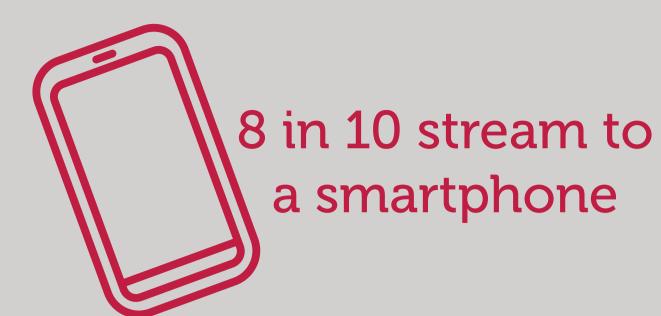


HOROWITZ The "Tea" on Gen Z



How are Gen Z Watching?

What devices are they streaming to?

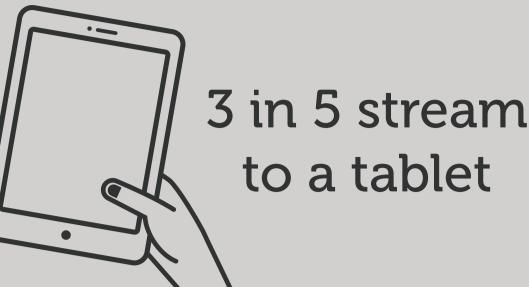




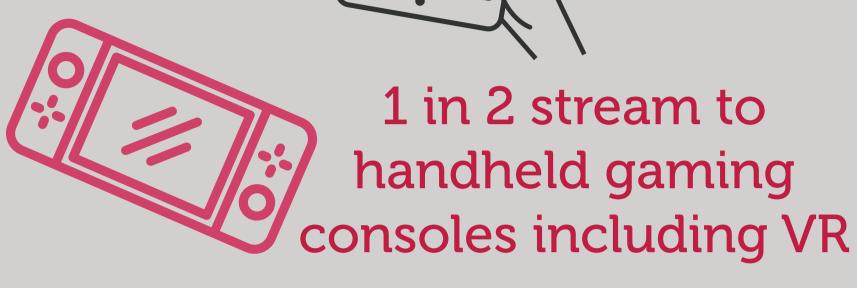
3 in 4 stream to a TV, and 3 in 5 to a smart TV



