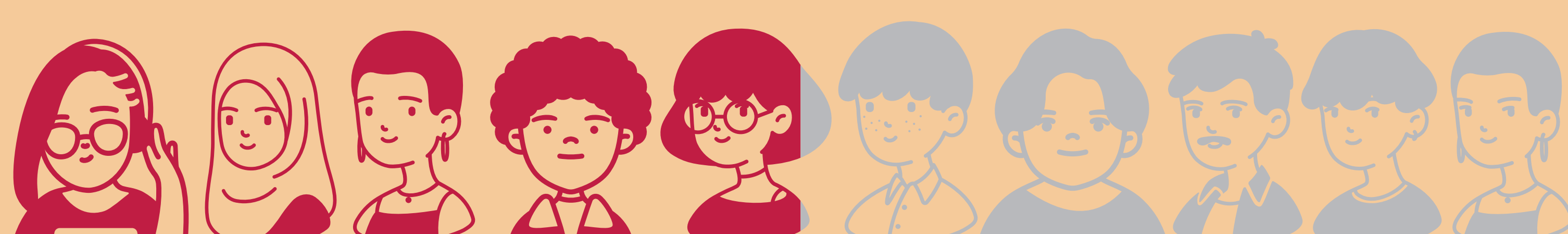
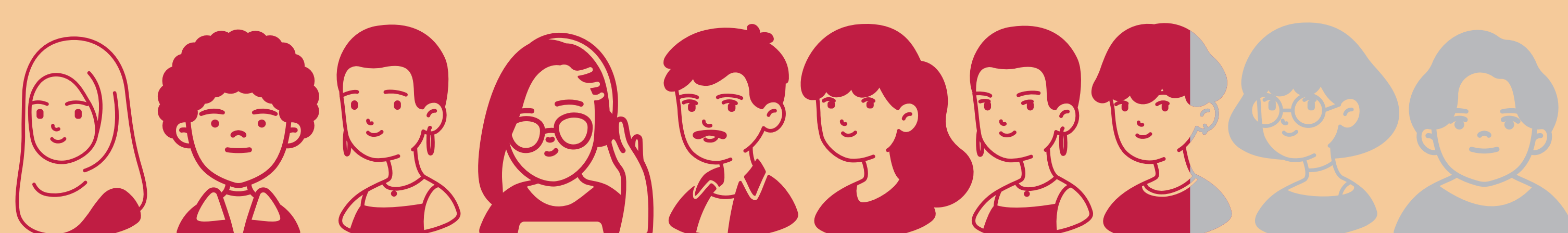


How are Gen Z Watching?

What devices are they streaming to?



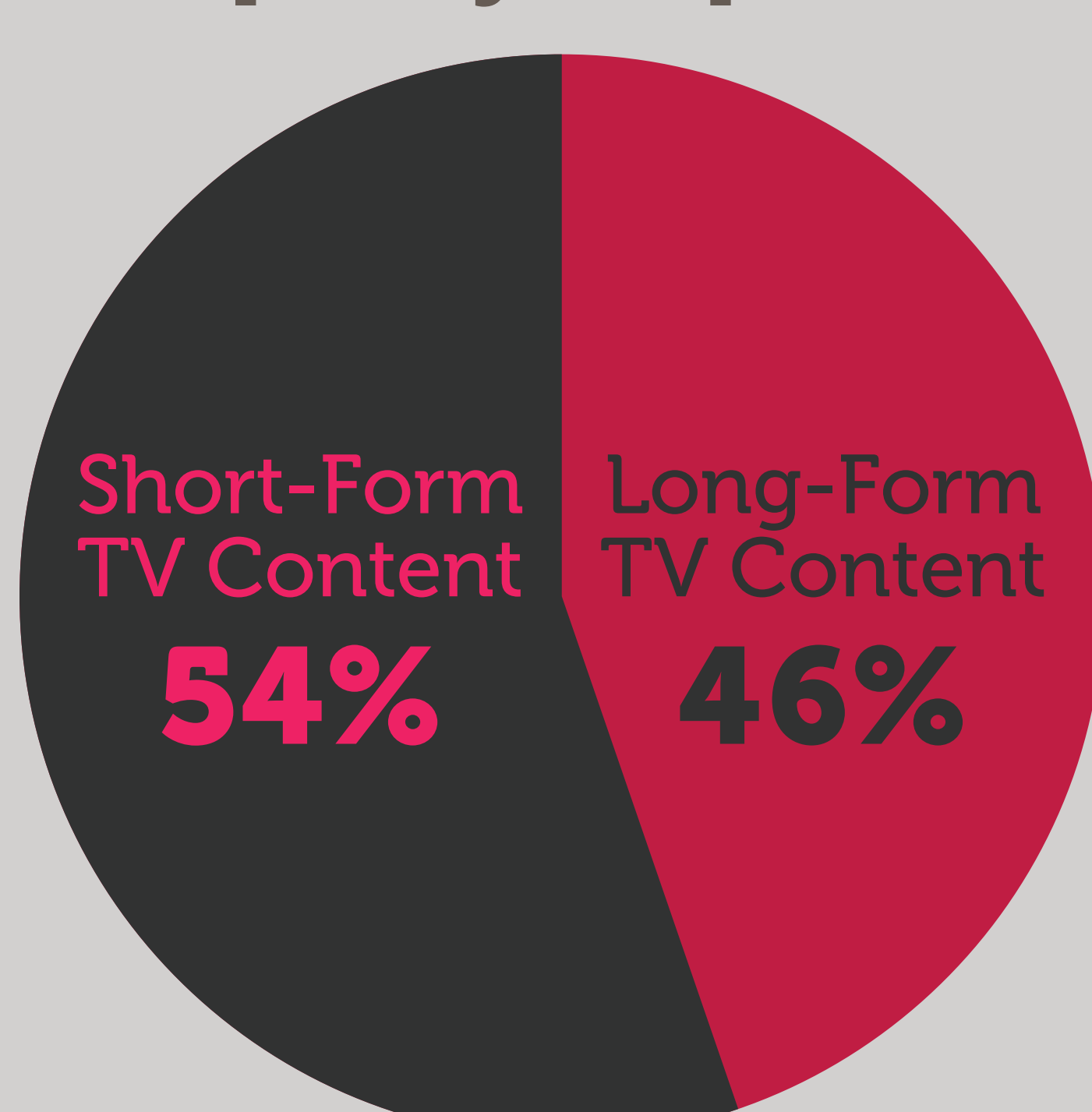
Streaming is the dominant source for TV content, but live TV is still relevant for Gen Z



