

Table S1: Gross and per capita impressions per episode

Episode	Proportion viewership (000s)	Gross Impressions (Million)	Per Capita Impressions
2	0.036	14.17	0.22
4	0.035	43.62	0.67
6	0.035	29.85	0.46
8	0.038	34.90	0.53
10	0.038	27.42	0.42
12	0.037	29.13	0.44
14	0.037	26.70	0.41
16	0.035	20.66	0.32
18	0.041	24.21	0.37
20	0.039	20.47	0.31
22	0.043	22.57	0.34
24	0.046	27.16	0.41
26	0.046	24.14	0.37
28	0.047	43.16	0.66
30	0.048	34.64	0.53
32	0.047	18.50	0.28
34	0.047	21.58	0.33
36	0.048	28.34	0.43
38	0.050	16.40	0.25
40	0.048	28.34	0.43
42	0.048	15.74	0.22