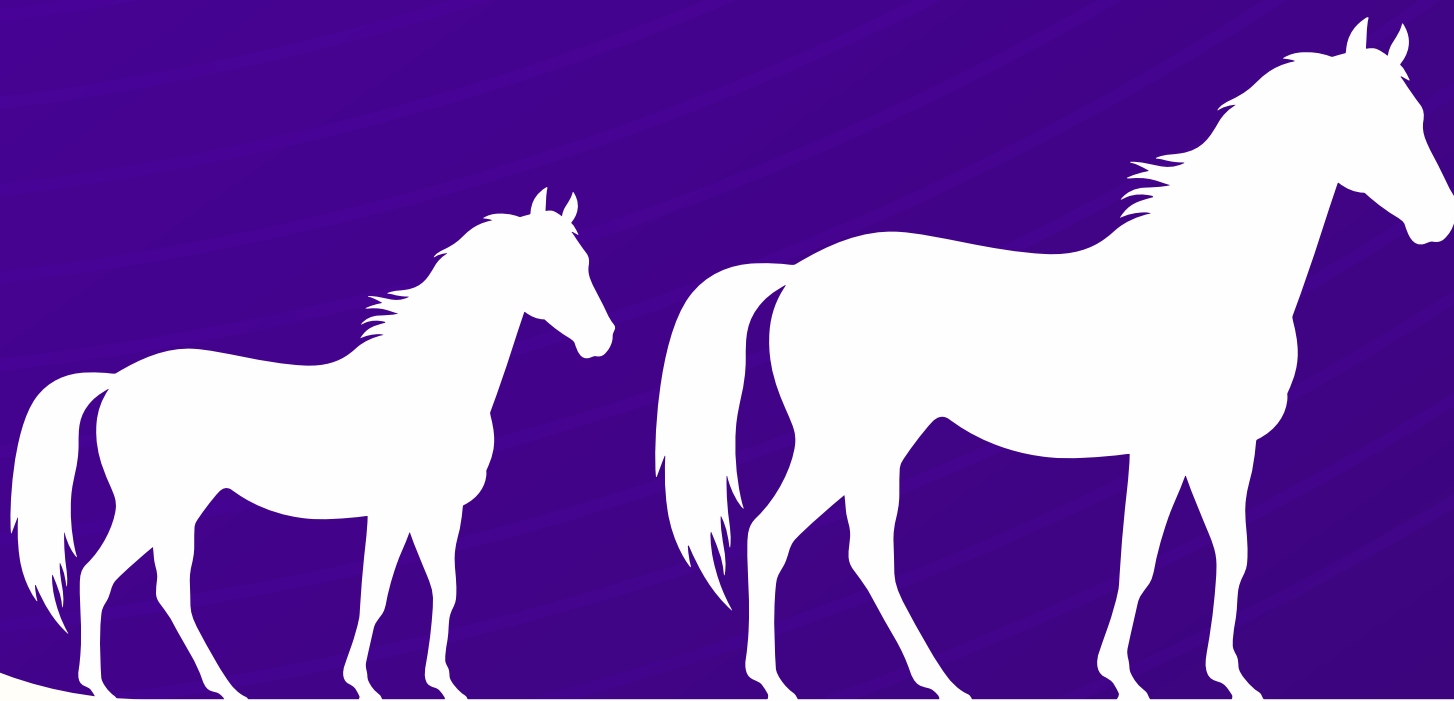


ROKU



The Wild West

While both have an affinity for thrillers, **Nevada** prefers horror while **Arizona** leans towards westerns.