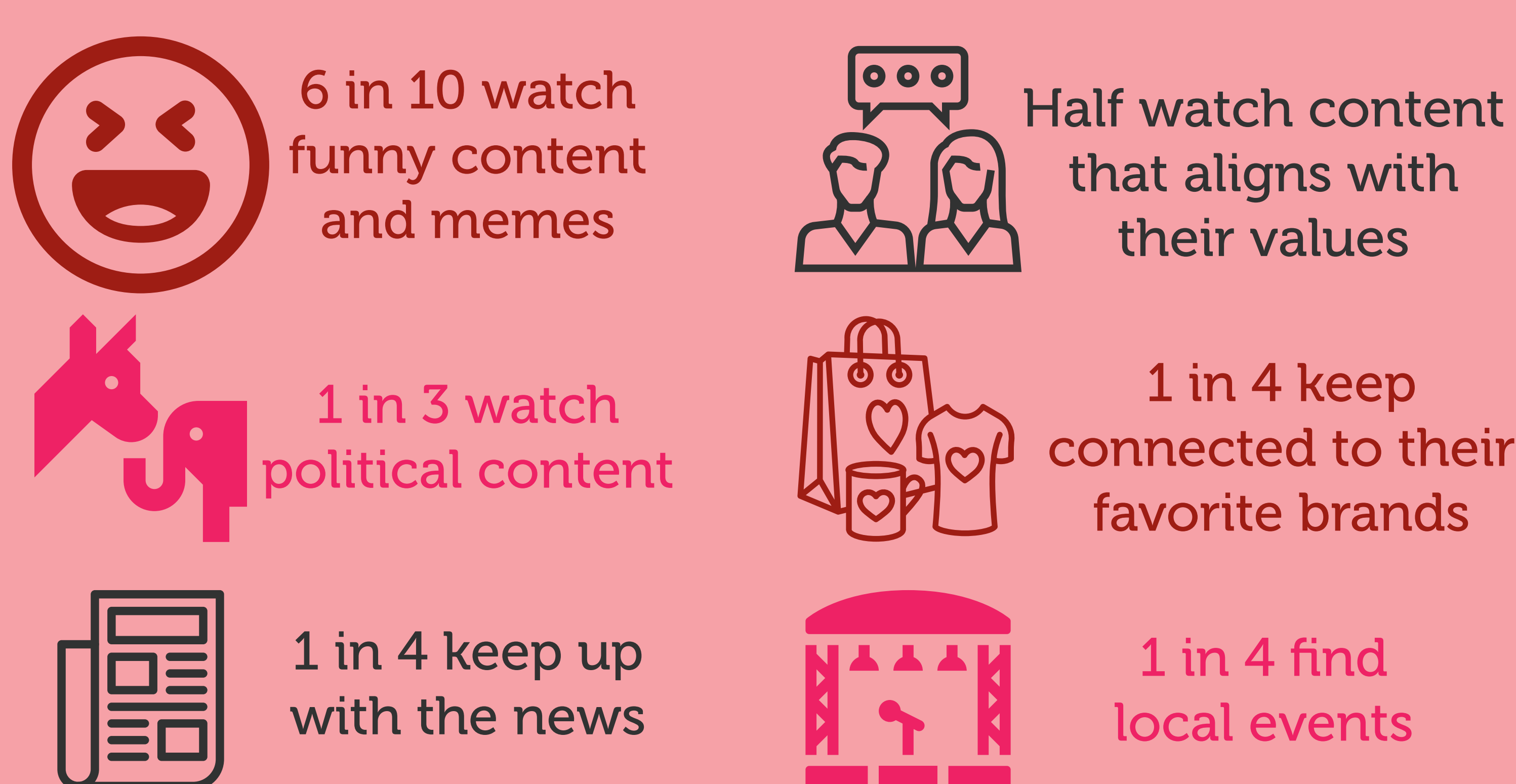
(Weekly (net) viewing)

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...



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

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