

WELCOME TO

Digital Jam





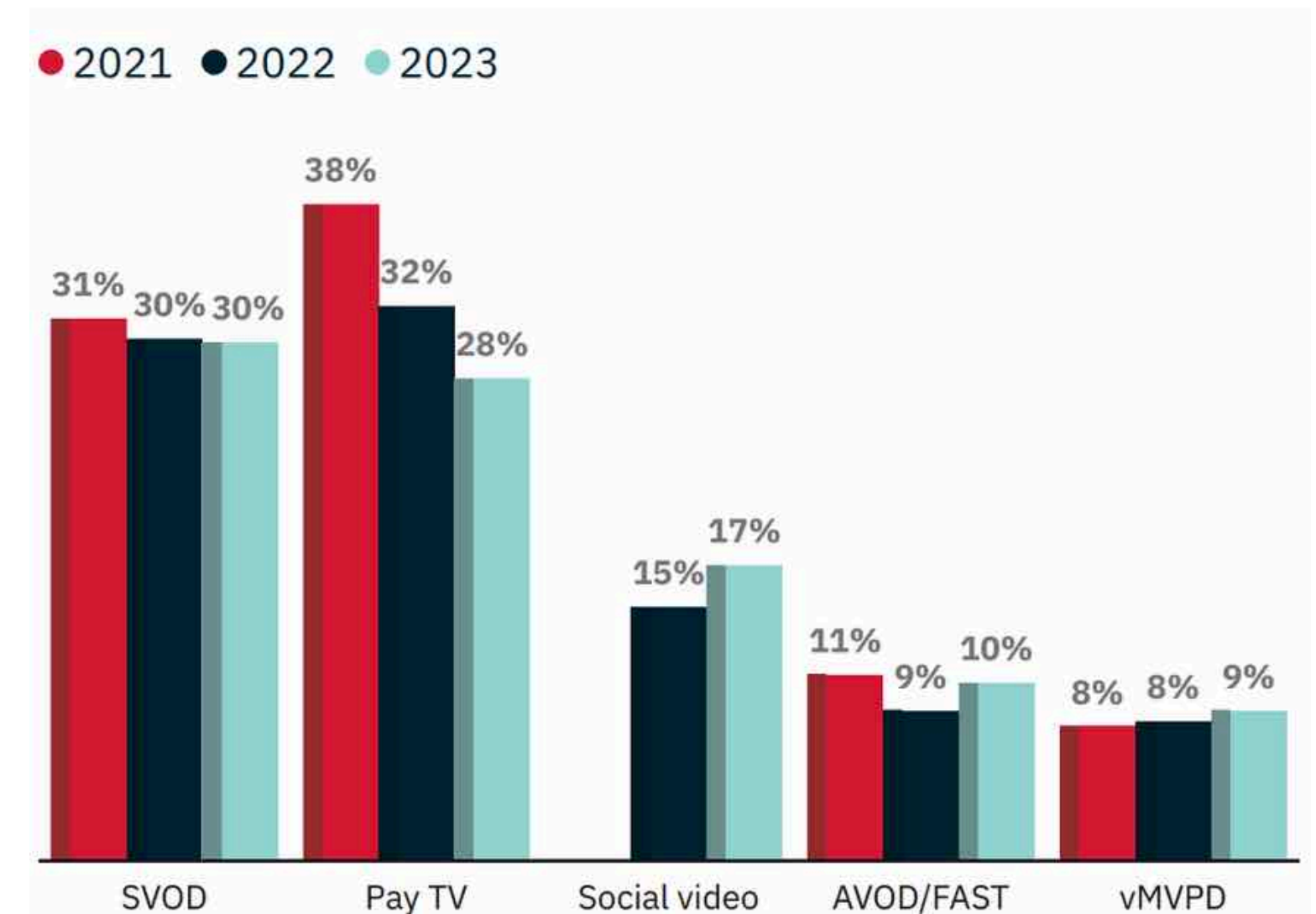
