

Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

Laugh, Cry, Share, Buy

How TV & Streaming Influences Gen Z More Than Leading Social Platforms





For Gen Z audiences, ‘premium’ is all about the feels

To really grab Gen Z's attention in the middle of all the distractions, it's key to remember that their world isn't just about social media. Recent **custom research from VAB** shows that younger audiences vibe more with premium video content from TV and streaming than with content on top social platforms.

Why does this matter?

If you want to connect with Gen Z on a deeper level, it's all about hitting them with that quality video content they actually feel.

What you'll learn:

- Why young viewers **get more feels** from their fav TV and streaming shows than from social platforms
- How TV and streaming is legit at making young viewers want to **keep the energy going by extending engagement across platforms**, way more than just scrolling social media
- How **marketers can tap into TV and streaming vibes** to hype Gen Z on everything from fashion and food to travel and more

*See appendix for a **glossary guide of Gen Z terms** and details on our custom research methodology.

For the purposes of this report, 'Gen Z' refers to individuals aged 13 - 24.

Premium video like TV & streaming creates good vibes with Gen Z because of its high-quality environment and ability to create emotional connections

▶ **Aligning ads with emotional content can quadruple their effectiveness** in creating impact and building brand equity*

‘Emotion’ is the new ‘Premium’

‘Premium content’ – industry shorthand for advertising impact – has primarily been related to the cost of production, with more expensive programming being deemed more premium.

However, research suggests that ‘premium’ has more to do with the **emotional connection** viewers have with their favorite content, which can be significantly impactful at **driving ad receptivity**.

What differentiates premium video content found on TV in all its forms from user-generated content (UGC) on digital platforms?



**High
Production
Quality**



**Complex
Character
Development**



**Emotional
Storytelling**



**Brand Safe
Environment**



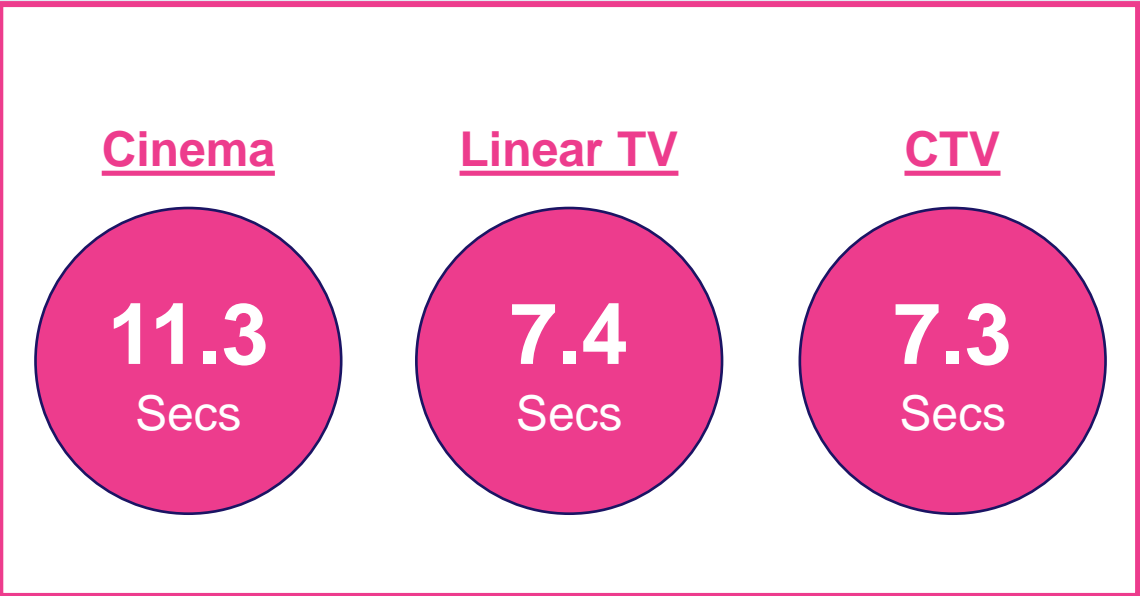
**Content
Duration**

Download VAB's [‘What Is TV’](#) to learn more. *Source: Kantar, *Harness the power of emotion in digital advertising*, 3/13/2023.

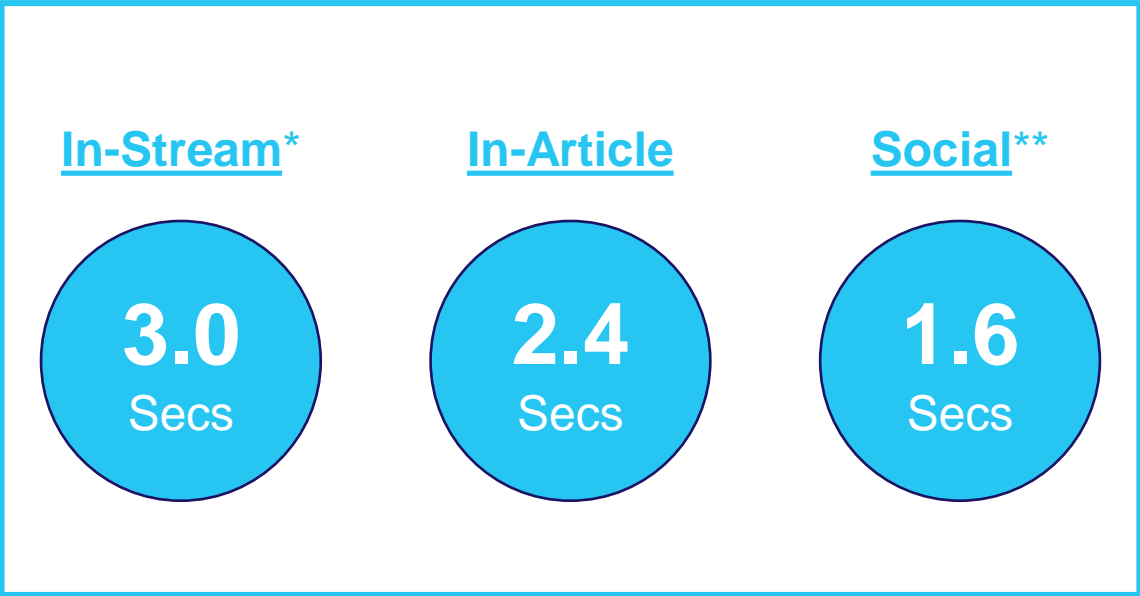
Engagement with high-quality, long-form premium video content grabs much higher attention than other digital and social channels

Avg. Seconds Viewed of :15 Ad by Platform
(Comparing second x second viewing via eye-tracking methodology*)

Cinema, TV & Streaming



Digital & Social

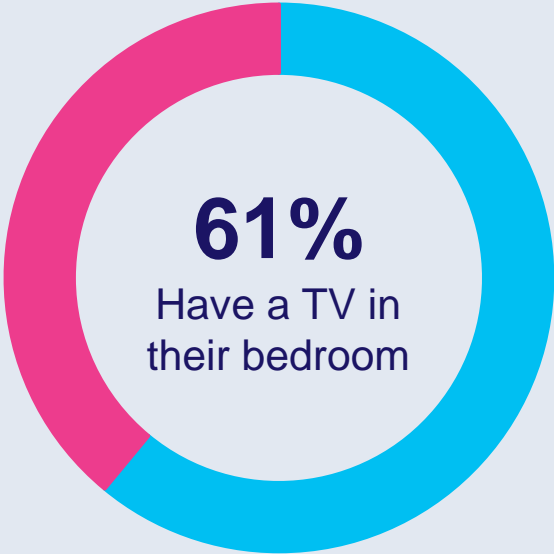
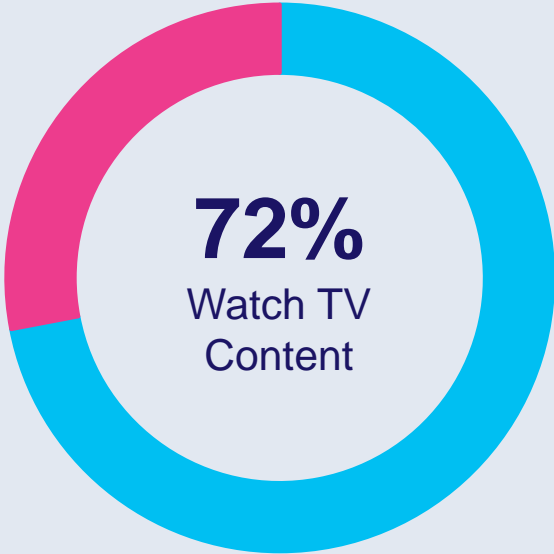
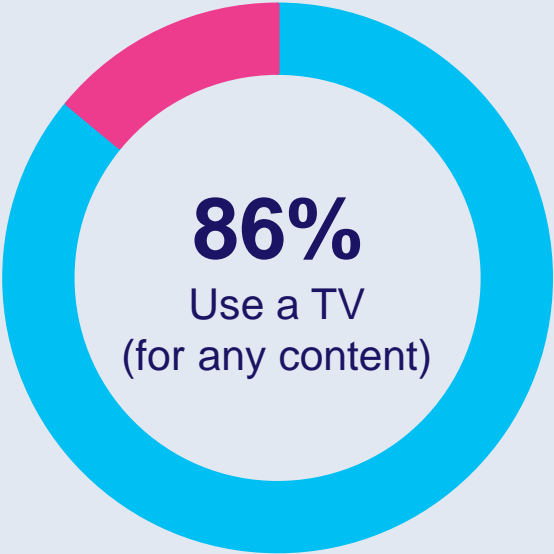


According to research, ad memory starts to kick in at 2.5 secs (active attention)***

Source: *NCM & Lumen, 'Cinema in the Media Mix,' March 2023; Cinema attention is based on an in-theater second-by-second eye tracking study with Lumen Research conducted in November 2022; Linear TV & CTV reflects platform norms from TVision data. In-Stream & Social reflects digital norms from Attention Economy figures based on US Lumen mobile passive panel data. *In-Stream reflects the average of two platforms (2.6 secs & 3.3 Secs). **Social reflects the average of two platforms (2.0 Secs & 1.1 Secs). ***WARC, *Understanding the 'Triple Jeopardy' Threat of Advertising Attention*, Cannes Lions, June 2022.

