

Past Seasons Take Over Viewer's Screens With Manifest and Stranger Things Leading the Pack

By Ava Girardi

Netflix released some of its stellar original content in 2022, such as *Stranger Things*, *Wednesday*, and *DAHMER: Monster: The Jeffrey Dahmer Story* leading its weekly hour views to land in the billions. Notable moments for the streaming platform took place, such as the first season of *Wednesday* outnumbering *Stranger Things* season 4 by 125 million weekly hours viewed in a week. For films, Leonardo DiCaprio's *Don't Look Up* was top of the list for films with *Purple Hearts* as runner-up. Additionally, TV proved to be preferable among subscribers as 71% of weekly hours viewed came from TV while only 29% of weekly hours viewed came from films. These big new hits are not the only characteristic of Netflix to take into consideration. Rather, it's the idea that old content was just as popular as the new.

Netflix cannot give all the credit to its original content for the 28 billion weekly hours viewed it gained over the year. The licensed content Netflix acquired added an immense contribution to the weekly hours viewed and managed to reach over 10 million weekly hours viewed. Older shows, such as *Manifest*, made their way up the top 10 weekly list. Netflix acquired the old seasons of these shows and released new episodes to provide a second chance for the once abandoned content.

For example, the original NBC American supernatural drama show, *Manifest*, reached number one on November 6th with 57 million weekly hours viewed after its release on November 4th. *Manifest* was an NBC original which first aired in September of 2018. NBC decided to cancel the show in 2021 after its three seasons. Netflix then added the past seasons to its platform, making a fourth season with viewers hooked.

With the release of season 4, *Manifest* peaked at the top 10 list as Netflix originals such as *Inside Man* and *From Scratch* followed along. On November 13th, the show received 75 million weekly hours viewed but ranked number two under *The Crown* for the release of its fifth season. *Manifest* proved its popularity among the Netflix audience as it was able to stay on Netflix's top 10 list for 28 days after its release.

However, a clear picture is not created just by looking at season 4 because past seasons did just as well during the week of the season 4 release. It is essential to note the older seasons on the platform and weekly hours viewed of past episodes weeks before and after the release of the fourth season. The same week the new season was released, season 1 of the show was ranked 10th. The week before the new season release, *Manifest* season 1 was ranked top 10, accumulating 12.4 million weekly hours viewed.

Also, on the release date of the fourth season, season 1 earned 20.3 million weekly hours viewed. Past seasons inched up the top 10 list on the release day and a week prior as viewers were possibly freshening up on past content or catching up.

Series	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10
Manifest (Q4) (Season 1)	12,410,000	20,300,000	41,990,000	25,940,000	15,010,000	11,660,000				
Manifest (Q4) (Season 4)		57,060,000	74,780,000	35,730,000	21,600,000	15,380,000				
Stranger Things (Q2 & Q3) (Season 4)	286,790,000	335,010,000	159,240,000	102,260,000	76,910,000	301,280,000	188,190,000	102,330,000	57,720,000	44,760,000
Stranger Things (Q2 & Q3) (Season 3)	24,290,000	47,420,000	47,600,000	38,900,000	32,230,000	30,280,000	36,590,000	33,050,000	21,440,000	17,040,000

Manifest season 4 possibly performed better in the week of November 13th because viewers were still catching up and wrapping their heads around past content before diving into the new season.

Even though Netflix's original content, such as *Stranger Things* and *The Watcher*, gathered total weekly hours viewed in the billions, *Manifest*'s performance shows views are not just coming from original content. In fact, a majority of weekly hours viewed may be coming from the older content to prepare for new releases.