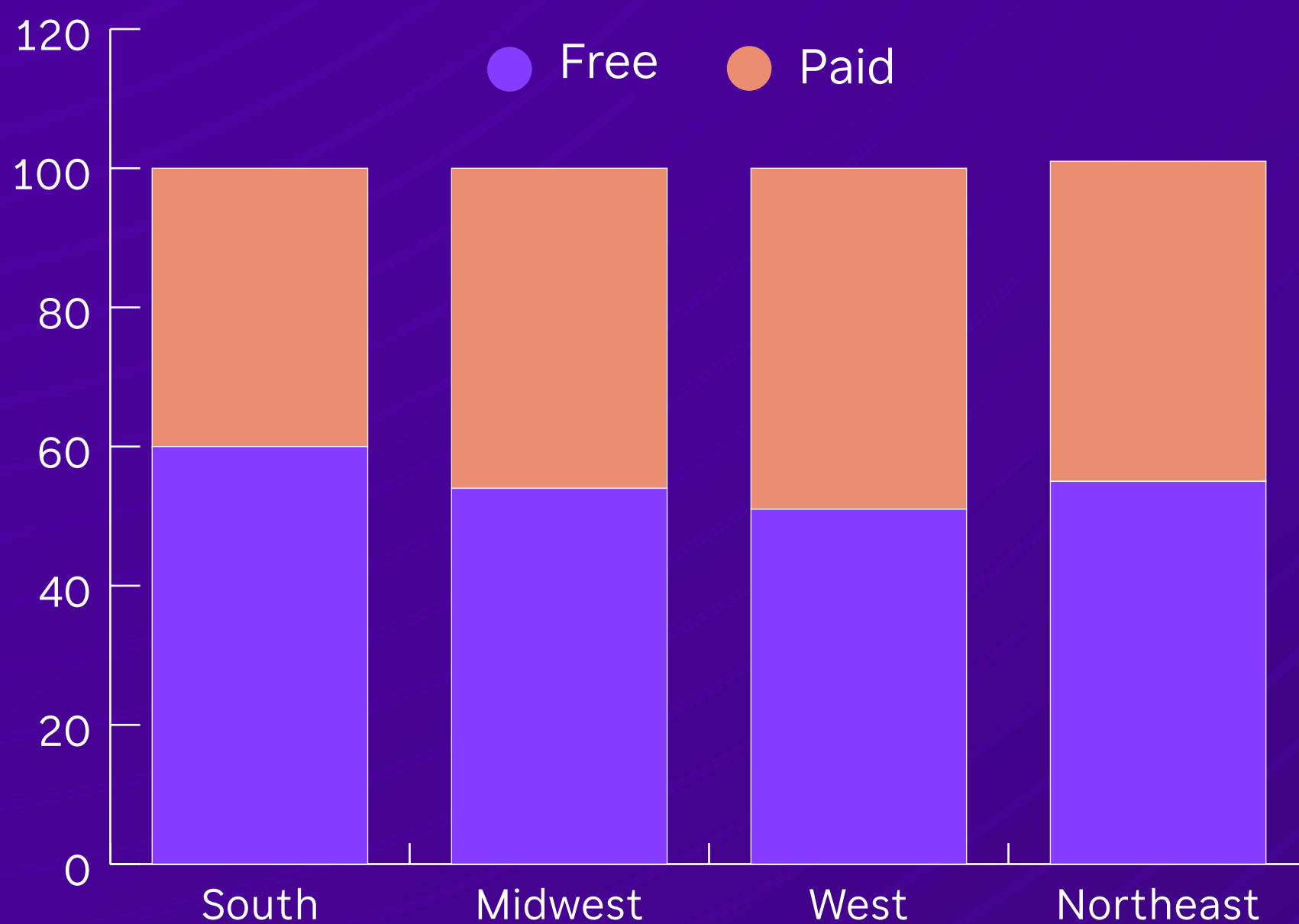


Roku

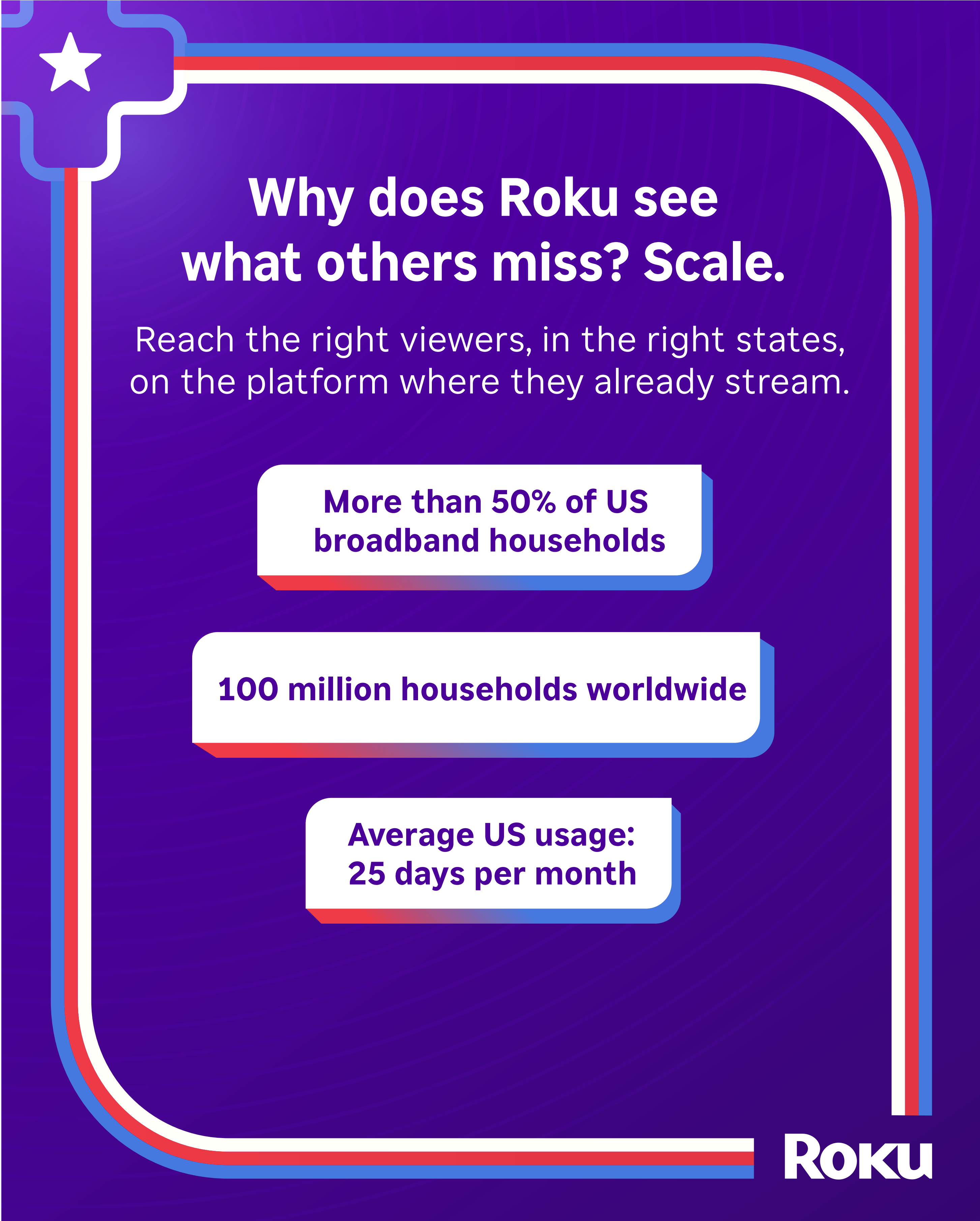
What unifies America?

Free, ad-supported TV

More than half of all streaming time is free & ad-supported, in every US region.



**In the South, free TV
accounts for 60% of total TV time.**



Why does Roku see what others miss? Scale.

