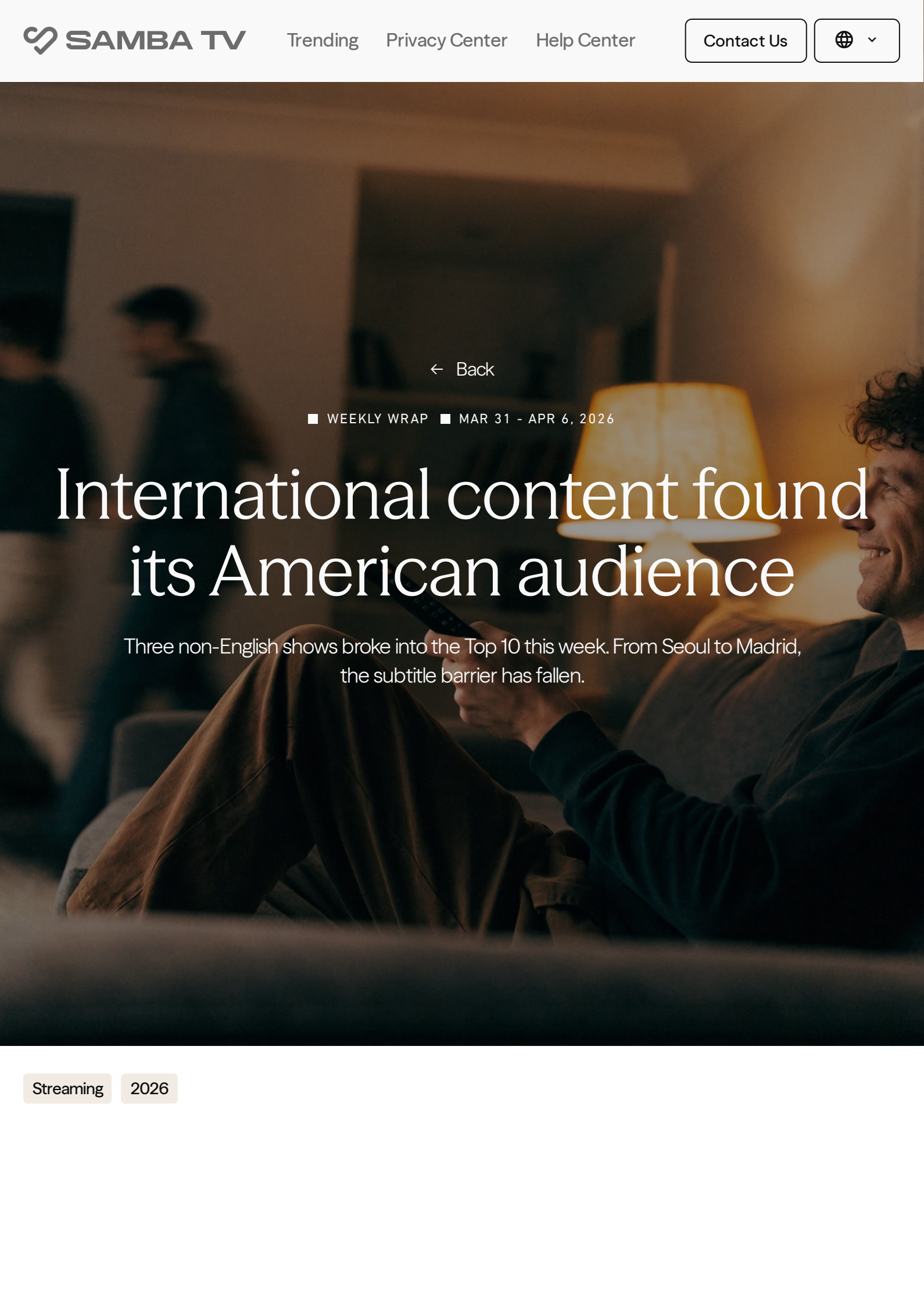


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■ WEEKLY WRAP ■ MAR 31 - APR 6, 2026

International content found its American audience

Three non-English shows broke into the Top 10 this week. From Seoul to Madrid, the subtitle barrier has fallen.

