



NYC | April 30, 2025

Not Your Parents' Primetime: A New Paradigm for Entertainment



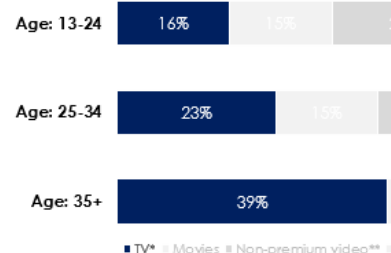
Jon Giegengack
Founder & Principal
Hub Entertainment Research

1 | Gen Z Media Behavior



Gen Z has a different definition of "entertainment"

Young viewers (A13-24) say they spend less than half the time of those A35+ on TV



For Gen Z, **the line between premium and non-premium video is blurred**

- Everything from YouTube to Netflix is viewed similarly if it's engaging.
- Non-premium video **is not seen as lesser** by younger audiences.

Young people are drawn to:

- **Brands and stories** (often discovered through video games).
- **Long-form content on YouTube**, which continues to see high streaming numbers.
- **Social media**, which acts as a discovery engine for compelling content.

VARIETY

YouTube Viewing on TV Now Surpasses Mobile, Desktop in U.S.
CEO Neal Mohan says the platform's creators are 'becoming the startups of Hollywood'

By Neil Burger



2 | Cross-Media Storytelling & Engagement



Video games are a major gateway to brand and story discovery.

- **Example:** The Last of Us game (2013) → TV series (still the biggest streaming launch).
- The show's surprise success was due in part to its **built-in fan base from Gaming**.

Activities like reading/posting on social media, playing games, and even reading comic books all contribute to **story ecosystem engagement**.

3 | Social Media as a Content Driver

Social platforms play a crucial role in **amplifying and promoting content**.

- They help surface content on streaming platforms that audiences might not otherwise find.
- Social sharing and conversation **increase discoverability and engagement**.

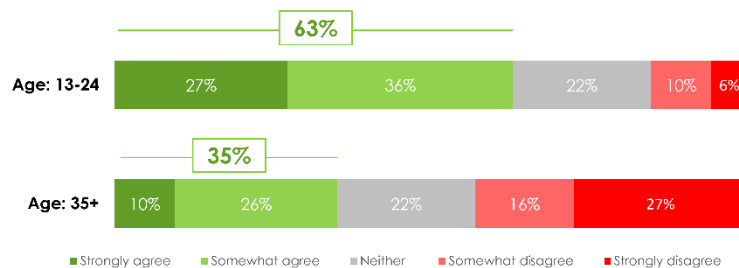


CTAMTHINK

YOUNG PEOPLE DISCOVER MANY OF THESE SHOWS VIA CLIPS ON SOCIAL PLATFORMS

"I often discover new TV shows and movies by watching short clips on social video sites like TikTok or Instagram"

- By Age -

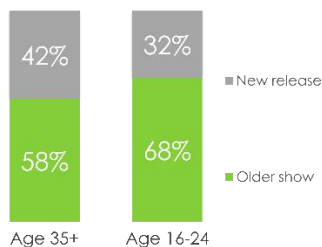


BASE: CIVIL RIGHTS FUNDING: AGE 13-24 (N=686); AGE 25-34 (N=286); AGE 35+ (N=790)
CTAM ThinkTel asks how much you agree or disagree with each of the following statements. Note: results may not total 100% due to rounding.

4 | The Value in Content Libraries

Content libraries are more important than ever, with the majority of younger adults (over two-thirds) and over half of A35+ finding older, cataloged shows as their new favorites to watch.

Which best describes the favorite show you've started watching?



In addition, over one-fifth (22%) of people aged 35 and over are willing to stream long-form content on YouTube.

Indicates that even older viewers are adopting some younger viewing habits.