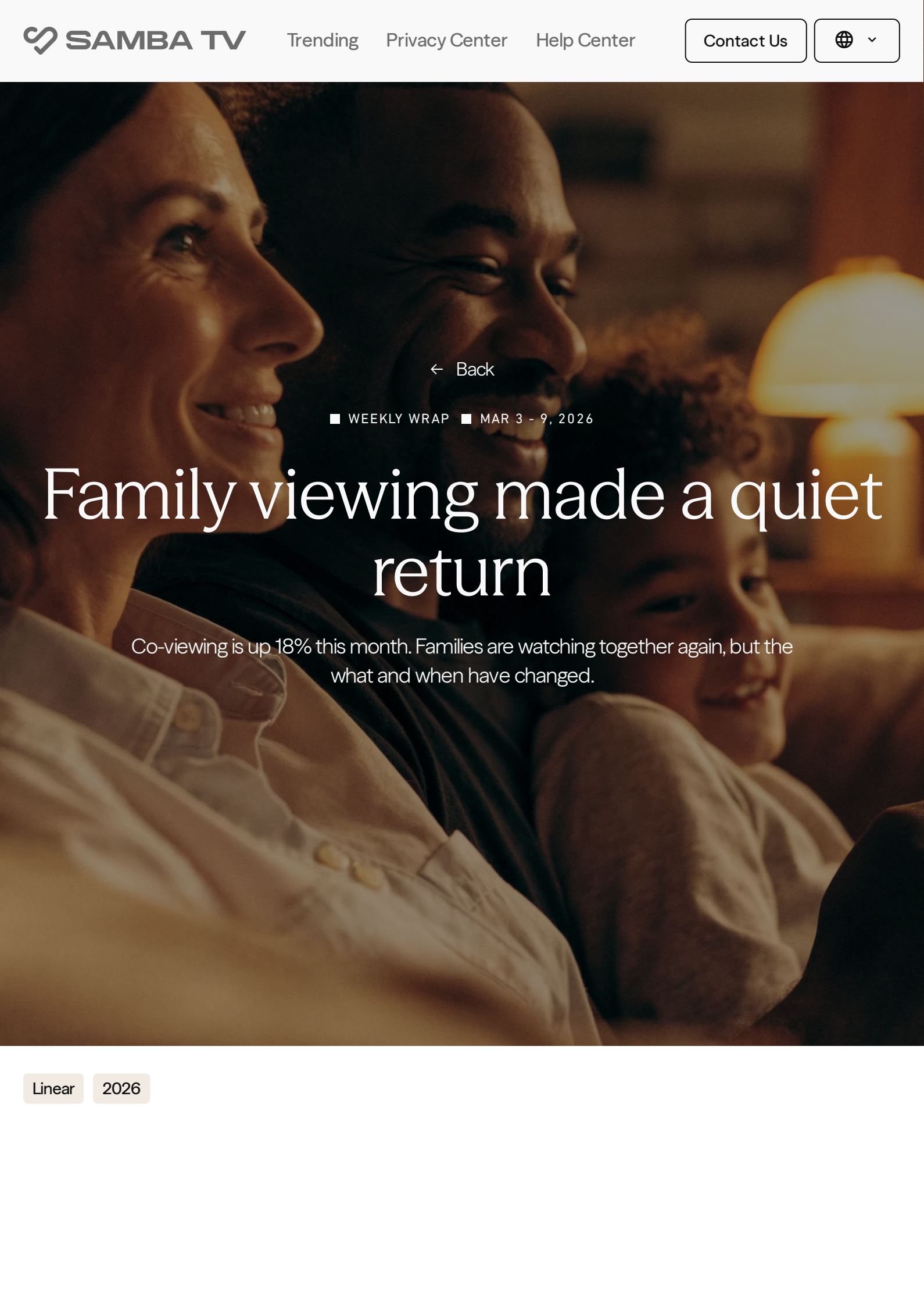


[← Back](#)

■ WEEKLY WRAP ■ MAR 3 - 9, 2026

Family viewing made a quiet return

Co-viewing is up 18% this month. Families are watching together again, but the what and when have changed.

