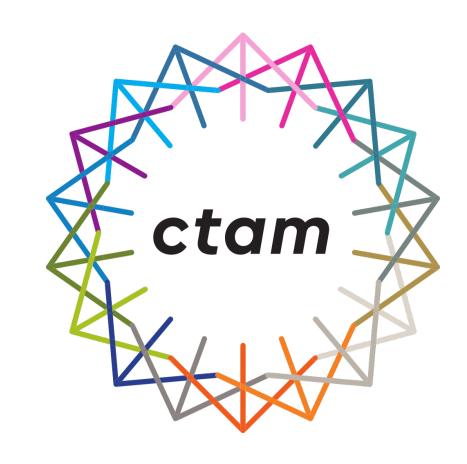
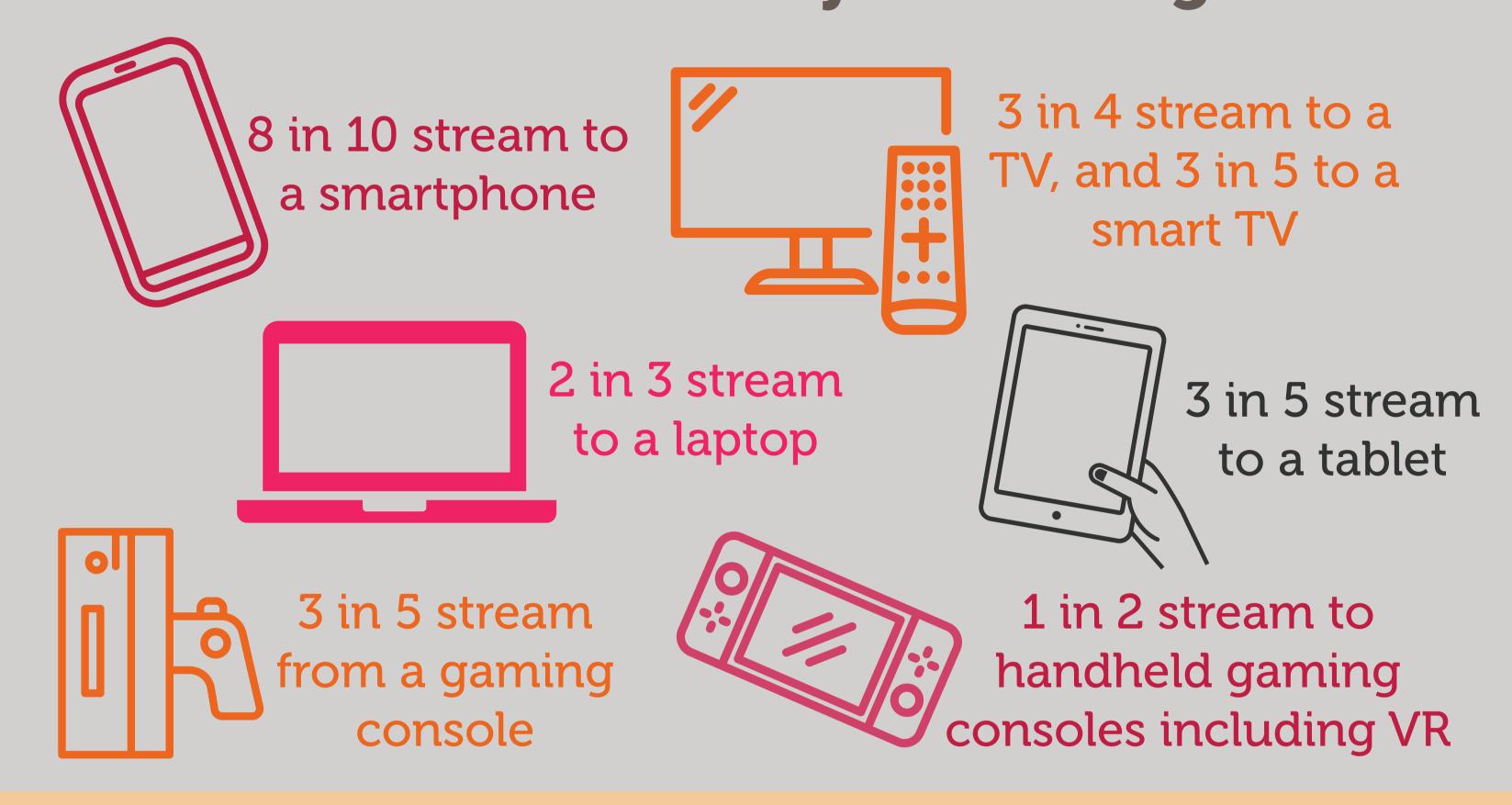


The "Tea" on Gen Z



How are Gen Z Watching?