Gen Z audiences are notably engaged with TV content, vibing with various genres and formats

Weekly Media Activities Among 13-24 Year Olds



This is especially true for 18–24-year-olds, Asian and Black Gen Zers

Source: Horowitz Research, *The 'Tea' on Gen Z*, January 25, 2024.

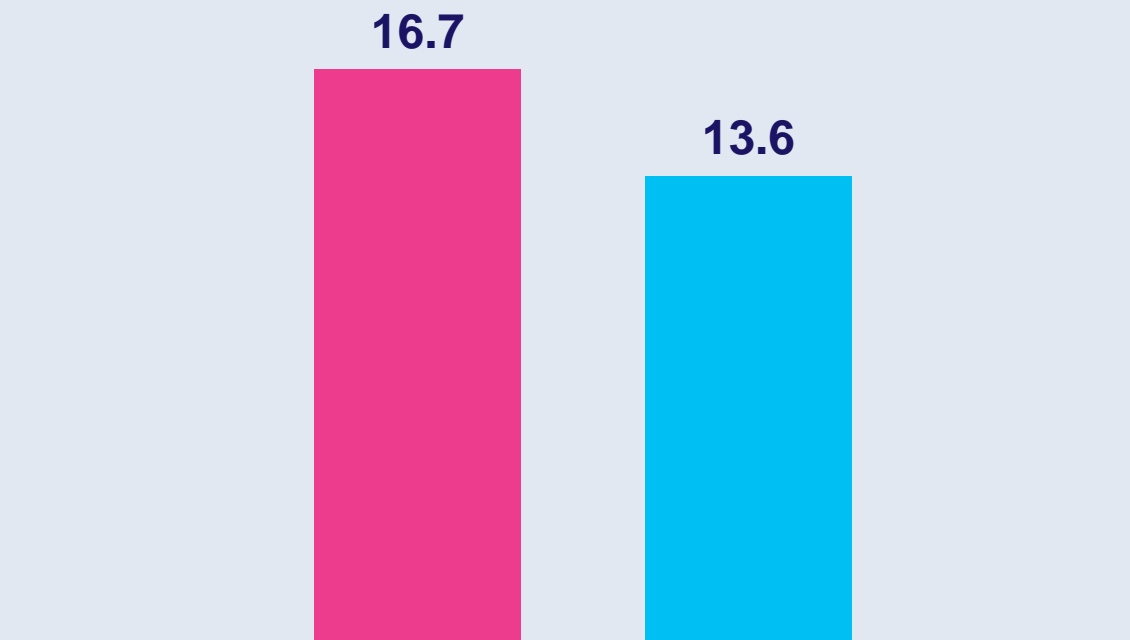
Gen Z's taste for rich storytelling and character development leads them to high-key spend more time with quality content over non-premium video



Hours per week spent watching Non-Premium Videos vs. TV & Movies

Among P13-24 weekly non-premium video content viewers

■ TV / Movies ■ Non-Premium Video



Source: Hub Entertainment Research, *Video Redefined*, January 2024. Based on survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. 'Non-premium video' includes short-form or user-generated video on YouTube, influencer video content, etc.

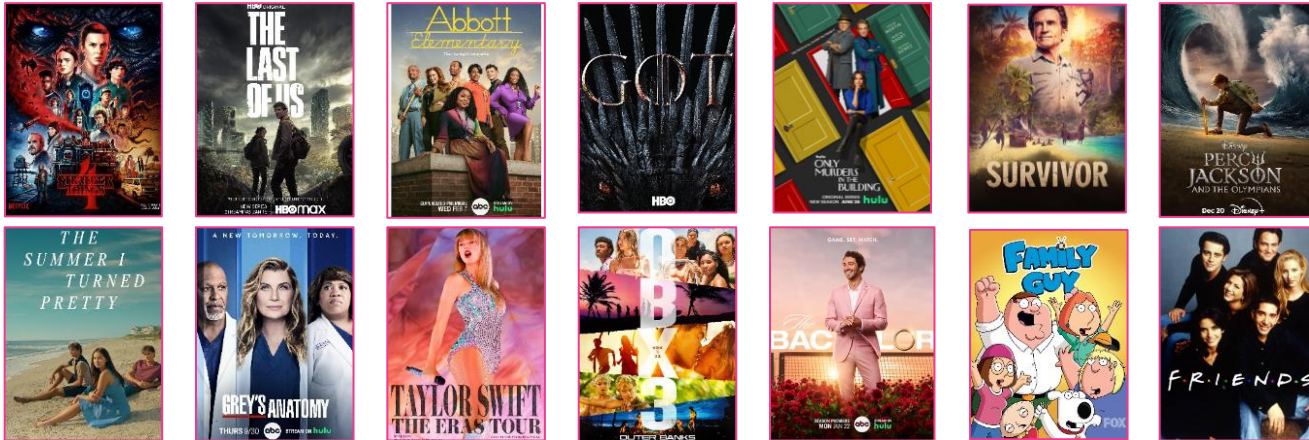
Going beyond viewership, VAB conducted custom research to understand how emotionally-driven storytelling and complex character development **influences** Gen Z



What is the impact of TV and streaming content on Gen Z vs. the leading social media platforms

Examples of TV & Streaming Content

High-quality, professionally-produced content on trusted and brand-safe linear TV networks or streaming services



Leading Social Media Platforms

Typically, short-form videos on social networks which are produced by digital-native creators, online and offline media brands or 'everyday' social media users



The Tea: TV & streaming fosters deeper **emotional connections**, **engagement** and **actions** compared to leading social platforms

Emotional Reactions



Gen Z forms deeper emotional connections with their favorite TV & streaming content

Richer Emotional Responses

Deeper Connections

Influencers

Enriched Engagement



The deeper connections forged through TV & streaming content enhance both 'real life' and online experiences among Gen Z

Appointment Viewing

'Me Time' Focused

Shared Quality Experiences

Desire For More

Online Communities

Inspired Actions



Gen Z eagerly draws inspiration from TV & streaming content and applies this across key aspects of their lives

Influences Personal Style

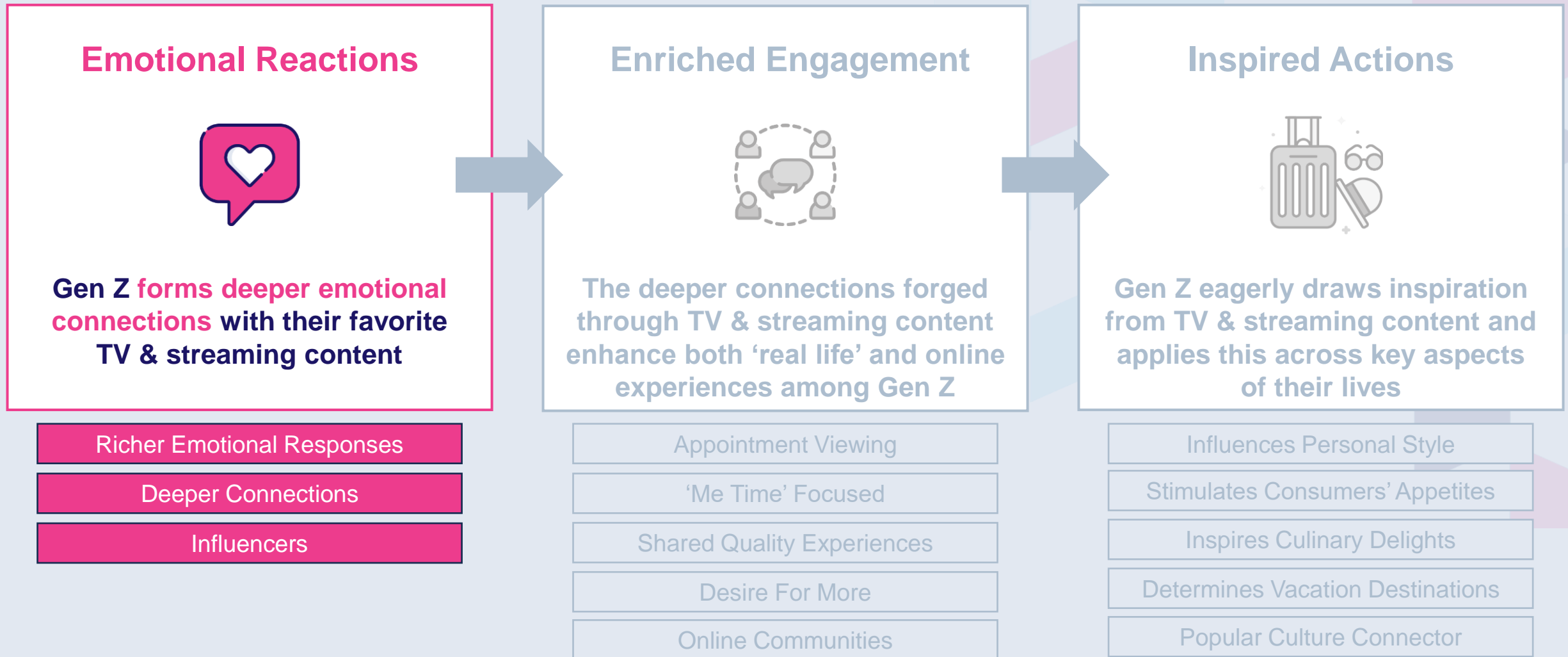
Stimulates Consumers' Appetites

Inspires Culinary Delights

Determines Vacation Destinations

Popular Culture Connector

TV & streaming content fosters greater emotional reactions among Gen Z by creating richer responses and deeper connections



Rich narratives and complex characters in TV & streaming content hits differently for Gen Z, evoking strong emotions through authenticity

28%

of Gen Z say something they watched on TV or streaming has 'brought me to tears'



VS.