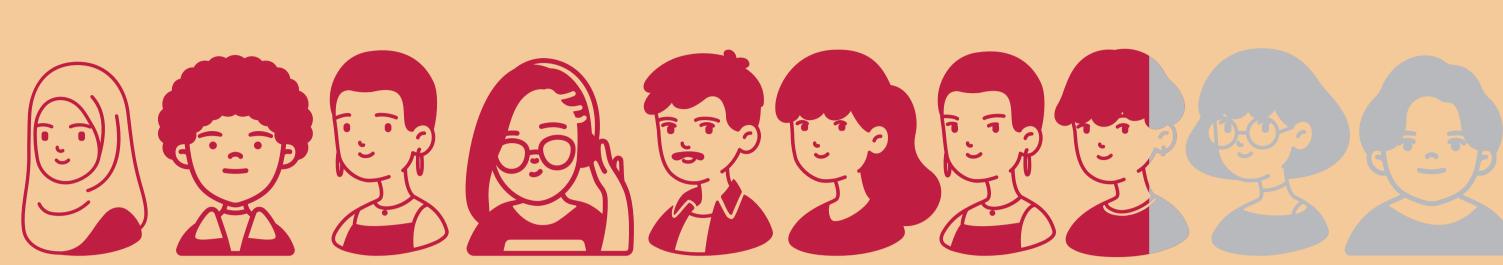
2 in 3 stream to a laptop



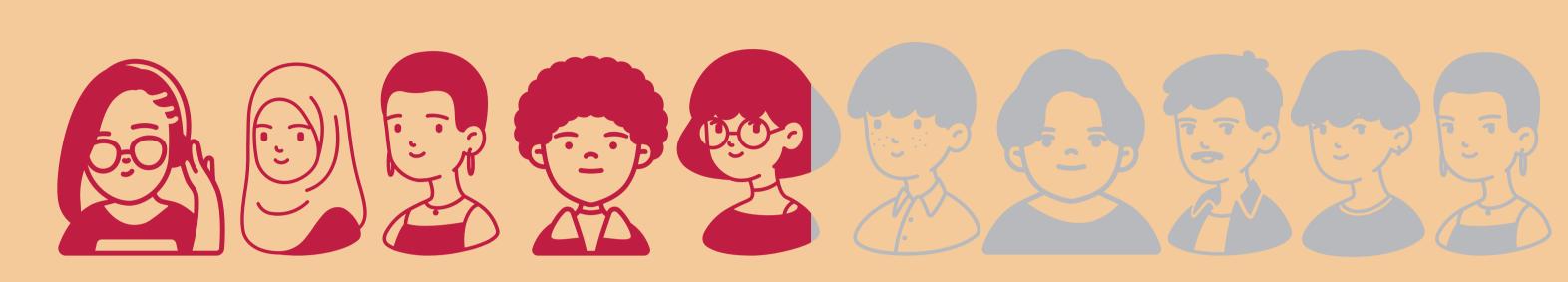




Streaming is the dominant source for TV content, but live TV is still relevant for Gen Z



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

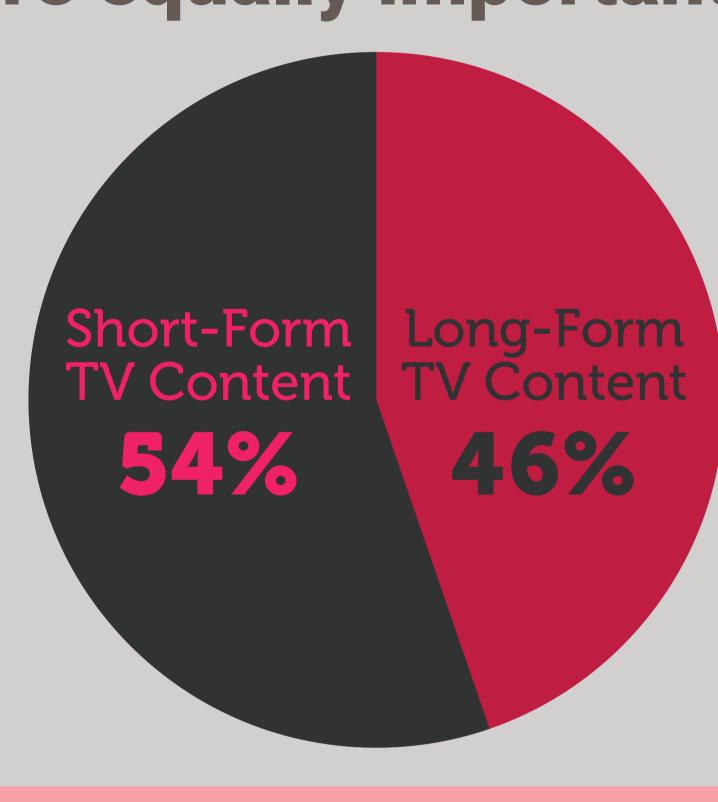


45% of Gen Zers watch live TV on a weekly basis.

(Weekly (net) viewing)

What are Gen Z Watching?

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



Gen Z streaming? 6 in 10 watch

What short-form content are

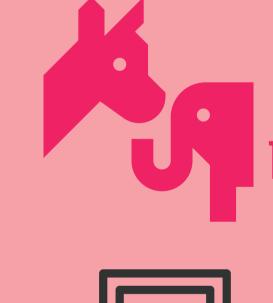


funny content and memes



that aligns with their values

Half watch content



political content 1 in 4 keep up

in 3 watch



1 in 4 keep connected to their favorite brands



with the news



local events

1 in 4 find

Gen Z consider

it important to...





51%

49%



businesses 47%

Support local

Donate money to causes they believe in 40%

48% (Based on 4/5 and 5/5 ratings)

Are your corporate values

aligned with Gen Z audiences?

State of Gen Z 2021 ©

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