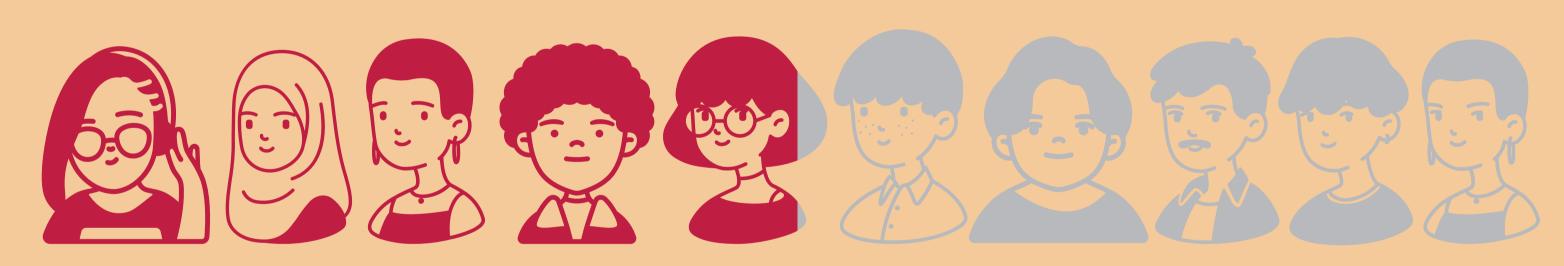
What devices are they streaming to?



Streaming is the dominant source for TV content, but live TV is still relevant for Gen Z



78% of Gen Zers stream TV content on a weekly basis.

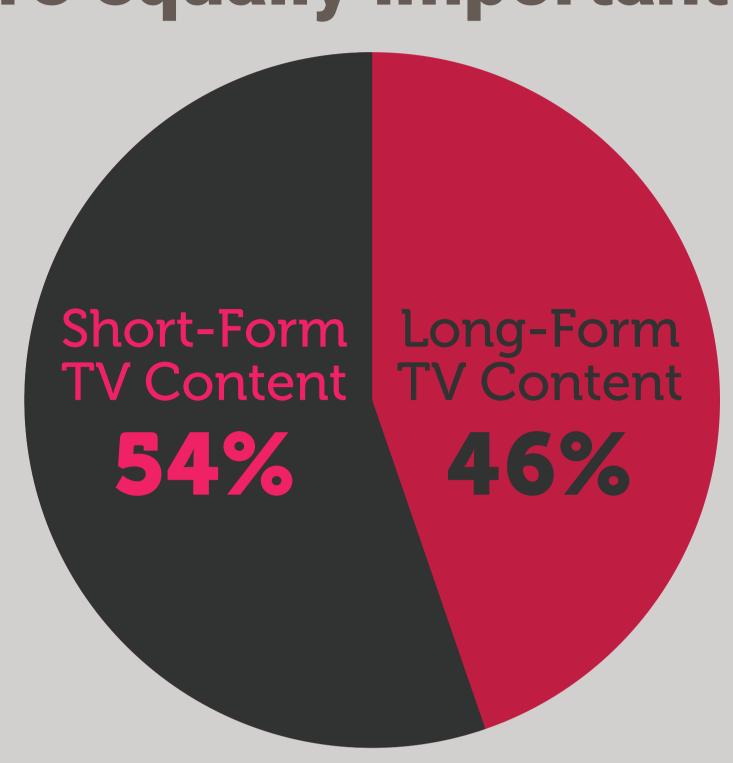


45% of Gen Zers watch live TV on a weekly basis.

(Weekly (net) viewing)

What are Gen Z Watching?

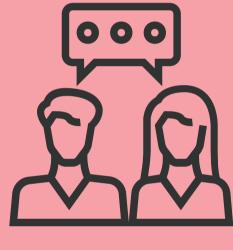
Long-form content and short-form content are equally important for Gen Z



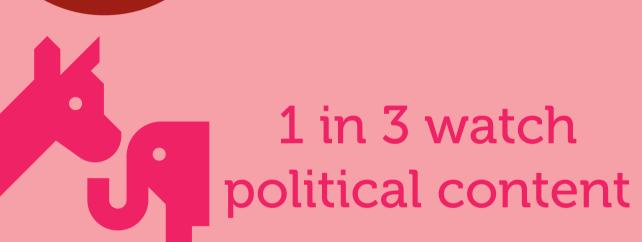
What short-form content are Gen Z streaming?



6 in 10 watch funny content and memes



Half watch content that aligns with their values





1 in 4 keep connected to their favorite brands



1 in 4 keep up with the news



1 in 4 find local events

(13-24 Year-Old Social Media users)

Gen Z consider it important to...



Be environmentally conscious

51%



Support LGBTQIA+ community

49%



Work for women's rights/feminist causes

48%

(Based on 4/5 and 5/5 ratings)



Support local businesses

47%



Donate money to causes they believe in

40%

Are your corporate values aligned with Gen Z audiences?

HOROWITZ

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