% of P13-24 who have cried because of something they watched on the following platforms

TikTok 20%

Snapchat 10%

Instagram 11%

facebook 12%

YouTube 20%

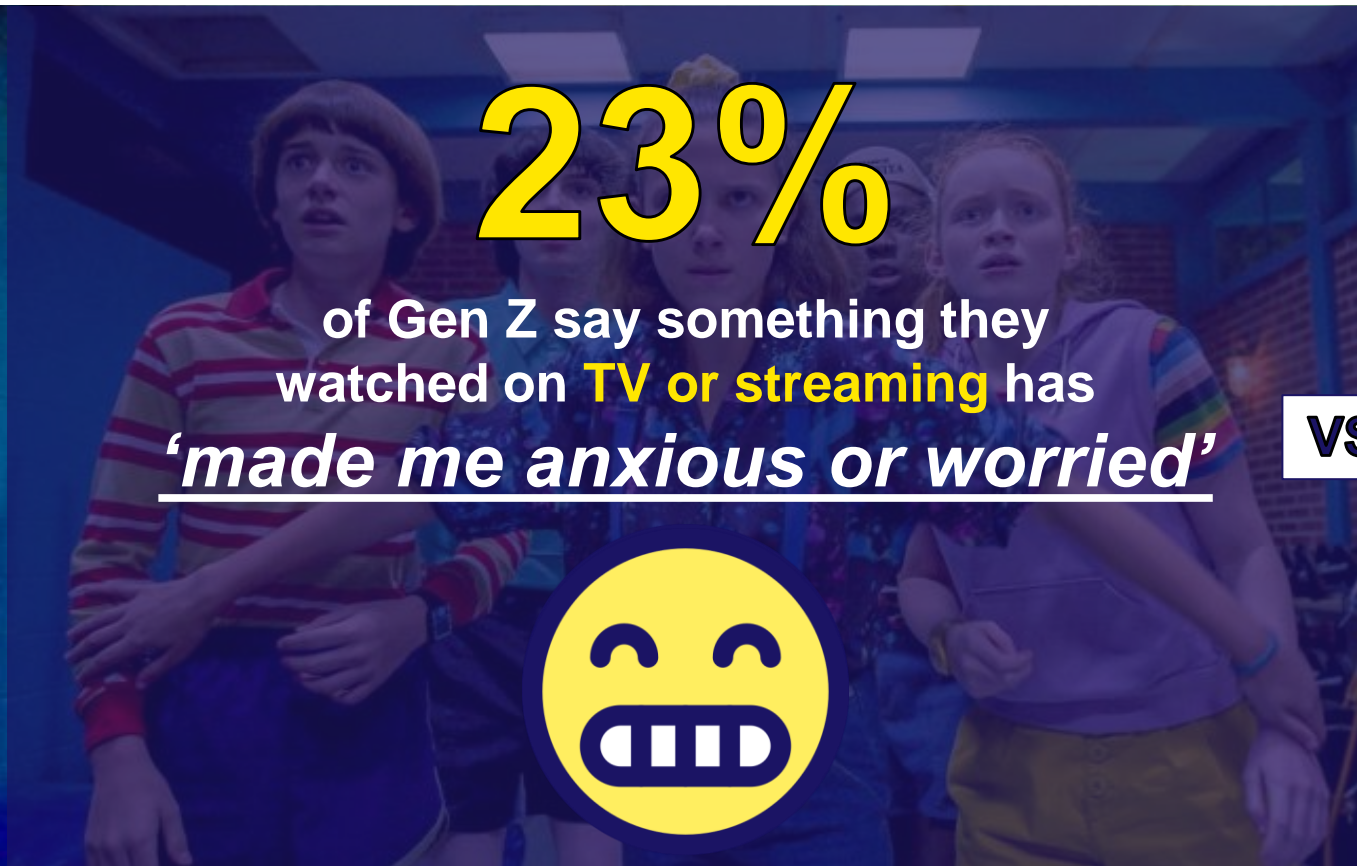
TV / Streaming vs. Social Media*
% more likely

+42%
+176%
+162%
+134%
+41%

***How to read:** P13-24 are 42% more likely to have cried because of something they watched in TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Their deep commitment to characters is likely to get Gen Z buzzing as they eagerly anticipate discussing the next developments with friends



VS.

% of P13-24 who have experienced anticipation / worry because of something they watched on the following platforms

TikTok 20%

Snapchat 14%

Instagram 18%

facebook 12%

YouTube 20%

TV / Streaming vs. Social Media*
% more likely

+15%
+68%
+31%
+89%
+15%

*How to read: P13-24 are 68% more likely to experience anticipation / worry because of something they watched in TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Gen Z viewers get mad hyped by seeing their favorite TV and streaming characters live their truths and overcome challenges



VS.

% of P13-24 who have felt overjoyed because of something they watched on the following platforms

- TikTok 25%**

- Snapchat 15%**

- Instagram 20%**

- facebook 15%**

- YouTube 28%**

TV / Streaming vs. Social Media*
% more likely

+3%
+70%
+27%
+66%
-9%

*How to read: P13-24 are 70% more likely to feel overjoyed because of something they watched in TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Gen Z is more likely to be all up in their feelings with the struggles of favorite characters from TV and streaming which enriches their empathy



23%

of Gen Z say something they watched on TV or streaming has 'made me feel angry or upset'



VS.

% of P13-24 who have felt angry / upset because of something they watched on the following platforms

TikTok 23%

Snapchat 16%

Instagram 17%

facebook 18%

YouTube 21%

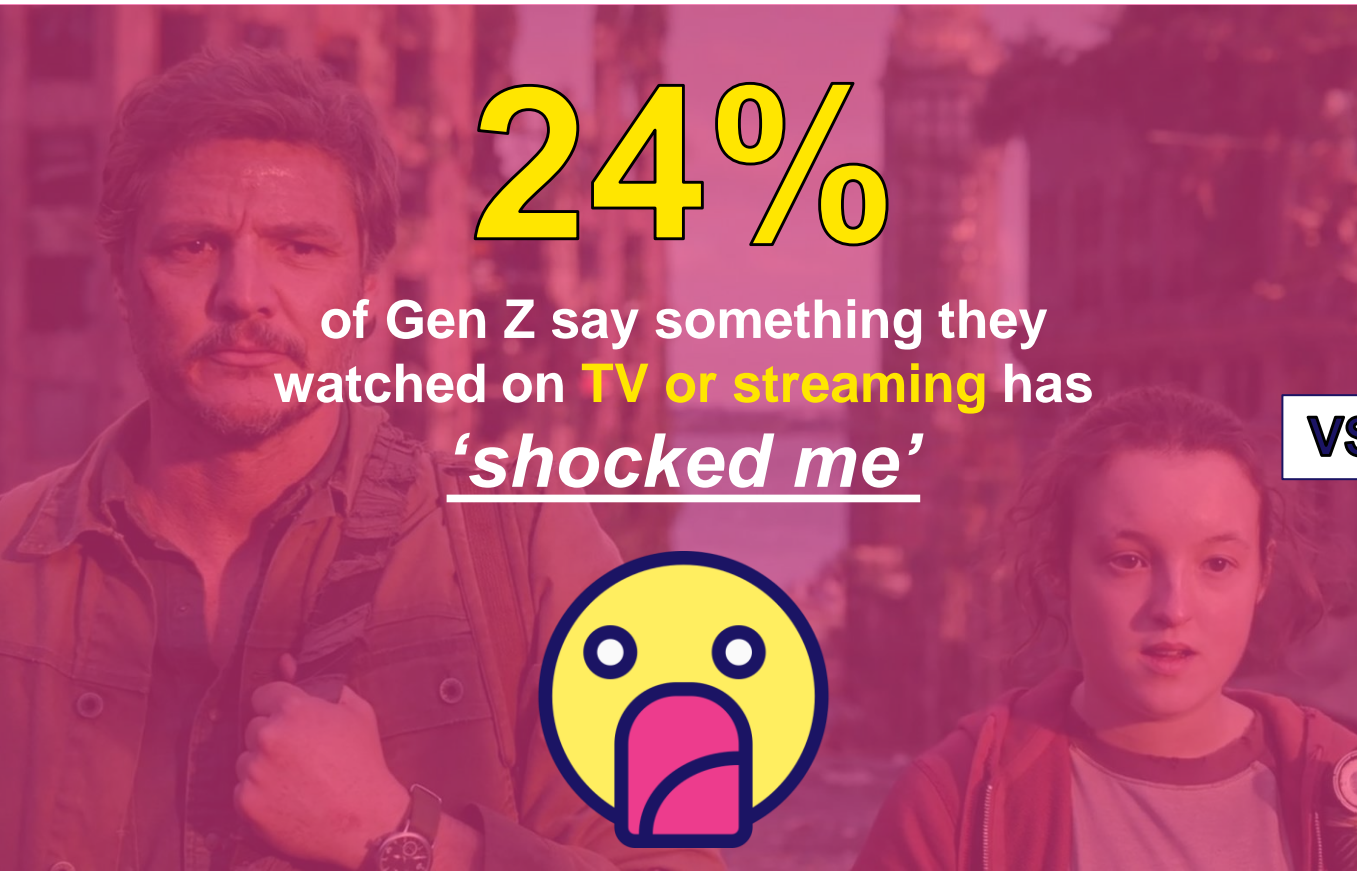
TV / Streaming vs. Social Media*
% more likely

-4%
+38%
+30%
+29%
+6%

*How to read: P13-24 are 29% more likely to have gotten angry or upset because of something they watched in TV or streaming content vs. Facebook content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

TV and streaming's extra AF storytelling delivers more authentic surprises and impactful moments, leaving Gen Z shook



24%

of Gen Z say something they watched on TV or streaming has **'shocked me'**



VS.

