

The CTV Shows That Engaged Audiences in March 2023

In our monthly look at CTV programming performance, we identify the top new, episodic shows for Share of Time Spent, Co-Viewing, Attention, and Binge Watching.

Similar to last month, CTV viewers spent the majority of their time watching thrillers. Many of the same Netflix shows that captured the highest share of time spent in February maintained their lead into March. We saw one notable addition to the list, as Netflix's popular new action thriller, "The Night Agent," took the number one spot. As a result, Netflix reclaimed its clean sweep of the top five shows for share of time spent. Tense shows also kept viewers' eyes on the screen. Hulu's true crime docuseries, "Stolen Youth," topped the list for attention. Keep reading to see which other CTV shows engaged viewers.

Want to know more about what America is paying attention to? Check out the [top linear TV shows and CTV apps for ad attention](#) and download our new [State of CTV Advertising Report](#).

The Top CTV Original Episodic Programs, By Share of Time Spent - March 2023

Our Share of Time Spent metric measures the total time viewers spend with a program as a percent of all viewing for new, original episodic CTV content during the time period. In March, the top five shows where CTV viewers spent the most time all came from Netflix. Their new hit thriller, "The Night Agent," which was **recently ranked as one of most popular Netflix shows of all time**, topped the list. It was closely followed by "You" along with three other thrillers and mysteries that carried over from last month's list.

Program	Application	Share of Time Spent
The Night Agent	Netflix	10%
You	Netflix	10%
Outer Banks	Netflix	8%
Murdaugh Murders: A Southern Scandal	Netflix	7%
Perfect Match	Netflix	5%

The Top CTV Original Episodic Programs, By Attention Index - March 2023

Our Attention Index identifies how viewers paid attention to programming compared to the average linear program and is a good indicator of the strength of programming and its ability to keep people in the room. In March, Hulu's docuseries about the Sarah Lawrence college cult, "Stolen Youth," commanded the highest viewer attention with AppleTV's new series, "Dear Edward," following just one point behind it.

Program	Application	Attention Index
Stolen Youth	Hulu	159
Dear Edward	Apple	158
Truth Be Told	Apple	146
Poker Face	Peacock	143
Shrinking	Apple	143

The Top CTV Original Episodic Programs, By Co-Viewing Rate - March 2023

These are the shows that viewers watched together in March 2023. Our Co-Viewing Rate measures the percentage of time viewers watched the program with more than one person in the room. TVision's person-level insights enable measurement of CTV co-viewing and can provide brands and apps with accurate co-viewing multiples. TVision often sees that family programming tops the list for co-viewing, and March was no exception. "Gabby's Dollhouse," which recently premiered its seventh season, led the way. It was followed by another animated series, "The Proud Family: Louder and Prouder," on Disney+.

Program	Application	Co-Viewing Rate
Gabby's Dollhouse	Netflix	80%
The Proud Family: Louder and Prouder	Disney+	75%
Hello Tomorrow!	Apple	67%
Karate Sheep	Netflix	66%
National Treasure: Edge of History	Disney+	55%

The Top CTV Original Episodic Programs, By Binge-Watching Rate - March 2023

These are the programs that viewers were most likely to consume in sessions of three or more episodes at a time. In March, hit Korean drama series, "The Glory," was the most-binged show. It dropped its much-anticipated Part Two mid-month, which included eight new episodes.

Program	Application	Binge Watch Rate
The Glory	Netflix	59%
Unstable	Netflix	58%
The Proud Family: Louder and Prouder	Disney+	57%
Agent Elvis	Netflix	53%
Gabby's Dollhouse	Netflix	51%