# Half of adults admit to secretly binge-watching shows in ‘TV cheating’



A recent survey has revealed that half of adults in relationships admit to secretly binge-watching television shows without their partner's knowledge, a practice now commonly referred to as "TV cheating." The research, conducted by Sky TV and involving 2,000 couples, highlights a widespread phenomenon where individuals sneak ahead in series they had agreed to watch together.

According to the findings, a significant eight out of ten respondents confessed to watching the next episode of a series secretly, unable to resist the temptation to discover what happens next. Furthermore, an overwhelming 86 per cent acknowledged that they have rewatched episodes to conceal the fact they had already seen them. On average, a person might endure watching up to four episodes in silence, pretending unfamiliarity to allow their partner to "catch up."

The survey identified popular shows often subject to such covert viewing, including Game of Thrones, The Walking Dead, and The Day of the Jackal. Jamie Morris of Sky commented on the results, stating, "We have so much gripping telly to choose from, and sometimes ‘one more episode’ is just too much to resist." He added, "We understand great shows can be addictive, but whether it’s The Day of the Jackal, or something from our extensive back catalogue of iconic series, there’s plenty to watch without having to go behind your other half’s back."

In addition to the secret viewings, over two-fifths of those surveyed admitted to lying to their partner about continuing a series meant to be watched together. More than half felt guilty about this behaviour, yet 43 per cent still managed to watch the series finale without their partner's knowledge.

The consequences of such "TV cheating" include being caught through accidental spoilers during conversations or being found in the act, with 35 per cent and 39 per cent of respondents respectively admitting to these experiences. Reactions varied: roughly three in ten partners were understanding, but one in five demanded an explanation, and 17 per cent felt "betrayed" by the deception.

Interestingly, 27 per cent of those surveyed reported having been on the receiving end of this kind of "betrayal" themselves.

In light of these findings, Sky customers are now encouraged to explore new shows without deception by simply saying "Just one more episode" into their Sky Glass or Sky Stream remote, making it easier to discover fresh series to enjoy openly.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.lep.co.uk/read-this/half-of-adults-admit-to-cheating-in-a-relationship-by-skipping-ahead-on-tv-boxsets-5092829> - This article corroborates the claim that half of adults in relationships admit to secretly binge-watching shows ahead of their partners and that 86% have rewatched episodes to hide the fact that they had already seen them.
* <https://www.derryjournal.com/read-this/half-of-adults-admit-to-cheating-in-a-relationship-by-skipping-ahead-on-tv-boxsets-5092829> - This source supports the survey findings involving 2,000 couples and provides details on the phenomenon of ‘TV cheating’ including percentages of people who watch the next episode secretly and lie about their viewing habits.
* <https://www.cabletv.com/entertainment/how-tv-affects-relationships> - This article discusses the impact of TV watching on relationships and the concept of 'streaming infidelities' where some viewers admit to watching shows secretly, complementing the idea of secret binge-watching in couples.
* [https://www.tiktok.com/@mr.sky.tv/video/7490978770229284118](https://www.tiktok.com/%40mr.sky.tv/video/7490978770229284118) - This TikTok video by mr.sky.tv visually illustrates the emotional consequences and confrontations arising from TV cheating, supporting the claims about partners’ reactions such as feeling betrayed or demanding explanations.
* <https://www.sky.com/shop/tv-guide/> - Sky’s official TV guide and service page supports the mention of Sky's extensive catalogue of shows, confirming the context in which Jamie Morris comments on the temptation of binge-watching Sky's selection without deception.