% of P13-24 who have been shocked by something they watched on the following platforms

TikTok 27%

Snapchat 15%

Instagram 18%

facebook 15%

YouTube 24%

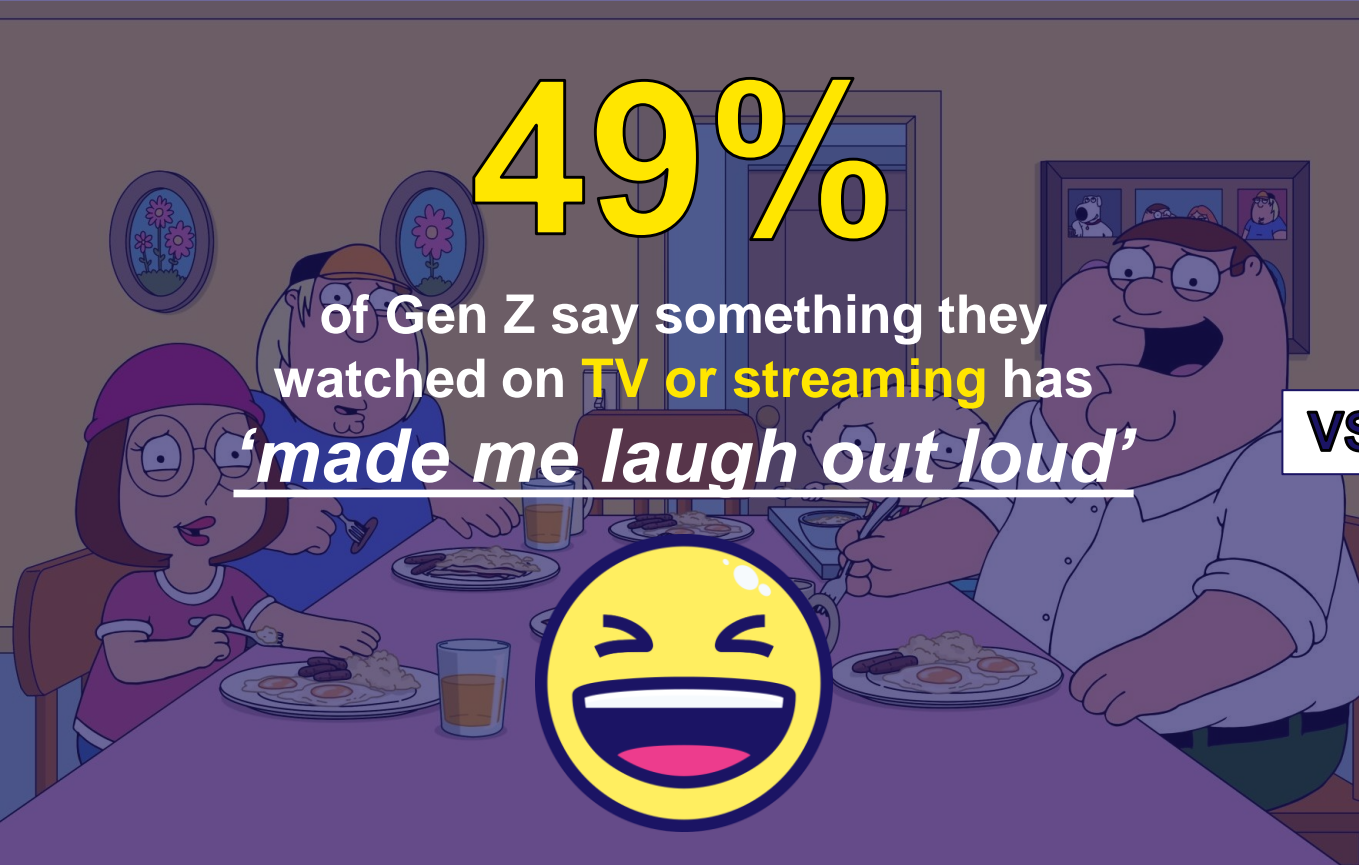
TV / Streaming vs. Social Media*
% more likely

-13%
+60%
+34%
+62%
Flat

*How to read: P13-24 are 60% more likely to feel shocked because of something they watched in TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Gen Z audiences tend to LOL more at crafted comedy in TV and streaming content than the quick humor found on most social platforms (period)



VS.

% of P13-24 who have laughed out loud because of something they watched on the following platforms

TikTok 52%

Snapchat 30%

Instagram 35%

facebook 22%

YouTube 57%

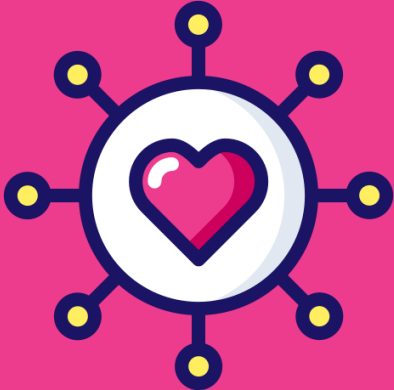
TV / Streaming vs. Social Media*
% more likely

-5%
+65%
+42%
+126%
-13%

***How to read:** P13-24 are **65% more likely** to laugh out loud because of something they watched in TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Because they get all the feels, Gen Z builds more meaningful connections with characters and people from TV and streaming content



34%

of Gen Z say they 'feel personally connected to a character / personality' from TV or streaming content

VS.

% of P13-24 who feel personally connected to a character / personality from content on the following platforms

TikTok **25%**

Snapchat **15%**

Instagram **21%**

facebook **16%**

YouTube **27%**

TV / Streaming vs. Social Media*
% more likely

+35%
+125%
+61%
+117%
+26%

***How to read:** P13-24 are **35% more likely** to feel personally connected to a character / personality from TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Gen Z wants to share their meaningful connections and experiences around their favorite TV and streaming content with friends



34%

of Gen Z say they have 'tried to convince a friend to watch a TV show, movie or video' on TV or streaming

VS.

% of P13-24 who tried to convince a friend to watch a TV show, movie or video the following platforms

TikTok 27%

Snapchat 14%

Instagram 18%

facebook 15%

YouTube 29%

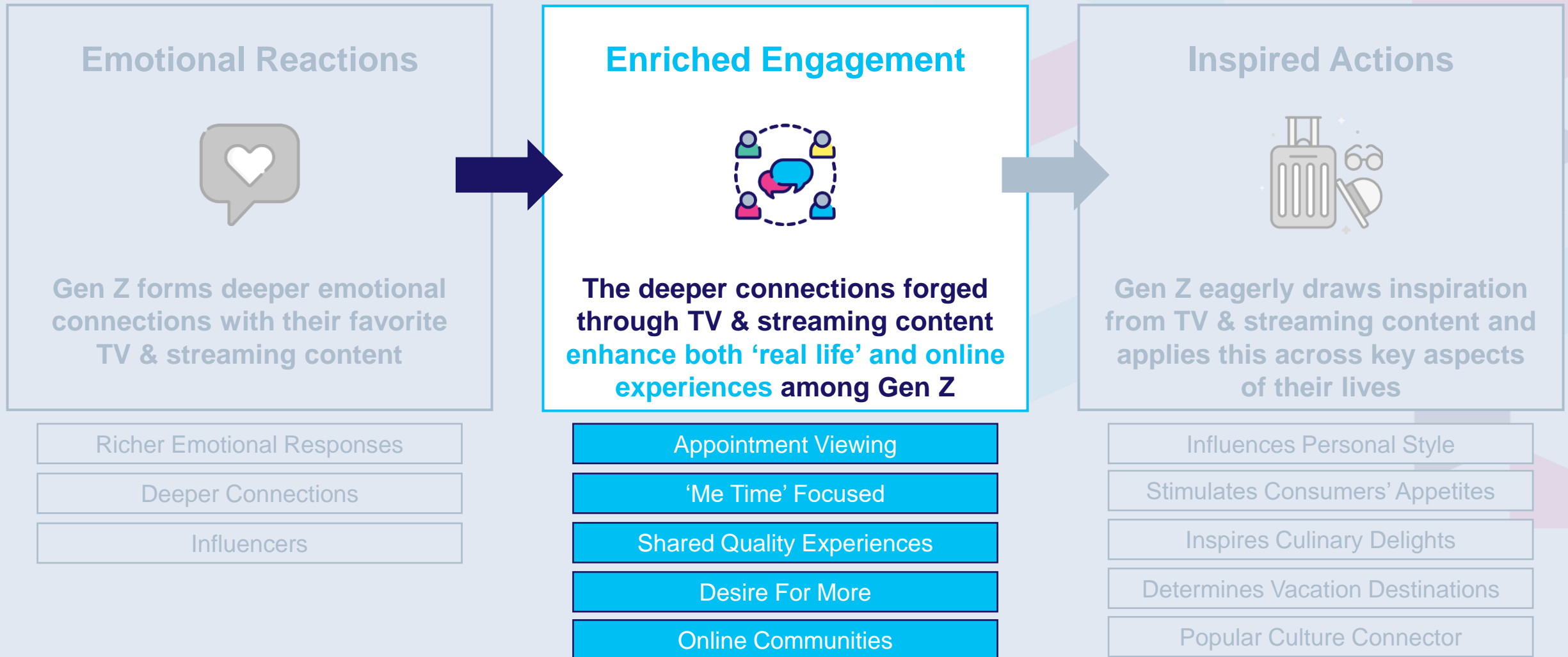
TV / Streaming vs. Social Media*
% more likely