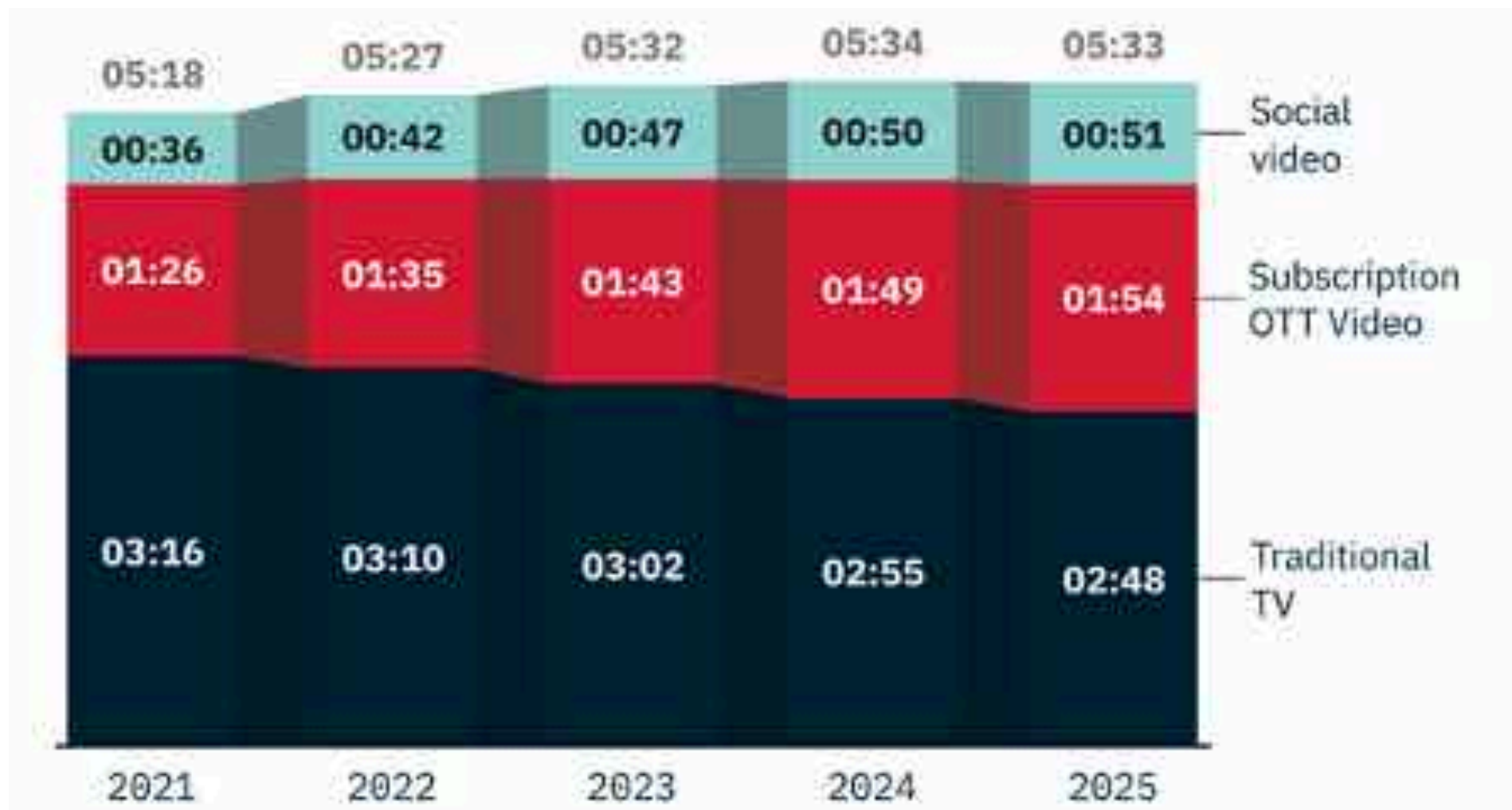
Tuning Into Media's Future