[Streaming](#)[2026](#)

cultural phenomenon that is Squid Game. Together they drew over 15 million viewers.

The subtitle barrier that once limited international content to niche audiences has essentially dissolved. Dubbed versions help, but plenty of viewers are choosing subtitles and loving it. The takeaway is simple: great storytelling doesn't need a passport.

3 of 10

Top slots went to non-English language shows

▲ MOST EVER TRACKED

62%

Chose dubbed versions over subtitles

▲ DUBBING IS WINNING

15.3M

Watched at least one non-English show this week

▲ 21% MORE THAN LAST MONTH

The subtitle barrier is gone

Five years ago, asking an American audience to read subtitles was considered a dealbreaker. Now 38% of viewers actively choose the original language with subtitles. And the other 62% are watching dubbed versions without a second thought. The content won.

Trending right now

TV Shows

Movies

This week ▼

United States

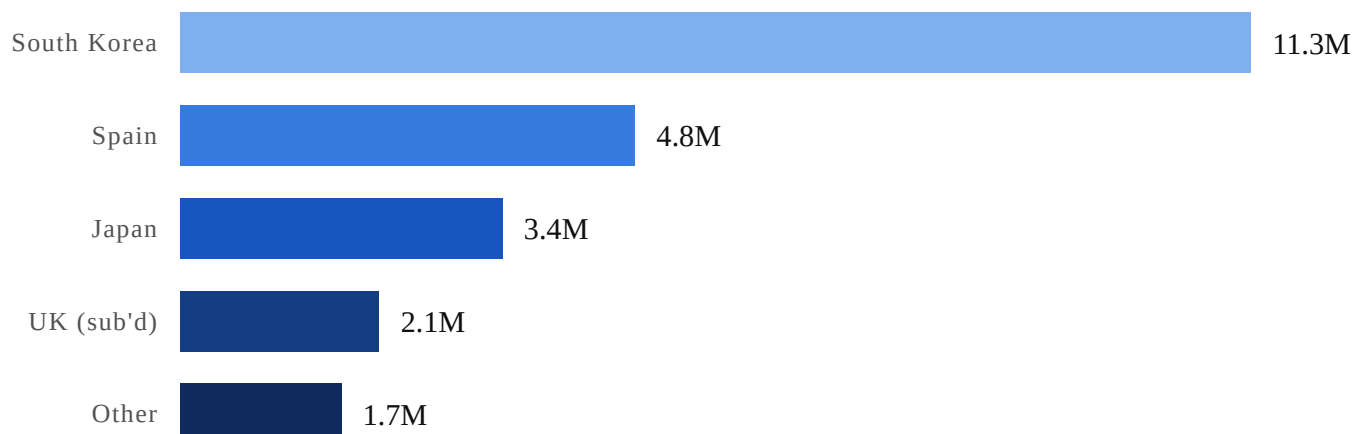
RANK	PROGRAM	VIEWERS	PLATFORM
01	The Bear Drama · Returning Series Season 4 continues to lead the charts. Carmy's kitchen chaos is universal, even if the show itself is very American. The benchmark everyone else is chasing. Read more →	6.5M	Hulu
	Squid Game Thriller · Limited Series Season 1 continues to lead the charts. The show's unique premise and compelling characters have captivated audiences worldwide. Read more →	15.3M	Netflix

03	The Diplomat Political Thriller · Limited Series	5.6M	Netflix
04	All of Us Are Dead Horror Thriller · Returning Series	5.2M	Netflix
05	La Casa de Papel: Berlin Crime Thriller · New Series	4.8M	Netflix
06	Severance Sci-Fi Thriller · Returning Series	4.4M	Apple TV+
07	Reacher Action Thriller · Returning Series	4.0M	Prime Video
08	Slow Horses Spy Thriller · Returning Series	3.7M	Apple TV+
09	Shogun Historical Epic · Limited Series	3.4M	Hulu
10	Presumed Innocent Legal Thriller · Limited Series	3.1M	Apple TV+