+24%
+133%
+84%
+119%
+16%

***How to read:** P13-24 are 119% more likely to have tried to convince a friend to watch a TV or streaming show, movie or video vs. Facebook content




Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

TV & streaming fosters greater engagement among Gen Z through 'must see' content that drives deep 'real life' and online immersion



Intentionally carving out chill (or bed rot) time, Gen Z enjoys bingeing their go-to TV and streaming content

37%
 of Gen Z say
'I regularly set aside time in my schedule to watch my favorite TV or streaming content'

% of P13-24 who regularly set aside time to watch content on the following platforms	TV / Streaming vs. Social Media* % more likely
 TikTok 25%	+47%
 Snapchat 20%	+84%
Instagram 18%	+109%
facebook 15%	+147%
 YouTube 26%	+40%



***How to read:** P13-24 are **40% more likely** to set aside time to enjoy their favorite premium video content vs. YouTube content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

Treating it as their vibe check to decompress from the day, Gen Z is all in while watching TV & streaming content



38%
of Gen Z
regard watching
TV or streaming content
as 'me-time'

VS.

% of P13-24 who regard watching content on the following platforms as 'me-time'

TikTok 32%

Snapchat 24%

Instagram 22%

facebook 23%

YouTube 31%

TV / Streaming vs. Social Media*
% more likely




+19%
+57%
+70%
+68%
+21%

***How to read:** P13-24 are **19% more likely** to regard watching content on premium video platforms as 'me-time' vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

Gen Z values the memes and memz created by watching TV and streaming content together with their BFFs and fam

43%
of Gen Z say when watching **TV or streaming** 'they enjoy the quality time they share with friends / family'

% of P13-24 who enjoy the quality time they share with friends / family while watching content on the following platforms	TV / Streaming vs. Social Media* % more likely
 TikTok 22%	+92%
 Snapchat 23%	+86%
Instagram 21%	+100%
facebook 21%	+104%
 YouTube 29%	+50%



***How to read:** P13-24 are **92% more likely** to enjoy the quality time they share with friends / family watching premium video content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Following along to build deeper connections, Gen Z stans (and sometimes simps over) their favorite TV and streaming actors and personalities



32%

of Gen Z have “followed” or “liked” an actor / character / personality from **TV or streaming** content

VS.

% of P13-24 who have ‘followed’ or ‘liked’ an actor / personality on the following platforms

TikTok 31%

Snapchat 20%

Instagram 31%

facebook 24%

YouTube 29%

TV / Streaming vs. Social Media*
% more likely




+5%
+58%
+3%
+36%
+13%

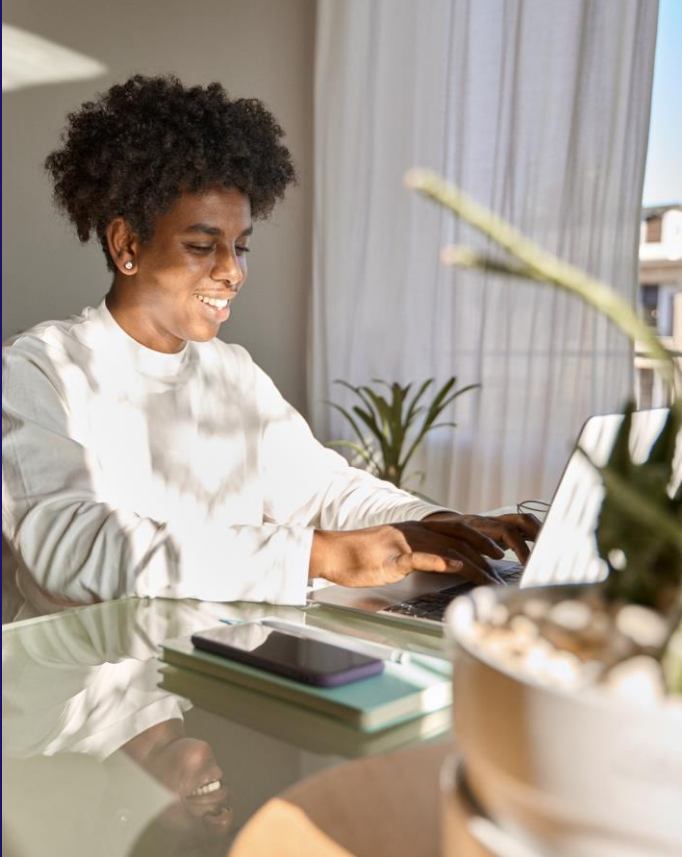
***How to read:** P13-24 are **58% more likely** to ‘follow’ or ‘like’ an actor / character / personality from premium video content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub’s survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

Curiosity about characters or personalities from their fav shows gets Gen Z hype to ‘FBI search’ them on the internet

27%
 of Gen Z say they ‘go on Wikipedia to learn more about a topic or actor / character / personality’ from **TV or streaming** content

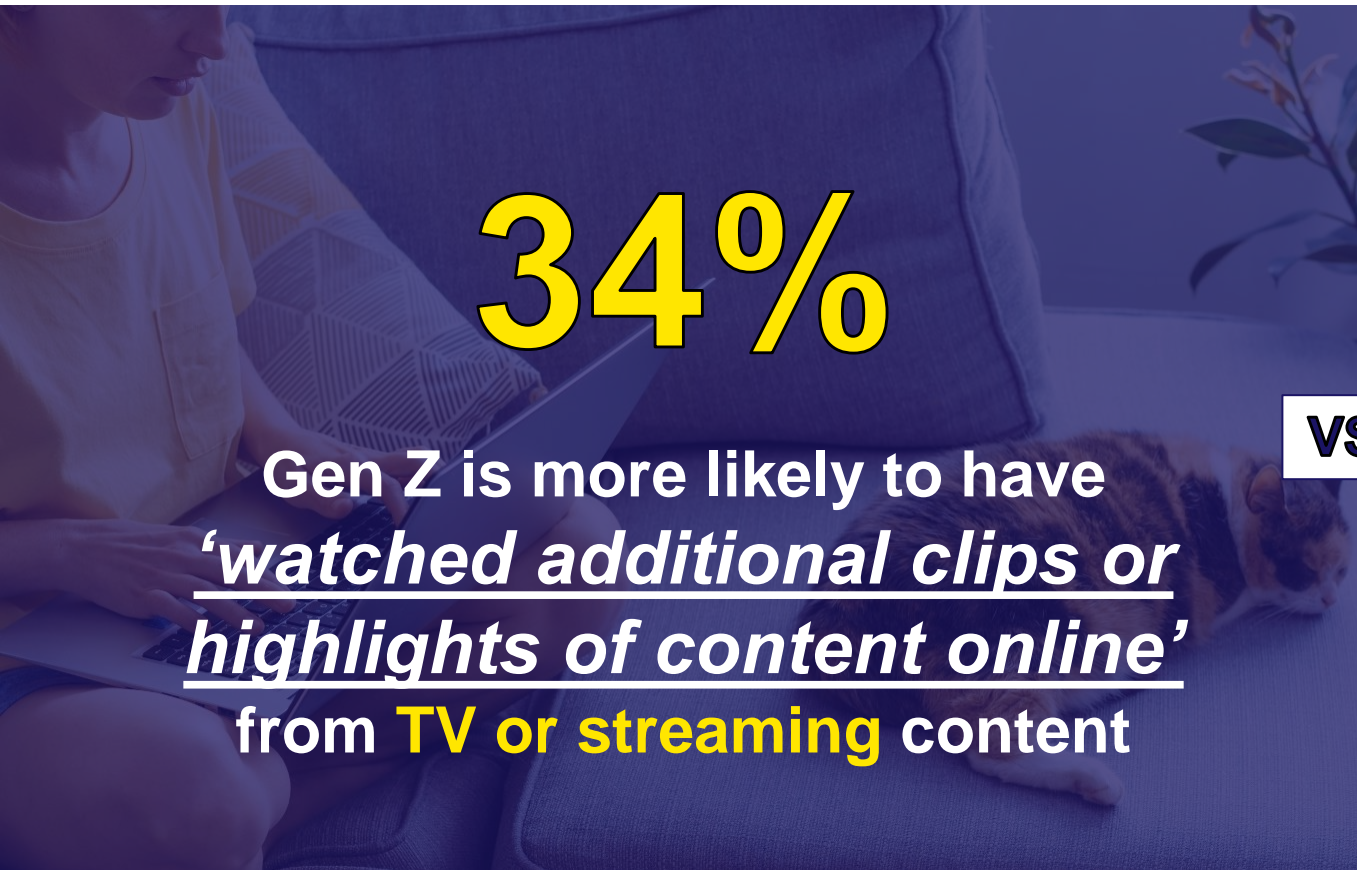
% of P13-24 who go on Wikipedia to learn more about a topic or actor / personality from the following platforms	TV / Streaming vs. Social Media* % more likely
 TikTok 17%	+57%
 Snapchat 14%	+85%
Instagram 15%	+82%
facebook 16%	+72%
 YouTube 20%	+32%



***How to read:** P13-24 are **57% more likely** to go on Wikipedia to learn more about a topic or actor / character / personality from premium video content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub’s survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

TV and streaming content lives rent-free in Gen Z's head as they often look for extra clips and highlights online to enhance their viewing



34%

Gen Z is more likely to have 'watched additional clips or highlights of content online' from **TV or streaming** content

VS.