SESSION FOUR
DIGITAL JAM // 2024



The Direction of Media Consumption

Average Daily Time Spent With Video, by Service
In hours, among U.S. adults 18+



Total **Daily Average Video Watch** Time on Top 5 SVOD vs. Social Media Platforms, by Generation

Sum of average hours per day spent watching video on top* platforms, among users

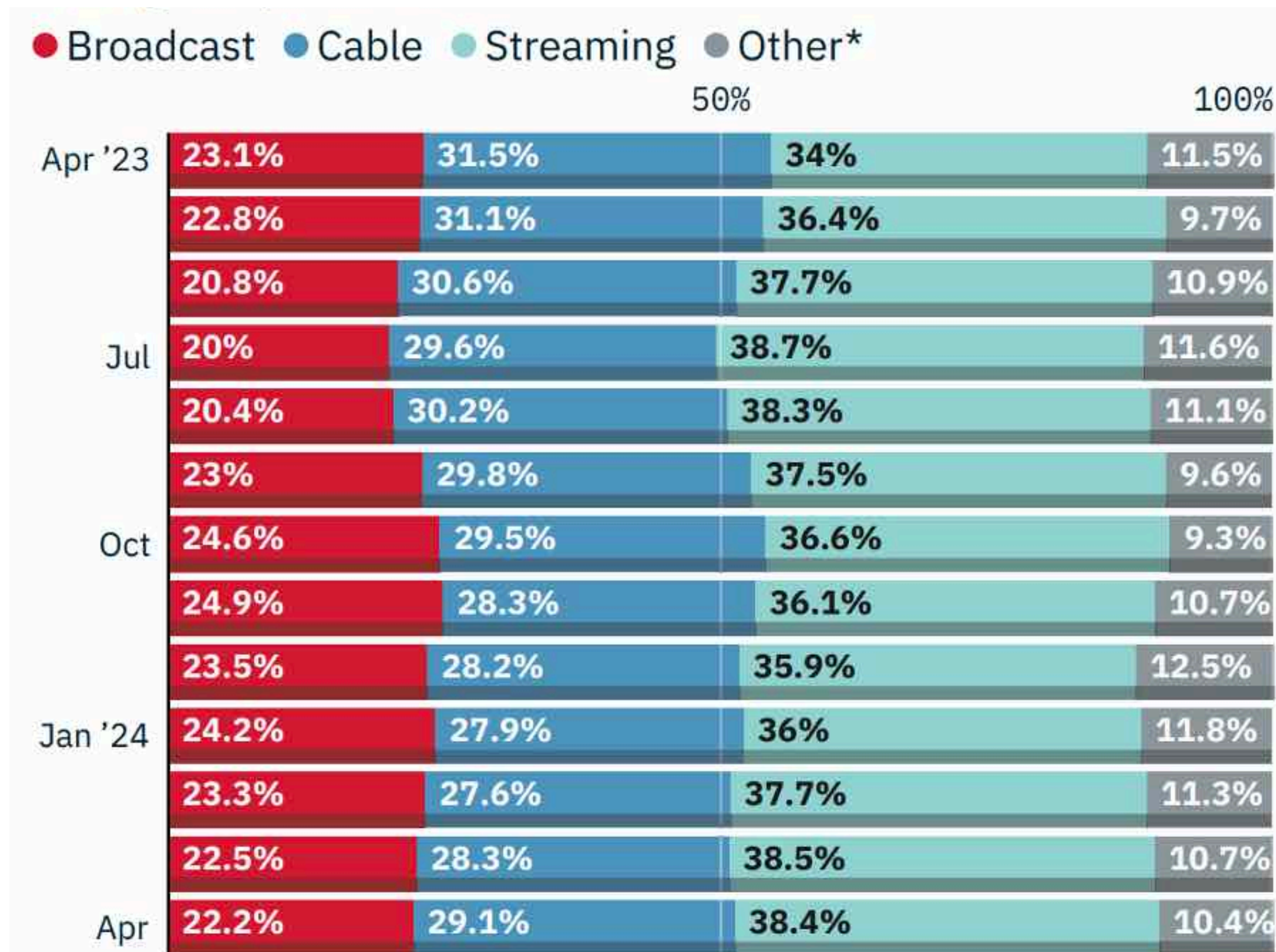


Average Daily Video Watch Time on Social Media, by Platform and Generation



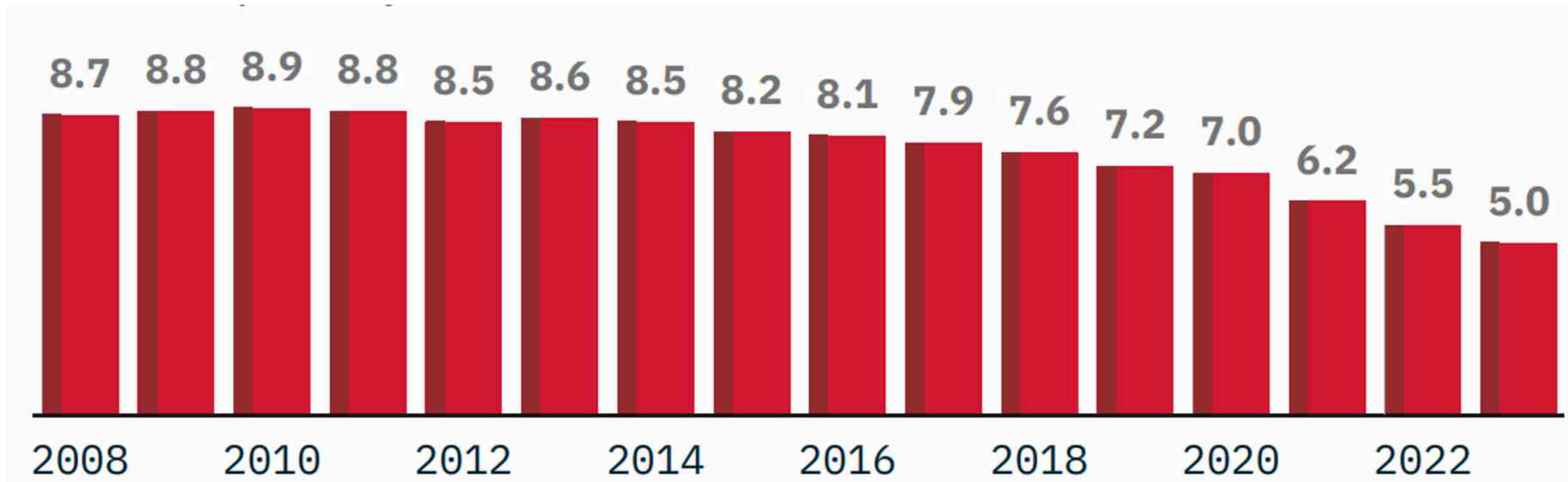
In hours, among users of each platform, March 2024

