

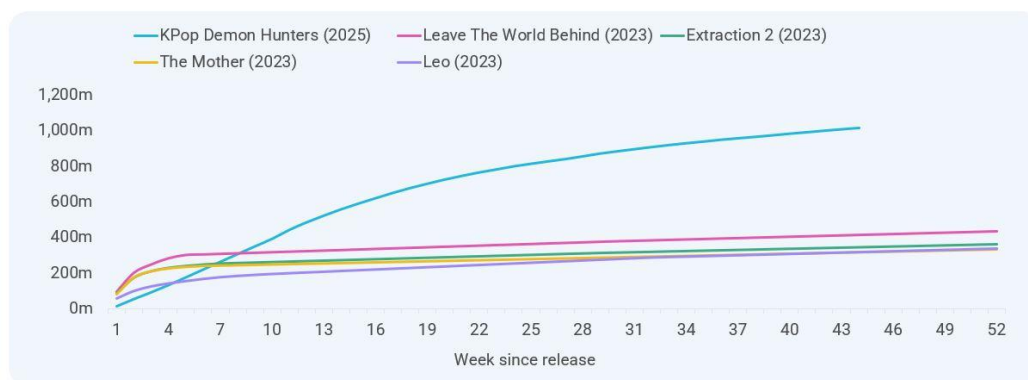
KPop Demon Hunters passes 1bn viewing hours on Netflix

Netflix's most-watched film of all time has been in the streamer's top 10 movie charts for 44 consecutive weeks.

London, 5th May 2026: New research from Ampere Analysis reveals *KPop Demon Hunters* was the most popular movie on subscription streaming platforms in 2025, and the most watched film of all time on Netflix, surpassing 1 billion viewing hours. Netflix has delivered cultural phenomena before, but as a family-friendly movie, *KPop Demon Hunters* is one of the first streaming Original films to break into a space dominated by the franchises of major studios like Disney and NBCUniversal. It is also a rare example of an Original film reaching a cultural impact level reserved for flagship series such as *Squid Game* and *Stranger Things*. Does this mean the streamers will rethink their current pullback from family orientated content?



Netflix Originals: Cumulative first-year viewing hours* for most viewed** movies from release week



Source: Netflix Top 10 Global Lists, Netflix, Ampere Analytics – Netflix Viewing Data

*Viewing hours taken from Top 10 global lists where possible. Where not possible, weekly viewing is taken as average over the full half year. Viewing hours scale with duration, among titles shown *KPop Demon Hunters* has the lowest total duration.

**Most viewed are the Netflix Original movies with the highest summed viewing hours since Netflix began releasing bi-annual viewing figures

Key findings: Family-friendly content behaves differently from other genres

- **Hit Children & Family titles have longer viewing lifecycles.** *KPop Demon Hunters* reached peak weekly viewing in its 11th week after release. In comparison, Ampere's analysis of the top 20 most-viewed Original films released on Netflix shows they usually reach peak weekly viewership in week one or two and diminish in engagement quickly.

- **Netflix has reduced commissioning in the genre.** Children & Family content accounted for 4% of Netflix's total commissions during 2024-2025, down from 9% during 2022-2023.
- **This reflects a broader streaming platform trend.** SVoD platforms have the lowest share of Scripted Children & Family commissions of any type of commissioner. Globally, they accounted for just 13% of Children & Family commissions in 2025, versus 47% for public broadcasters. Increased reliance on ad-supported tiers, where monetising children's content is complex, and the rise in popularity of platforms like YouTube are contributing to the SVoD pullback.
- **Despite this, kids' content remains a key subscription driver.** Among households with children, 35% say having TV shows and movies their children want to watch is a key subscription motivator (Ampere Q3 2025 Media Consumer data).
- **The Children & Family genre continues to deliver strong engagement.** In H2 2025 it generated 4.4 billion views, second only to Crime & Thriller, according to Ampere's analysis of Netflix's global viewing data of movies and TV seasons.

Joe Hall, Research Manager at Ampere Analysis, said: "The film's musical core extended its reach beyond the platform and encouraged repeat viewing. Its themes, grounded in the global Korean cultural wave, helped build a highly engaged international fan base. With a sequel already announced, *KPop Demon Hunters*¹ shows there is still a lot of value in developing Original IP that appeals across age demographics.."

Ends

Notes to Editors

*by total viewing hours between 2023 and 2025.

**those who report watching Korean movies or shows very often, excluding South Korean consumers.

For more information, contact Greenfields Communications or Ampere Analysis:

Corinna Staedel: corinna@greenfieldscommunications.com +1 912 506 5674

Lucy Green lgreen@greenfieldscommunications.com T: 07817 698366

Roya Sanei T: 020 3848 6400 roya.sanei@ampereanalysis.com

Dan Stevenson T: 020 3848 6400/07973 157317 dan.stevenson@ampereanalysis.com

About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to games publishers, the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks.

www.ampereanalysis.com