South Korea leads the international charge

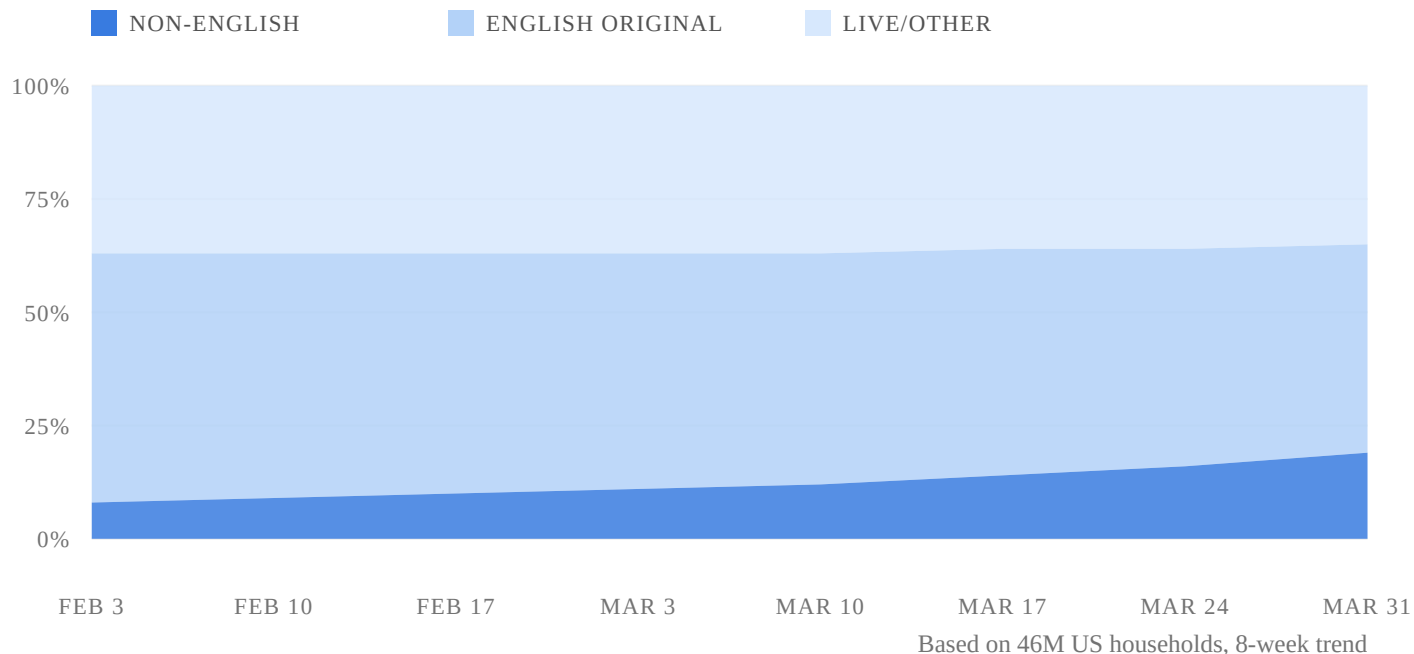
Korean content pulled 11.3 million viewers this week, more than double the next closest country. Squid Game and All of Us Are Dead are the biggest drivers.

Non-English viewership by country of origin



February

Non-English content grew from 8% to 19% of all streaming viewership in just eight weeks. The growth accelerated in March when multiple international titles landed at once.



THE BOTTOM LINE

- 01** Three non-English shows in the Top 10 is a first. *Squid Game*, *All of Us Are Dead*, and *La Casa de Papel: Berlin* proved that language is no longer a barrier to massive audiences.
- 02** Korean content dominates international viewing. 11.3 million viewers watched Korean shows this week. The country's entertainment industry has become a global powerhouse.
- 03** Dubbing is the gateway. 62% of international viewers chose dubbed versions. Making content accessible in the viewer's language is still the most effective way to build audiences.
- 04** This is a trend, not a moment. International content's share doubled in eight weeks. The pipeline of non-English content is growing, and American audiences are ready for it.

How we know this. Samba tracks what 46 million US households are actually watching across streaming and live TV. The numbers above cover March 31 through April 6, 2026. 'Non-English' means the show's original language is not English, regardless of whether the viewer watched with dubbing or subtitles.

[< One show reshuffled the entire top 10](#)[Family viewing made a quiet return >](#)

Want to know what everyone's watching next?

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