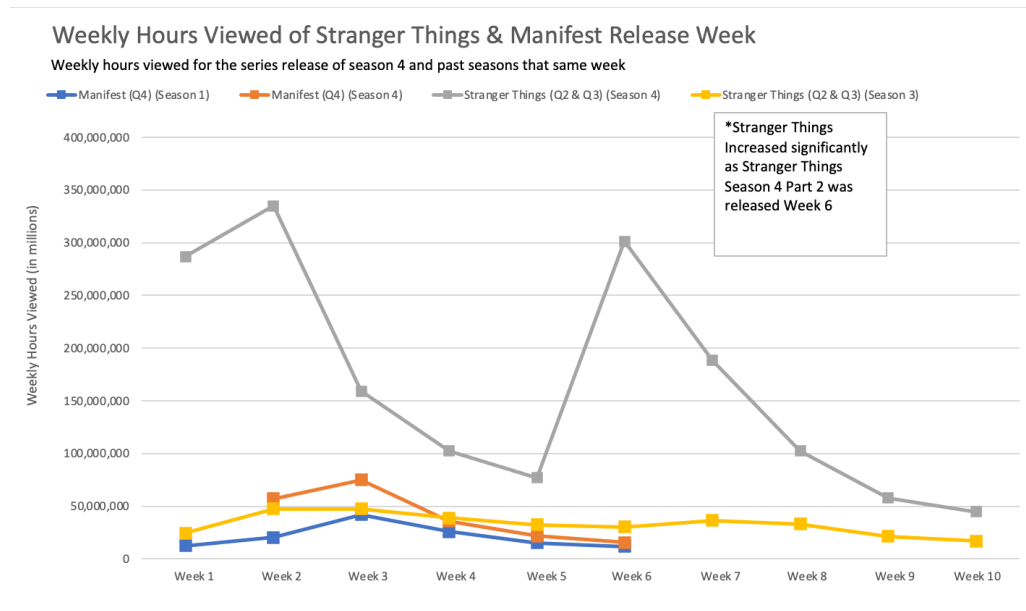
Netflix used *Manifest* to its advantage by taking over expired content to create new content. Viewers are not just engaging with new content; they must engage with the old content before devoting their attention to new releases.

The same week as the release of *Manifest*, Millie Bobby Brown's *Enola Holmes 2* maintained a spot on the top 10 list from November 6th-November 13th. The movie took a step down to the top 2 when Lindsay Lohan's *Falling for Christmas* took the number one spot on November 20th as subscribers were probably gearing up for the holiday season.

Netflix's weekly hours viewed would not have landed where they were in 2022 without the hit drama series *Stranger Things*. The performance of *Stranger Things* demonstrated viewers were engaging with past content to prepare for the launch of the new season. The show accumulated 3 billion weekly hours viewed and was the top show for quarters 2 and 3 of the year. This year was a major one for *Stranger Things*, with the drop of its fourth season on May 27th.

After the drop, the show earned 287 million weekly hours viewed on May 29th. The new season made its top performance of the year just eight days later, earning 335 million weekly hours viewed. Along with the new content, season 3 ranked fourth, and season 2 fell right below on May 29th as *Stranger Things* enthusiasts refreshed on past content.

Weekly hours viewed began to decline in June until the anticipated season 4 part 2 of the series was released on July 1st, bringing season 4 back in the game with 301 million weekly hours viewed. As seen for the release of the seven-episode season in May, subscribers still contributed hours viewed in July to seasons 3 and 4, making these seasons top 5 and 6 on the week's top 10 list for the week of July 3rd.



A clear understanding of Netflix's performance in each quarter of 2022 is essential to examine since weekly hours viewed changed in each month of year due to new releases. Quarter 4 performed the best overall, with *Wednesday Season 1* making up 23% of the weekly hours viewed. *Glass Onion: Knives Out Mystery* topped the charts as the number one film for that part of the year.

Netflix released some original top hits for 2022. Nonetheless, while Netflix creates its content, past seasons of *Manifest* and *Stranger Things* allowed Netflix to not solely rely on new content to collect weekly hours viewed. In the past year, older content from Netflix and NBC have the potential to gain spots on the top 10 list just as much as new releases.