Linear

2026

at the same time, is up 18%. Families are gathering around the TV again.

The twist? It's not happening on Sunday nights like it used to. The new co-viewing window is Tuesday through Thursday evenings, between 7 and 9pm. And the content driving it isn't prestige drama. It's family-friendly shows, animated films, and competition reality. The family living room is back, but with a completely different schedule.

+18%

Growth in co-viewing (2+ people, same screen) this month

▲ BIGGEST JUMP IN 2 YEARS

7:42pm

Peak co-viewing time (shifted from weekend to weeknight)

▲ NEW PATTERN

21.8M

Households with co-viewing at least 3 nights this week

▲ 12% MORE THAN LAST MONTH

The new family viewing window

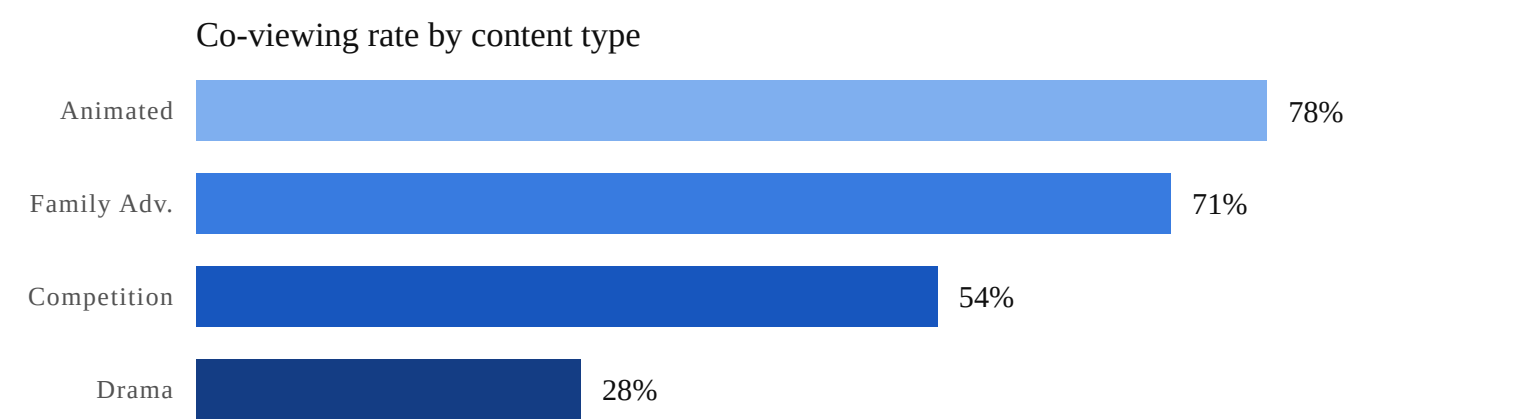
Weeknight evenings between 7 and 9pm have become the new co-viewing sweet spot. It's early enough that kids are still awake, late enough that parents are done with work, and short enough that nobody stays up too late. The perfect window for a family episode.

Trending right now				
United States				
RANK	PROGRAM		VIEWERS	PLATFORM
01	Percy Jackson Fantasy Adventure · Returning Series  Season 2 is the ultimate family show. Kids love the mythology, parents love the production quality, and everyone's watching together. Peak co-viewing content.		6.4M	Disney+

02	Sci-Fi Thriller · Returning Series	5.6M	Apple TV+
03	The Bear Drama · Returning Series	5.2M	Hulu
04	Bluey Animated Family · Returning Series	4.8M	Disney+
05	The Traitors Competition Reality · Returning Series	4.4M	Peacock
06	Avatar: The Last Airbender Fantasy Adventure · New Series	4.1M	Netflix
07	Reacher Action Thriller · Returning Series	3.8M	Prime Video
08	Moana 2 Animated Film · New	3.5M	Disney+
09	Survivor Competition Reality · Returning Series	3.2M	Peacock
10	Slow Horses Spy Thriller · Returning Series	2.9M	Apple TV+

