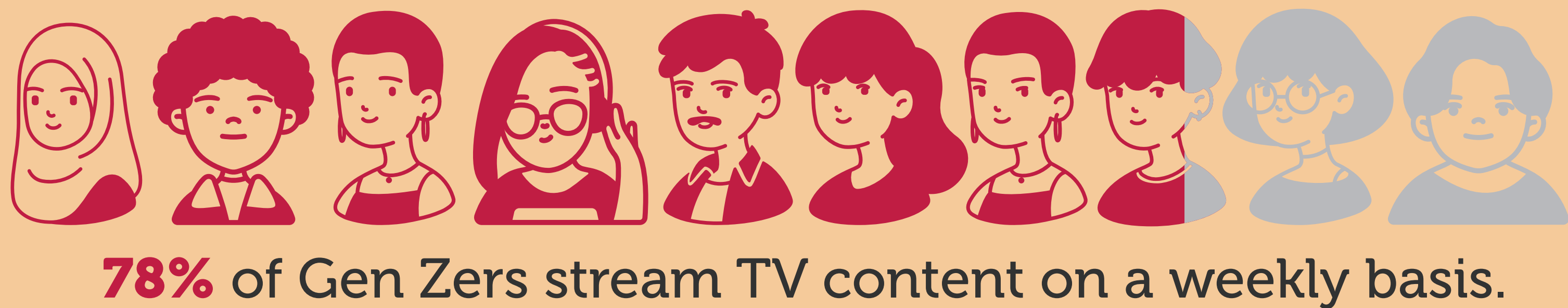


How are Gen Z Watching?

What devices are they streaming to?



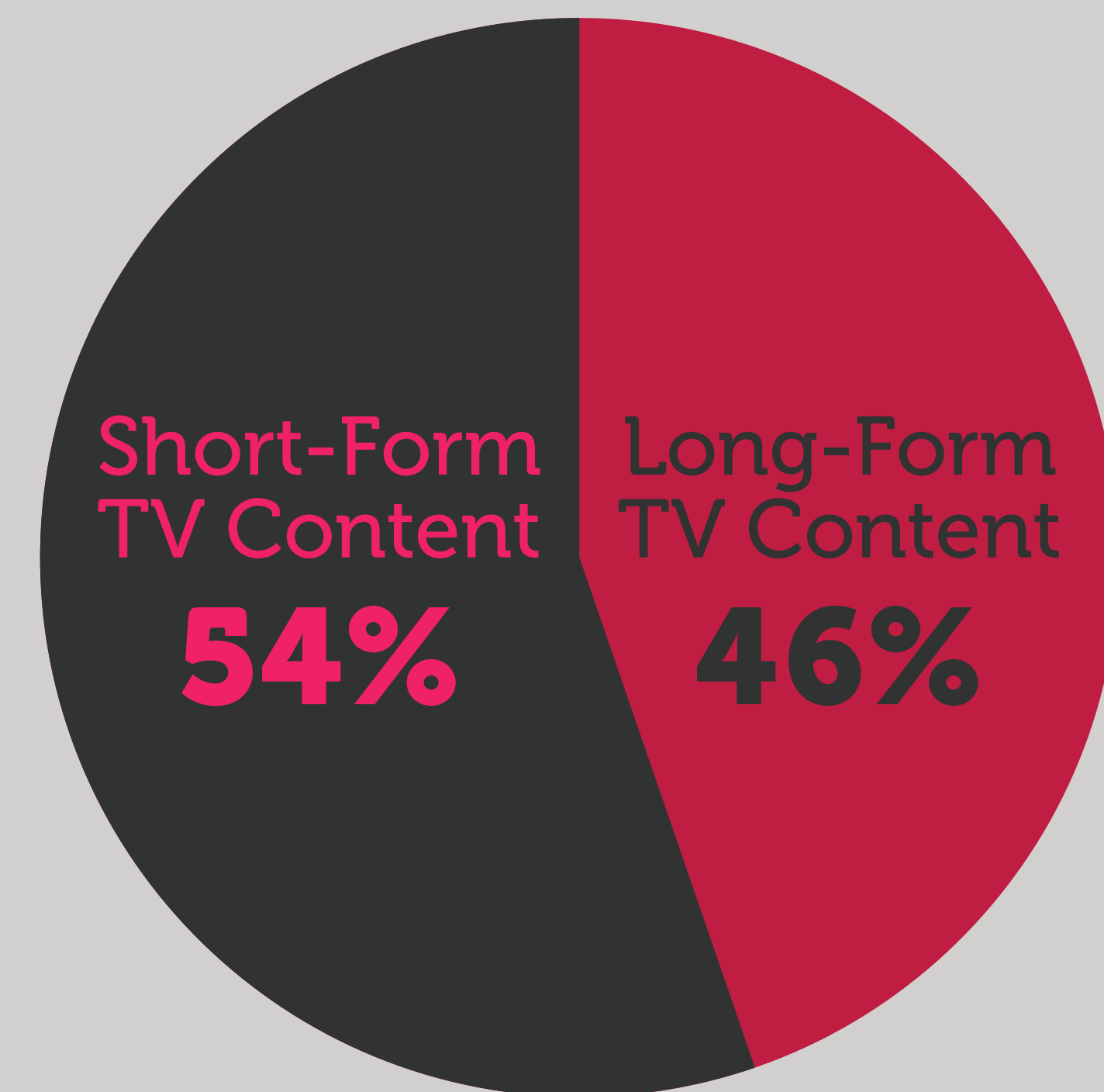
Streaming is the dominant source for TV content, but live TV is still relevant for Gen Z



(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?



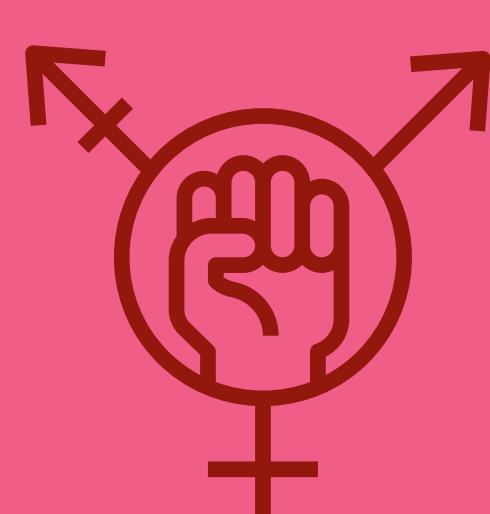
(13-24 Year-Old Social Media users)

Gen Z consider it important to...



Be environmentally conscious

51%



Support LGBTQIA+ community

49%



Work for women's rights/feminist causes

48%



Support local businesses

47%



Donate money to causes they believe in

40%

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

Are **your** corporate values aligned with Gen Z audiences?