



PLUTO TV EXPANDS FREE STREAMING OFFERING WITH AN EXCLUSIVE SLATE OF SERIES TARGETING THE FASTEST-GROWING AUDIENCE ON THE PLATFORM: VIEWERS 18-34

***Hart of Dixie, Arrow, The 100 and Everwood* Land For The First Time Ever on Pluto TV**

LOS ANGELES, April 13 — Pluto TV today announced the addition of *Hart of Dixie*, *Arrow*, *The 100*, and *Everwood* to its free, on-demand and linear channel offering, all exclusive to Pluto TV in the free streaming category. The selection is deliberate: NRG research ([Future of Series](#)) shows 72% of Gen Z prefer content from the 2010s or 2000s, and all four series land squarely in that window. These titles deepen the library already built around beloved genres and cult classics that over-index with the 18–34 audience including *The X-Files*, *Twin Peaks*, *Fringe*, *Charmed* and *Ghost Whisperer*.

Free streaming television is the fastest growing segment within streaming and 62% of U.S. households now watch free streaming monthly. The fastest growing audience on Pluto TV is the 18–34 viewer, a group that grew more than 30% between Jan 2025 and Jan 2026.

The NRG research also shows that library titles are the primary driver of TV viewing: they account for 60% of all television consumed nationally, rising to 65% among viewers 18–34. Among Gen Z, 40% say they watch older shows because they find them comforting and nostalgic. In fact, the research finds viewers consider “old” content to be more comforting (+49) than new content.

“Pluto TV is central to our direct-to-consumer strategy. Free streaming is expanding faster than any other segment of the market, and 18-34 year olds are our fastest growing audience,” said Cindy Holland, Chair of Direct to Consumer, Paramount Skydance. “We’re building a more deliberate and curated experience for our consumers that delivers real value to our partners. Free streaming doesn’t have to be a warehouse, it is a destination.”

“The data tells us that younger audiences don’t want new for the sake of new, they want good. *Hart of Dixie*, *Arrow*, *The 100*, and *Everwood* are shows with cultural staying power. Viewers know what they’re starting, they can binge the complete run from day one, and they don’t have to wonder if it’s worth their time,” said Will Gurman, SVP Content Partnerships and Programming for Pluto TV. “More than 400 episodes of television people already love, exclusively on Pluto TV. That’s a real answer to decision fatigue.”

The titles join Pluto TV's on-demand library and linear channel line-up as early as May 1 and were selected specifically for this audience. They are all series with devoted fan communities, significant episode depth, and cultural staying power.

- **Hart of Dixie** — The warmhearted romantic comedy-drama following a New York doctor who unexpectedly sets up practice in a charming small Alabama town. Originally aired 2011 - 2015. Four seasons of comfort viewing with 76 total episodes, available May 1.
- **Arrow** — The superhero series that launched a franchise, following Oliver Queen's transformation from billionaire playboy to vigilante defender of Star City. Originally aired 2012 - 2020. Eight action packed seasons with 170 episodes, available May 1.
- **The 100** — The post-apocalyptic drama with a devoted fanbase, following a group of young survivors sent back to a ravaged Earth nearly a century after nuclear war. Originally aired 2014-2020. Seven seasons with 100 total episodes, available May 1.
- **Everwood** — The beloved drama about a celebrated New York neurosurgeon who uproots his family for a fresh start in a small Colorado mountain town following his wife's sudden death. Originally aired 2002 - 2006. Four seasons with 89 total episodes, available June 1.

In addition, *My Wife and Kids* joins a slate of incredibly well-watched Black family comedies including *Sister Sister*, *The Parkers*, *The Game* and *Moesha* - all of which regularly chart in the most watched series among the 18-34 audience on Pluto TV. Currently, Pluto TV is the only place viewers can watch *My Wife and Kids* for free.

- **My Wife & Kids** —The beloved family sitcom starring Damon Wayans as a loving husband and modern-day patriarch who rules his household with a unique and distinct parenting style. Originally aired 2001 - 2005. Five seasons with 123 entertaining episodes, available May 1.

The new acquisitions extend a content strategy that no other free streaming platform can replicate at scale. Pluto TV's Paramount ownership delivers franchise access at a scale that exists nowhere else in free streaming; 49 seasons of *Survivor*, the complete *CSI* Universe, iconic Nickelodeon programming like *iCarly* and *Spongebob* that spans generations.

Global registered users on Pluto TV grew 67% year-over-year, with registered users now accounting for 65% of all U.S. viewing hours on the platform. All five series will be available on Pluto TV across connected TVs and mobile at no cost, with no subscription or credit card required.

Photo & Video Assets

- [Series Stills & Key Art](#)
- [Hart of Dixie](#)

- [Arrow](#)
 - [The 100](#)
 - [Everwood](#)
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About Pluto TV

Pluto TV is a global leader in free streaming television and part of the Direct To Consumer division at Paramount, a Skydance Corporation (Nasdaq: PSKY), a leading, next-generation global media and entertainment company. The Company's portfolio unites legendary brands, including Paramount Pictures, Paramount Television, CBS – America's most-watched broadcast network, CBS News, CBS Sports, Nickelodeon, MTV, BET, Comedy Central, Showtime, Paramount+, Pluto TV, and Skydance's Animation, Film, Television, Interactive/Games, and Sports divisions. For more information, please visit www.paramount.com.

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