Animated and family content drives the most co-viewing

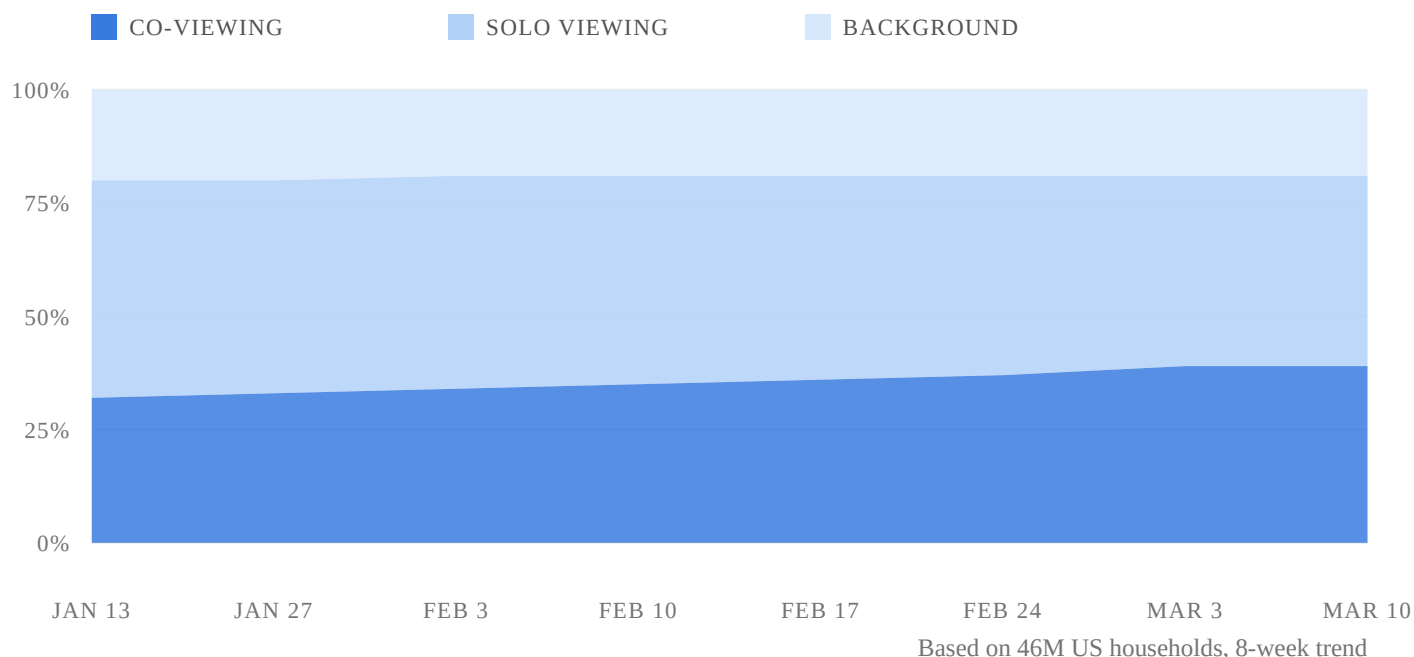
78% of animated content viewing involves two or more people watching together. Family adventure shows aren't far behind. Thrillers and dramas remain mostly solo experiences.