% of P13-24 who have watched additional clips or highlights of content online from the following platforms

TikTok 27%

Snapchat 20%

Instagram 26%

facebook 21%

YouTube 34%

TV / Streaming vs. Social Media*
% more likely

+27%
+70%
+30%
+61%
Flat

***How to read:** P13-24 are 27% more likely to watched additional clips or highlights of content online from premium video content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

Gen Z is big on hitting up fan sites for their fav TV and streaming shows, vibing with others in online communities

23%



of Gen Z say they 'visit websites / fan forums / blogs to learn more information' about **TV or streaming** content

VS.

% of P13-24 who visit websites / fan forums / blogs to learn more information about content on the following platforms

TikTok 19%

Snapchat 14%

Instagram 18%

facebook 17%

YouTube 19%

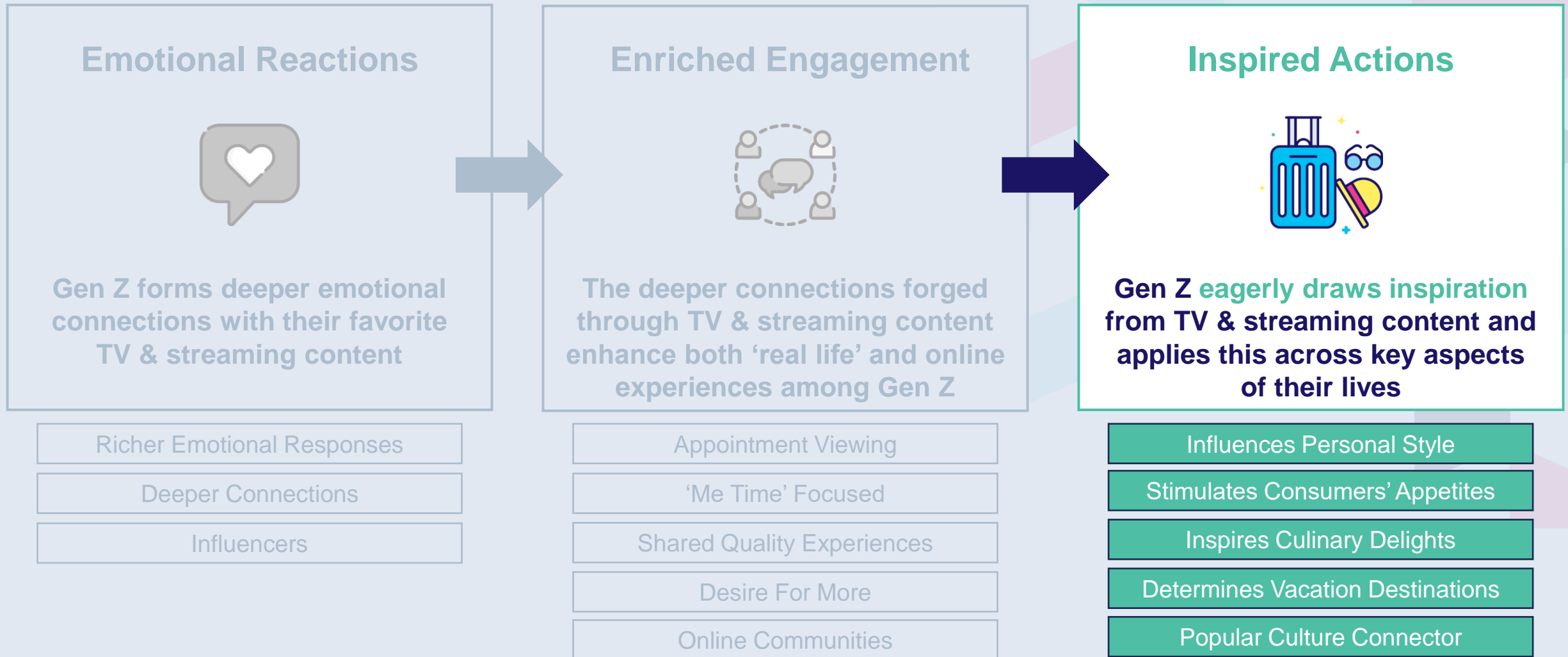
TV / Streaming vs. Social Media*
% more likely

+21%
+62%
+32%
+36%
+20%

***How to read:** P13-24 are **32% more likely** to visit websites / fan forums / blogs to learn more information about premium video content vs. Instagram content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

TV & streaming content fosters greater inspiration and consumer action across a variety of relevant categories for Gen Z



No Cap: Gen Z eagerly draws inspiration from TV & streaming content and applies this across key aspects of their lives

Sampling of TV & Streaming Shows Gen Z Pulls Inspiration From

teenVOGUE 9/7/2022



16 Stranger Things Halloween Costumes for Diehard Fans of the Netflix Show

You can trust in our selects because like Eleven once said "friends don't lie."

EL PAÍS 10/15/2022
 From 'Stranger Things' to 'Peaky Blinders': all the current fashion trends come from TV shows

Elite DAILY 2/20/2024
Summer I Turned Pretty Recipes From TikTok Like The Pomegranate Margarita

theSPECTRUM 2/25/2021



Spaghetti Tacos Remain Iconic
 Legendary dish satisfies childhood dreams

STUDY BREAKS MAGAZINE 5/7/2020
'NEVER HAVE I EVER' OFFERS A FUNNY, DIVERSE LOOK INTO GENERATION Z

BUSINESS INSIDER 5/24/2023
 Gen Zers are basing their travel plans on where TV shows like 'The White Lotus' are set

MEL



WHY GEN Z LOVES GUY FIERI, FOOD NETWORK'S MEME KING

THE NEW YORKER 4/8/2021



OLIVIA RODRIGO, THE VOICE OF GENERATION Z

COSMOPOLITAN 7/24/2023
 Found: The Most Iconic 'The Summer I Turned Pretty' Outfits & Where to Buy Them

teenVOGUE 2/22/2023



The American Eagle x Outer Banks Fashion Collab Is Filled With Vacay Essentials

Retail: Shows like The Summer I Turned Pretty inspire Gen Z's style, making TV and streaming key for retailers targeting this audience

20%

of Gen Z say they have 'modeled my personal style after an actor / character / personality' from **TV or streaming** content

VS.

% of P13-24 who have modeled their personal style after an actor / character / personality from the following platforms

TikTok 16%

Snapchat 18%

Instagram 19%

facebook 13%

YouTube 16%

TV / Streaming vs. Social Media*
% more likely

+24%

+10%

+9%

+53%

+29%

***How to read:** P13-24 viewers are **24% more likely** to model their personal style after a character / actor / personality from premium video content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Apparel: Gen Z shoppers are more influenced to buy clothing from TV and streaming shows like Outer Banks than by social media influencers

24%

of Gen Z say they have 'purchased clothing similar to what an actor / character / personality wore' in **TV or streaming** content

VS.

% of P13-24 who have purchased clothing similar to what an actor / character / personality wore from the following platforms

 **TikTok 18%**

 **Snapchat 14%**

Instagram 21%

facebook 13%

 **YouTube 16%**

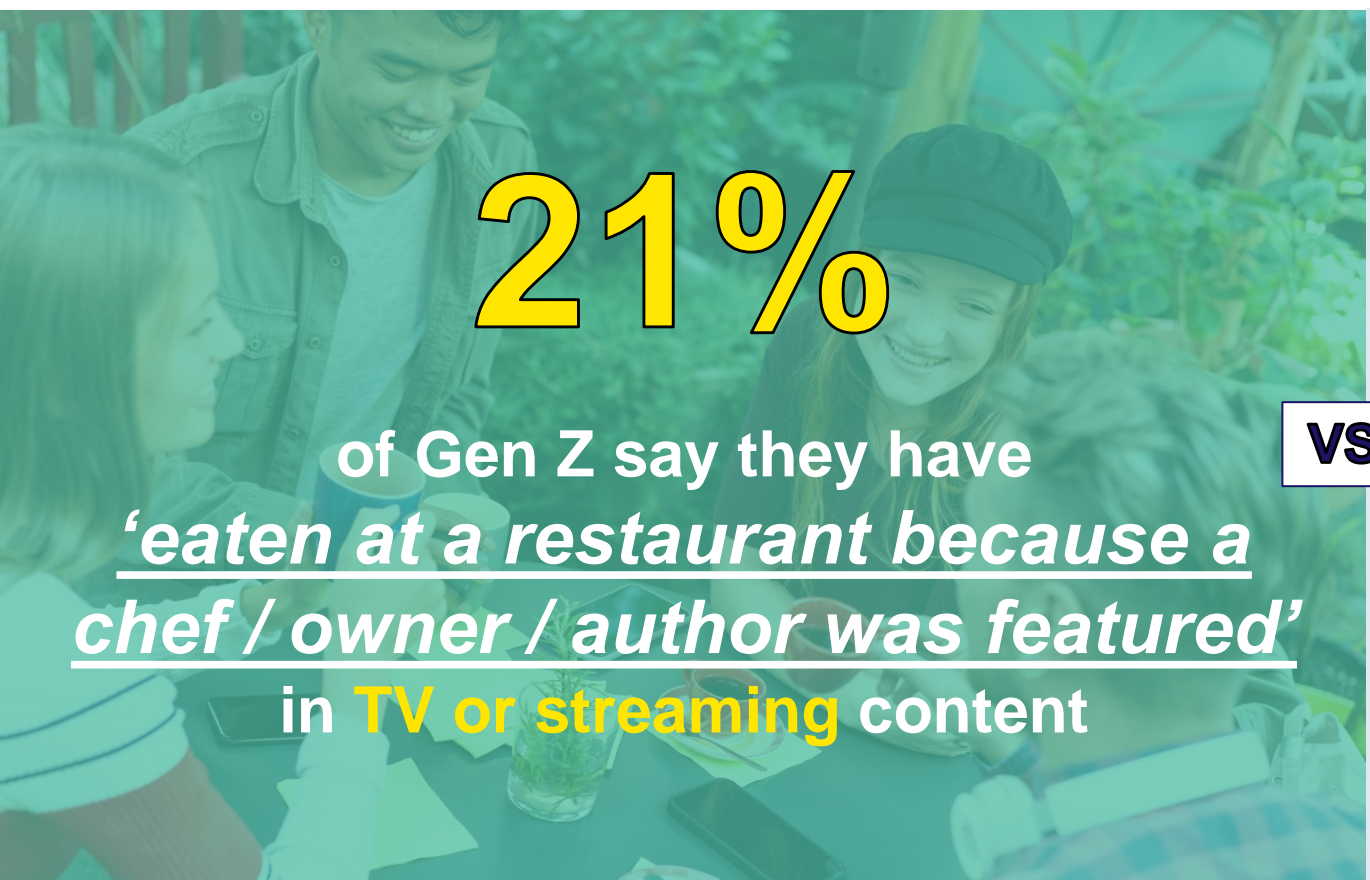
TV / Streaming vs. Social Media*
% more likely