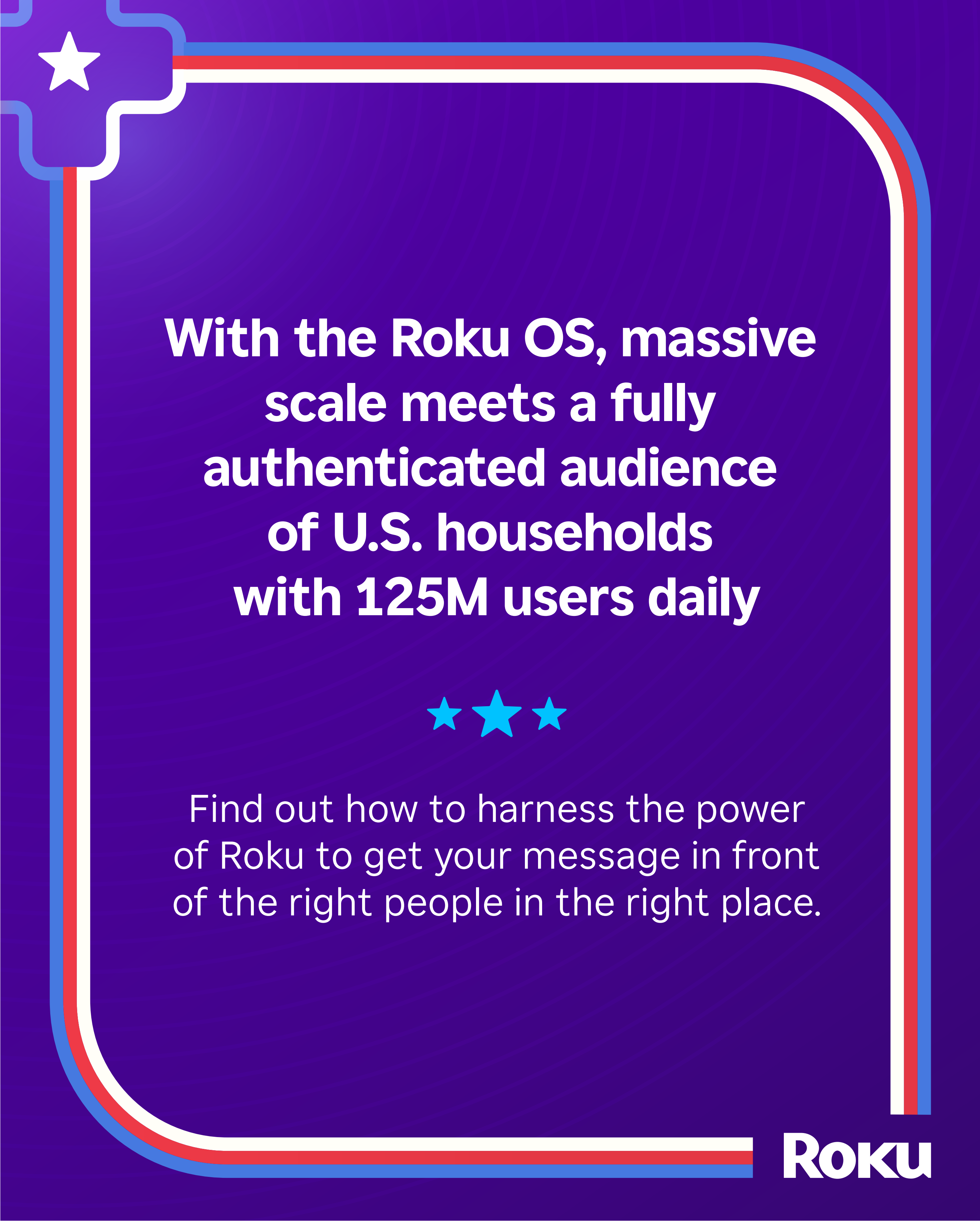
Reach the right viewers, in the right states,
on the platform where they already stream.

**More than 50% of US
broadband households**

100 million households worldwide

**Average US usage:
25 days per month**

ROKU



**With the Roku OS, massive
scale meets a fully
authenticated audience
of U.S. households
with 125M users daily**



Find out how to harness the power
of Roku to get your message in front
of the right people in the right place.

Roku