Based on 46M US households, Mar 3-9 2020

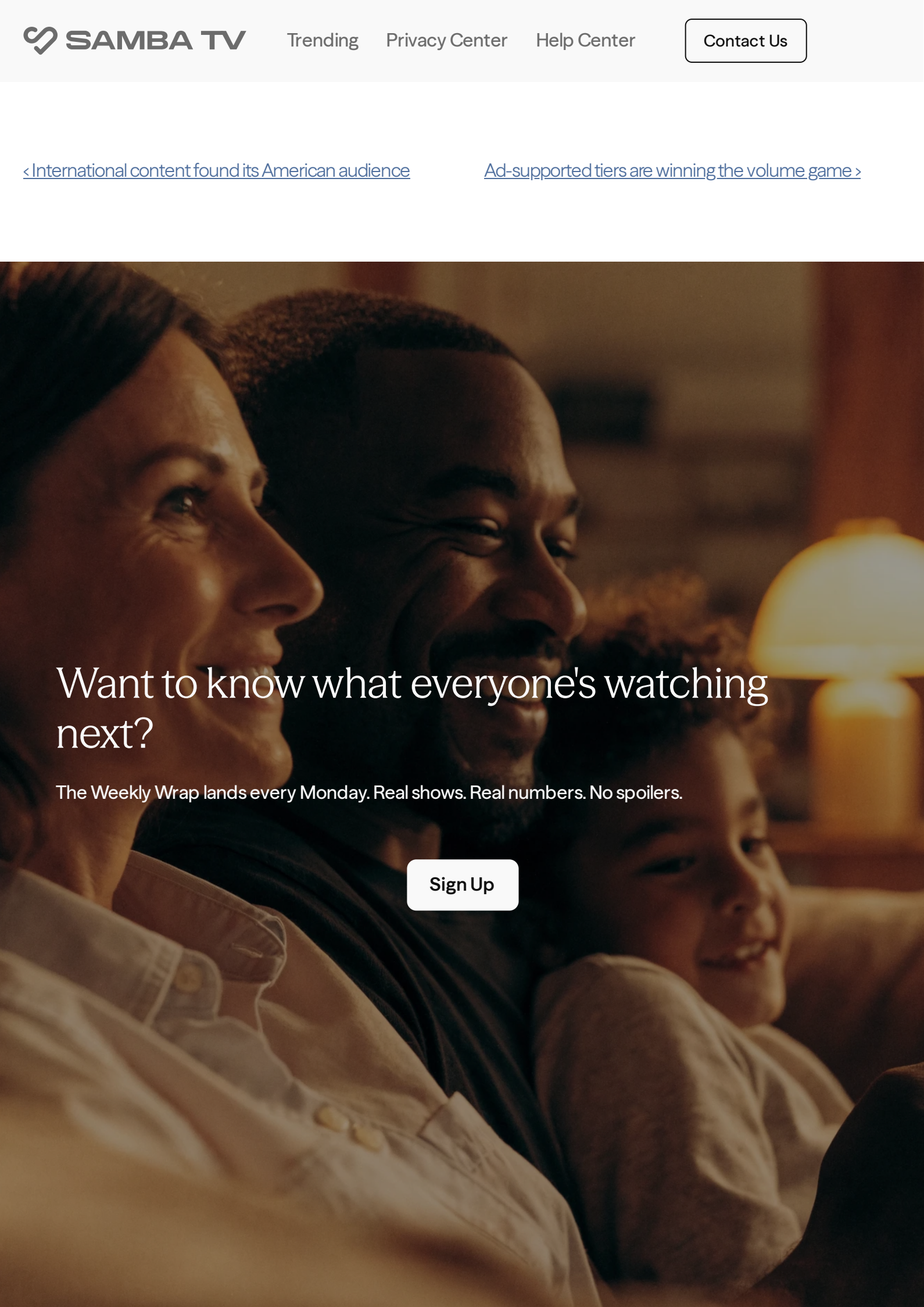
Co-viewing has grown every week since January

The share of total viewing that involves two or more people climbed from 32% to 39% over eight weeks. Solo viewing is declining at almost the exact same rate.



THE BOTTOM LINE

- 01 Co-viewing is up 18% this month.** Families are watching together again in numbers we haven't seen in two years. The living room TV is earning its spot back.
- 02 Weeknight evenings are the new co-viewing window.** Tuesday through Thursday, 7 to 9pm. It's not the weekend anymore. Families are making time on school nights.
- 03 Animated content is king for families.** 78% of animated viewing involves co-viewing. Shows like Bluey and films like Moana 2 are built for the whole household.
- 04 The Top 10 now splits into two viewing windows.** Family shows before 9pm, adult shows after. The same households are watching different content at different times.

[< International content found its American audience](#)[Ad-supported tiers are winning the volume game >](#)

Want to know what everyone's watching next?

The Weekly Wrap lands every Monday. Real shows. Real numbers. No spoilers.

[Sign Up](#)