+33%
+76%
+15%
+83%
+51%

***How to read:** P13-24 viewers are **33% more likely** to purchase clothing similar to what a character / actor / personality from premium video content wore vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Restaurants: TV and streaming content featuring culinary spots are more likely to inspire Gen Z to try out new experiences and visit 'Flavor town'



21%

of Gen Z say they have 'eaten at a restaurant because a chef / owner / author was featured' in TV or streaming content

VS.

% of P13-24 who have eaten at a restaurant because a chef / owner / author was featured in content from the following platforms

TikTok **16%**

Snapchat **15%**

Instagram **17%**

facebook **17%**

YouTube **17%**

TV / Streaming vs. Social Media*
% more likely

+27%
+35%
+20%
+22%
+20%

***How to read:** P13-24 viewers are **20% more likely** to have eaten in a restaurant featured in premium video content vs. Instagram content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Food & CPG: TV and streaming has sparked culinary curiosity among Gen Z viewers, leading them to experiment with 'fun and fresh' new recipes



29%

of Gen Z say they have been 'inspired to make a food recipe' because of **TV or streaming** content

VS.

% of P13-24 who have been inspired to make a food recipe from content on the following platforms

 **TikTok 29%**

 **Snapchat 21%**

Instagram 25%

facebook 25%

 **YouTube 26%**

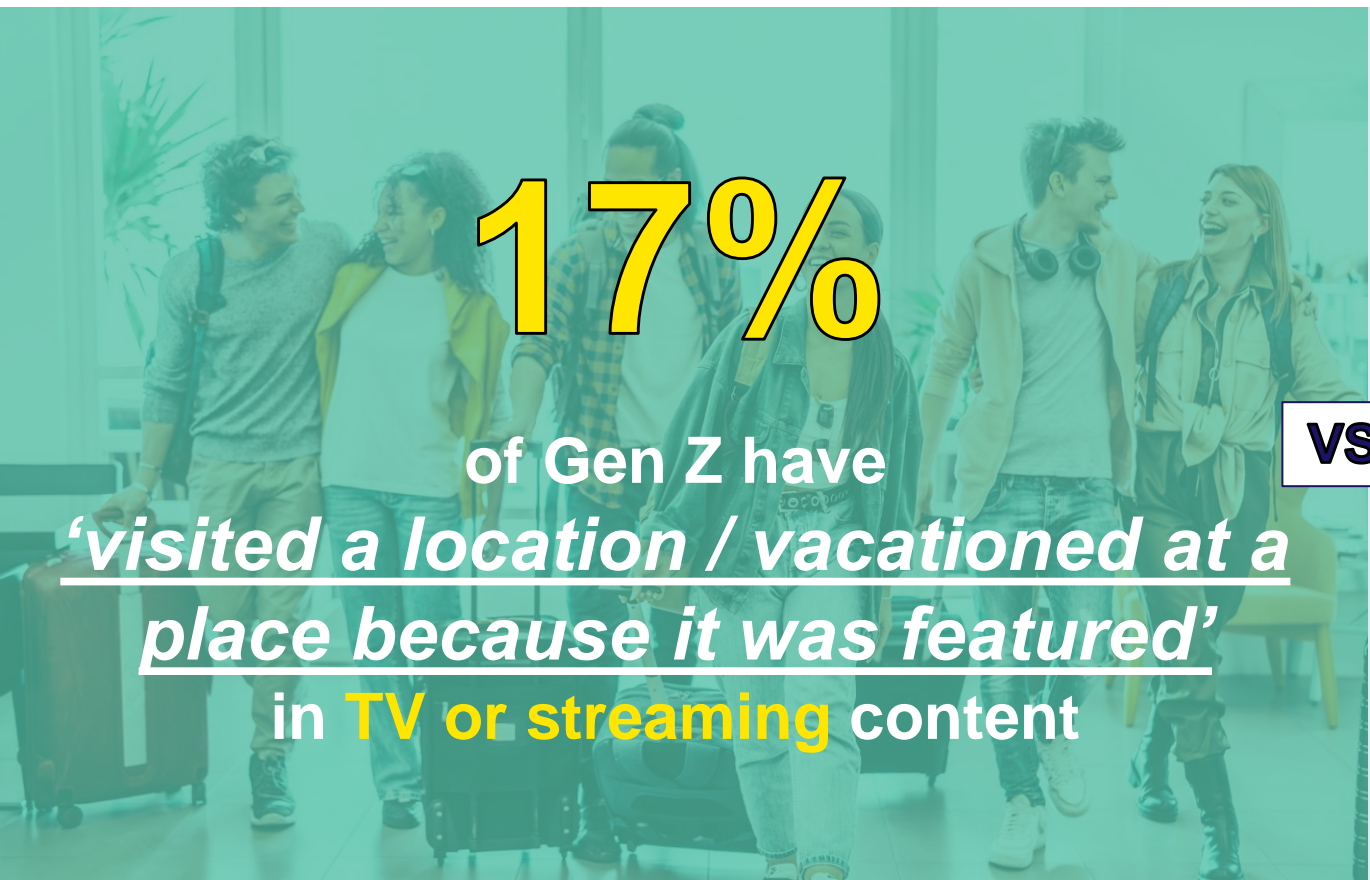
TV / Streaming vs. Social Media*
% more likely

-1%
+38%
+15%
+15%
+11%

***How to read:** P13-24 viewers are **38% more likely** to make a food recipe they saw featured in premium video content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Travel: TV and streaming inspires Gen Z to explore like Mr. Worldwide, making them effective platforms for ‘experience’ brands to connect



17%

of Gen Z have

‘visited a location / vacationed at a place because it was featured’

in **TV or streaming** content

VS.

% of P13-24 who have visited a location / vacationed at a place that was featured in content on the following platforms

TikTok 14%

Snapchat 18%

Instagram 17%

facebook 17%

YouTube 14%

TV / Streaming vs. Social Media*
% more likely

+21%
-5%
+1%
-3%
+23%

***How to read:** P13-24 viewers are **21% more likely** to visit a location featured in premium video content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub’s survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Brands Searching for Relevancy: Evident from their music interests, TV and streaming content slaps which strengthens cultural ties among Gen Z

26%

of Gen Z say they have 'listened to or purchased songs created by an actor / character / personality' from **TV or streaming**

VS.

% of P13-24 who have listened to or purchased songs created by an actor / character / personality from content on the following platforms

TikTok 24%

Snapchat 21%

Instagram 21%

facebook 19%

YouTube 30%

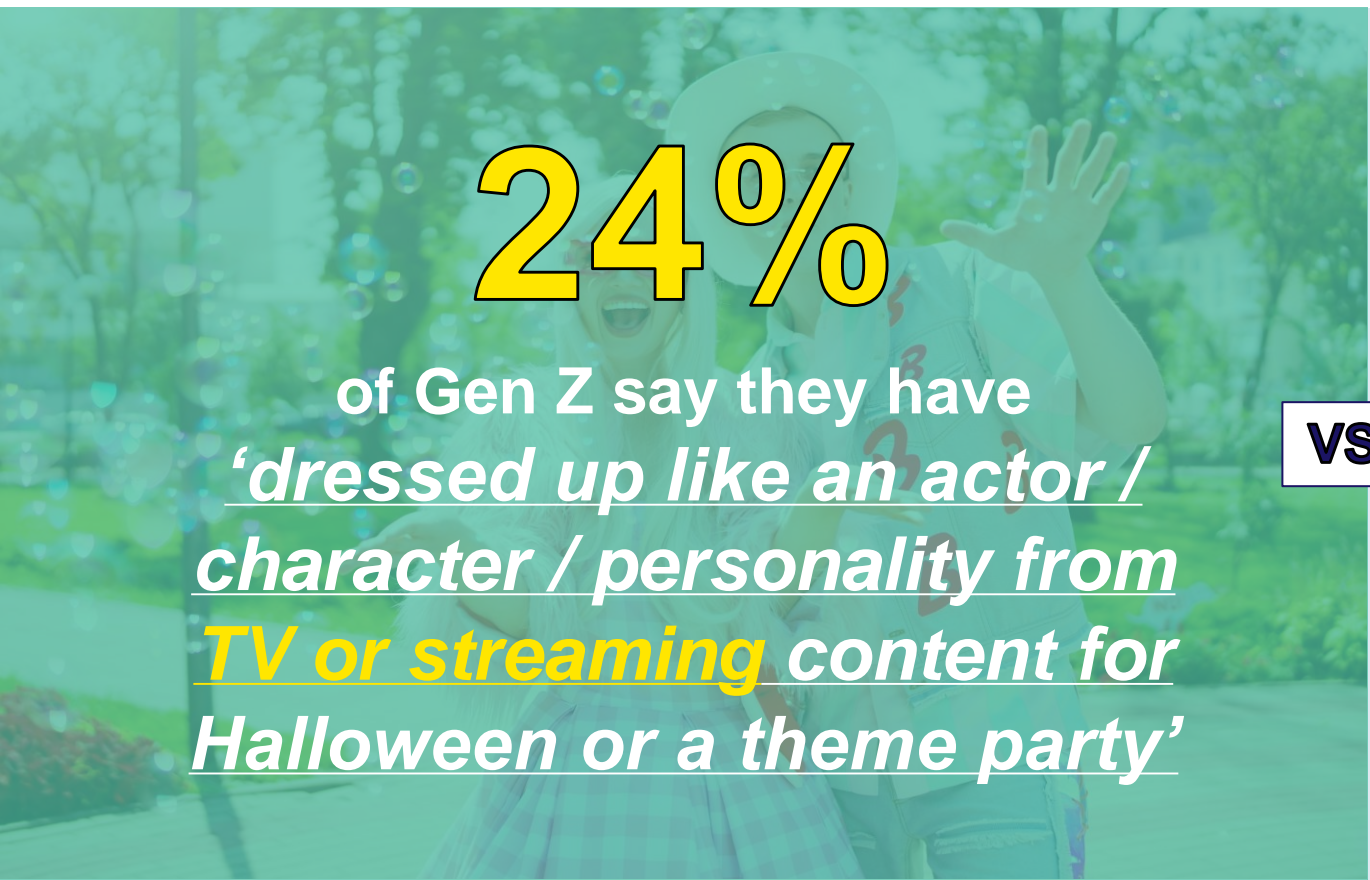
TV / Streaming vs. Social Media*
% more likely

+8%
+22%
+20%
+35%
-14%

***How to read:** P13-24 viewers are **22% more likely** to listen to or purchase a song created by a character / actor / personality from premium video content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Brands Searching for Relevancy: TV and streaming content is the main character and more likely to inspire Gen Z to emulate pop culture icons



VS.

% of P13-24 who have dressed up like an actor / character / personality from content on the following platforms

TikTok 15%

Snapchat 12%

Instagram 13%

facebook 12%

YouTube 15%

TV / Streaming vs. Social Media*
% more likely

+60%
+98%
+80%
+108%
+57%

***How to read:** P13-24 viewers are **60% more likely** to dress up like a character / actor / personality from premium video content for a theme party vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 *Video Redefined* report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. P13-24 respondents = 620 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Key Marketer Takeaways

Gen Z vibes more with TV & streaming content than with social media


- ▶ Premium, brand-safe video platforms like TV and streaming excel in engaging Gen Z audiences with their high-quality environment and compelling storytelling, surpassing social channels in emotional impact
- ▶ Gen Z often regards TV & streaming content as ‘appointment viewing’ that also enables shared quality experiences among friends and family
- ▶ The strong bonds that Gen Z viewers develop with storylines, characters and personalities from TV and streaming shows often drive them to further engage across platforms which strengthens their connection to the content
- ▶ The emotion and engagement of TV & streaming content inspires culture and personal emulation of societal trends while influencing consumer behavior across relevant Gen Z categories like retail, apparel & fashion, restaurants, food / CPG, travel and more

Through our custom research, we can cut statements on several demographics for VAB members, just ask!




Additional Custom Study Segments Available

Demos




P16-24 / P25-34 / P16-34 /
P18-34 / P35-54 / P35-74 /
P55-74 / P55-64 / P65-74

Gender



Female 16-24 / 25-34 /
16-34 / 35-74
Male 16-24 / 25-34 /
16-34 / 35-74

Kids in Household




Kids in HH / No Kids in HH
Kids 0-5 in HH / Kids 6-12
in HH / Kids 13-17 in HH

Ethnicity



Non-Hispanic White
Non-Hispanic Black
Hispanic

Household Income



<\$75K+ / \$75K+
<\$50K / \$50K-\$74K /
\$75K - \$99K / \$100K+

**And More Cuts
Involving Viewing
Behaviors**



For additional demo data, please contact info@thevab.com with the desired segments & requested slides

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Discover more

Looking for more data, insights and takeaways?
Check out this related VAB content

Through **Upfront** season, marketers are making important decisions about their video investment strategy.

We're here to help.

Visit our [Upfront Planning Resource Center](#) for a curated a list of resources filled with the data, analysis and insights needed to make informed investment decisions.



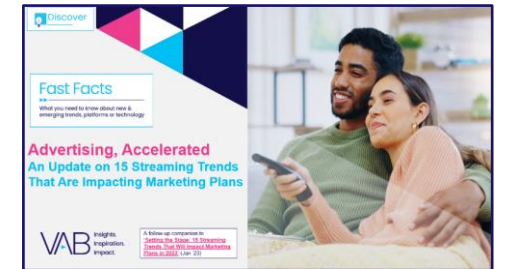
The Consumer Connection
Understanding the Effect of Quality
Across Media Platforms



VAB's New Year's Resolutions for Marketers – #1: Prioritize Quality



Recipe for Success
Six Key Ingredients for
Stirring Growth in Streaming



Advertising, Accelerated
An Update on 15 Streaming Trends
That Are Impacting Marketing Plans



Exposed
5 Inconvenient Truths We
Learned From Marketers



Hidden Costs
Three Critical Business Ramifications
of Digital Ad Fraud

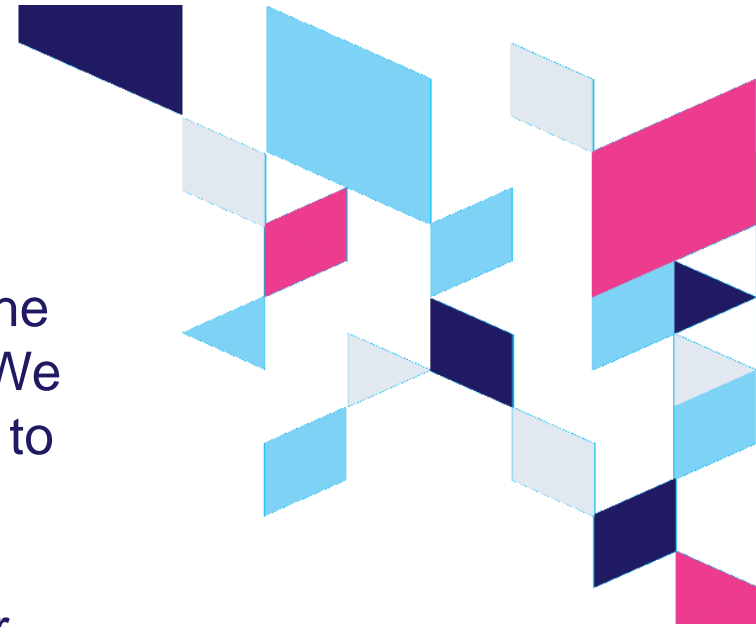
About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies ***complimentary access*** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.



Our Glossary Guide to 25 Gen Z Terms

▶ **'BFFS'** – Best friends forever



▶ **'Bed Rotting'** – a form of self care where one stays in bed for an extended period doing passive activities

▶ **'Extra AF'** – something / someone that is over the top or is simply doing too much

▶ **'Fav'** – favorite

▶ **'FBI Search'** – taking the time to search up someone online, usually on social media



▶ **'The Feels'** / **'In my feelings'** – something that is emotionally moving

▶ **'flavortown'** – Guy Fierri slang term, it is a state of mind where food and fun meet in harmony

▶ **'High-Key'**- used in replace of 'very' 'really' 'a lot' and 'much'



▶ **'Hits Different'**- something that has a profound impact on you

▶ **'Hit up'** – to ask for something



▶ **'LOL'** – Laugh out Loud

▶ **'Mad Hyped'** – really excited / pumped about something

▶ **'Main character'** – a type of energy someone gives off, thinking they are the main character in their own story

▶ **'Memes and memz'** - memes and memories, doing something for a good joke or a fun memory



▶ **'Mr. Worldwide'** – Gen Z icon, singer-songwriter Pitbull



▶ **'No Cap'** – not a lie, the truth

▶ **(period)** – said at the end of a statement to signify the end of the discussion, mic drop moment

▶ **'Rent-Free'** – obsessively thinking about someone or something when its usually irrelevant or not important

▶ **'Simp'** – someone who shows excessive sympathy or attention to a person where the feelings aren't reciprocated

▶ **'Shook'** – shocked / surprised



▶ **'Slaps'** – excellent or amazing

▶ **'Stan'** – fans who are highly engaged and supportive of someone

▶ **'Tea'** – the hot gossip, someone that someone might not know

▶ **'Vibe check'** – the general atmosphere of a group of people or a room. Can be good or bad vibes

▶ **'Vibing'** / **'Vibes'** – to have positive feelings about something



VAB conducted independent research to gauge how TV & streaming content resonates with Gen Z relative to leading social media platforms



VAB is often asked how engagement with TV & streaming compares to leading social platforms, especially among younger audiences.

Building upon our past '[Committed](#)' report conducted in 2018, we leveraged our custom research partnership with Hub Entertainment Research to reassess and understand how Gen Z audiences are engaging with TV & streaming content compared to social media.

The custom study results are based on responses from online surveys of **1,900 consumers, ages 13-74 in December 2023**