Share of Total Daily Time Spent Viewing, by Platform



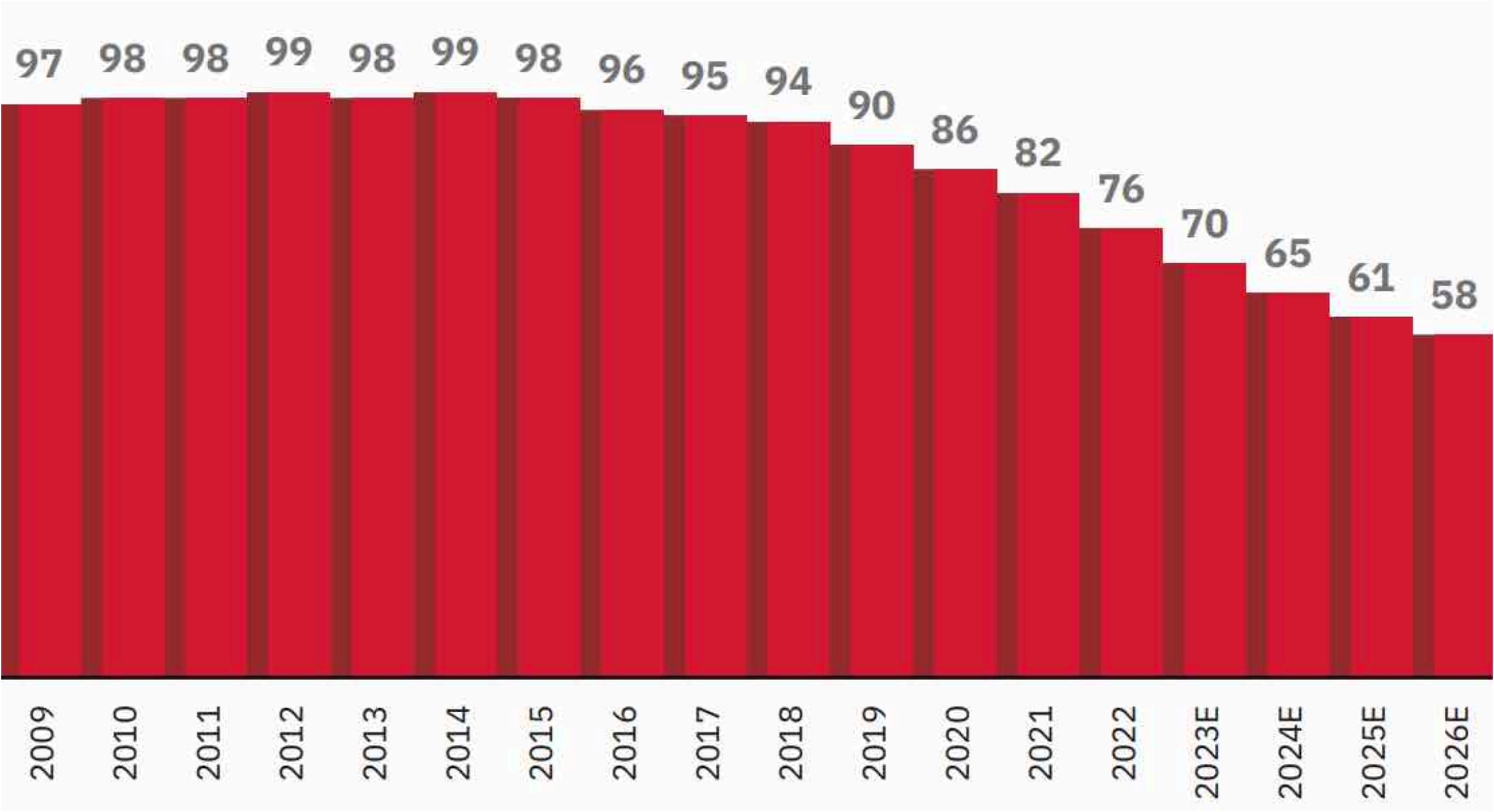
Among U.S. persons 2+

U.S. Average Daily Time Spent **Watching TV**



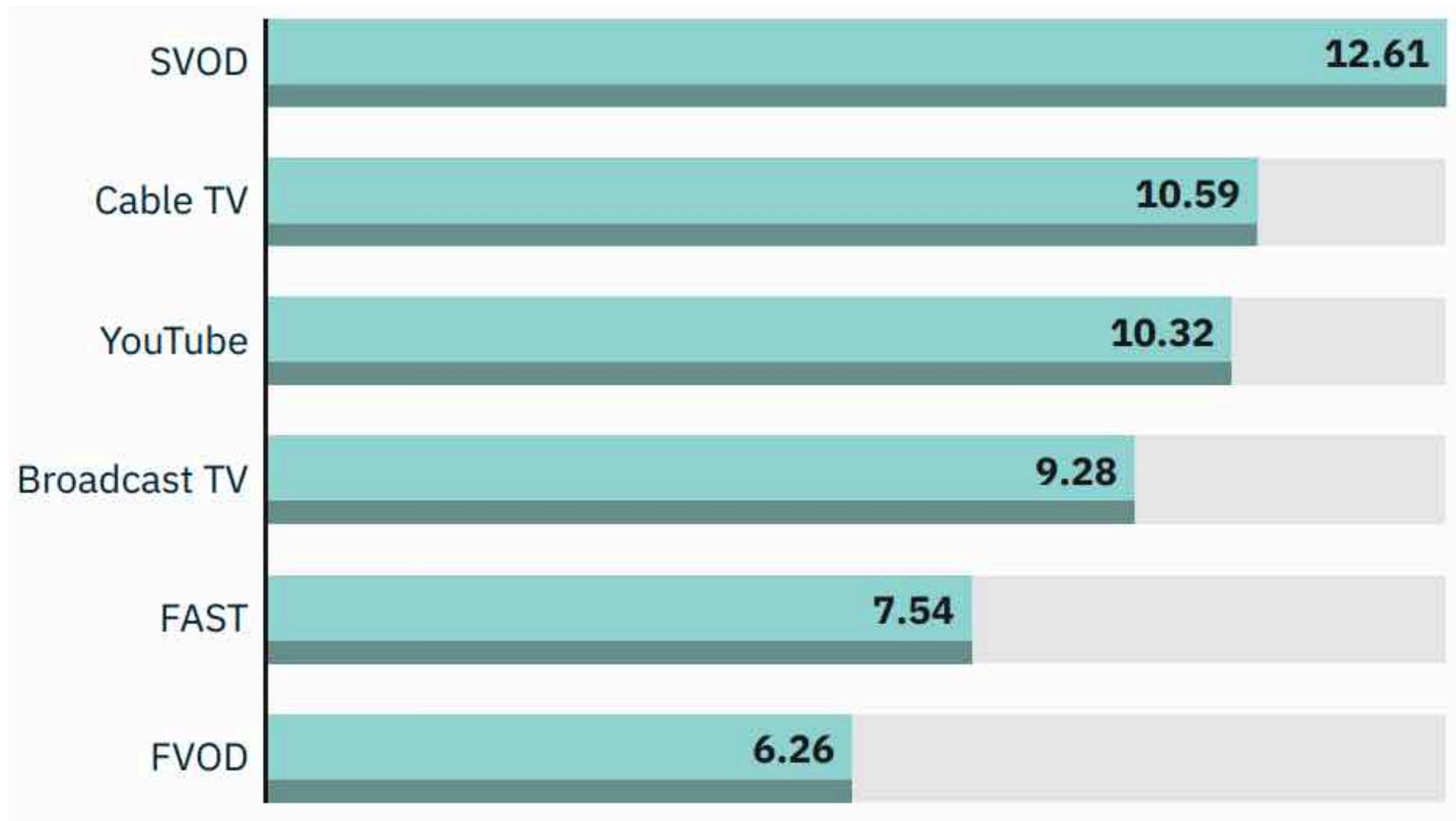
*In hours per day

Total U.S.
Pay TV
Households



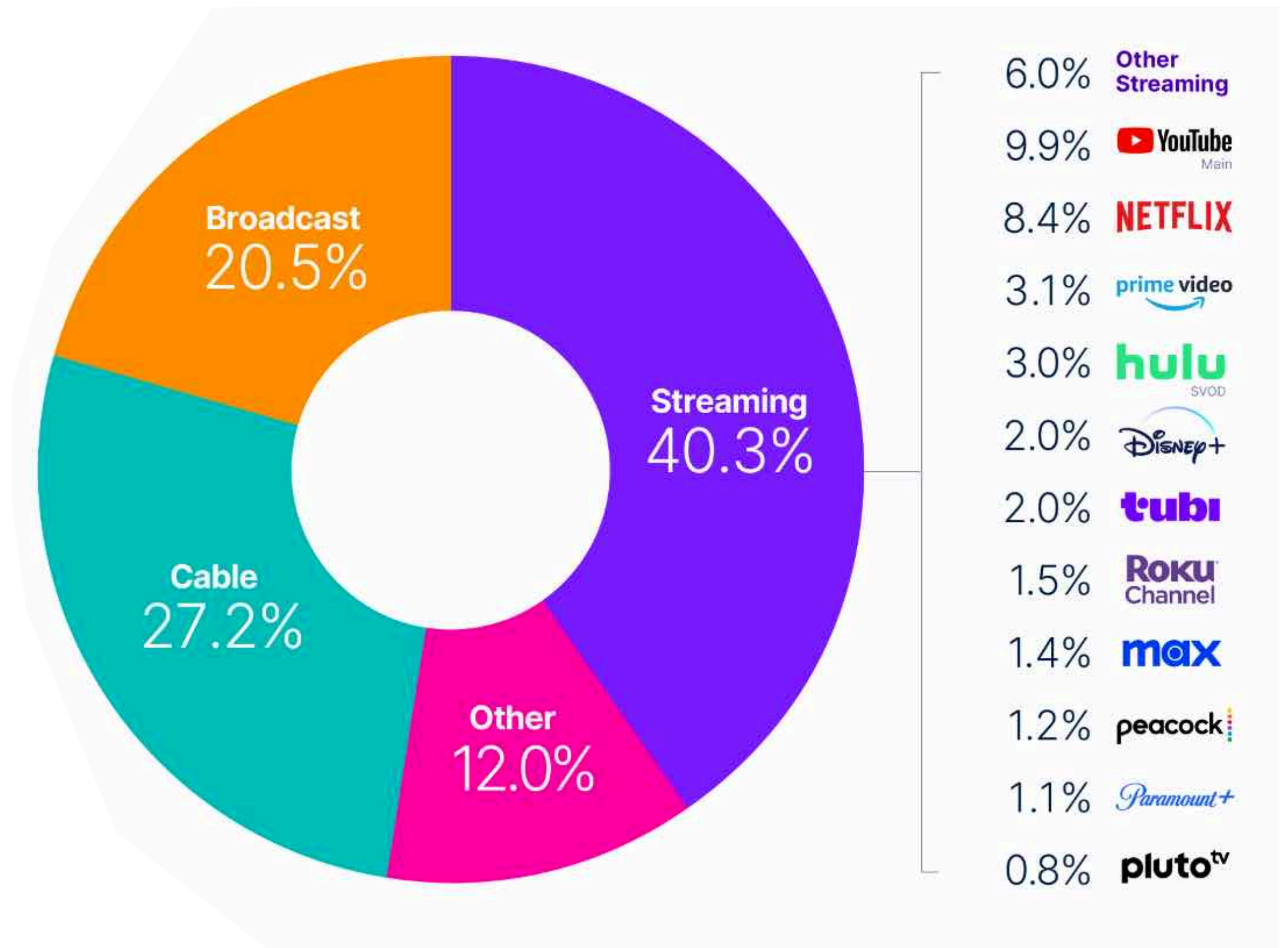
*In millions

Mean Hours Watched Per Week



Nielsen: Viewing Snapshot

Linear Streaming (VMVPD/MVPD)
Apps have been removed from the
Streaming category. They have also
been removed from Other Streaming
and Hulu and Youtube now reflect
usage to Hulu SOD and Youtube Main
without their respective VMVPD's
(Hulu Live and Youtube TV).



U.S. Digital Video Views by Platform 2024

Over-the-top (OTT) video service

254.2

YouTube

241.8

Subscription over-the-top (OTT) video service

226.4

Ad-supported video-on-demand (AVOD)

180.2

Free ad-supported streaming TV (FAST)

111.5

Digital pay TV

46.0

Note: Internet users of any age who watch streaming or downloaded video content via any device at least once per month

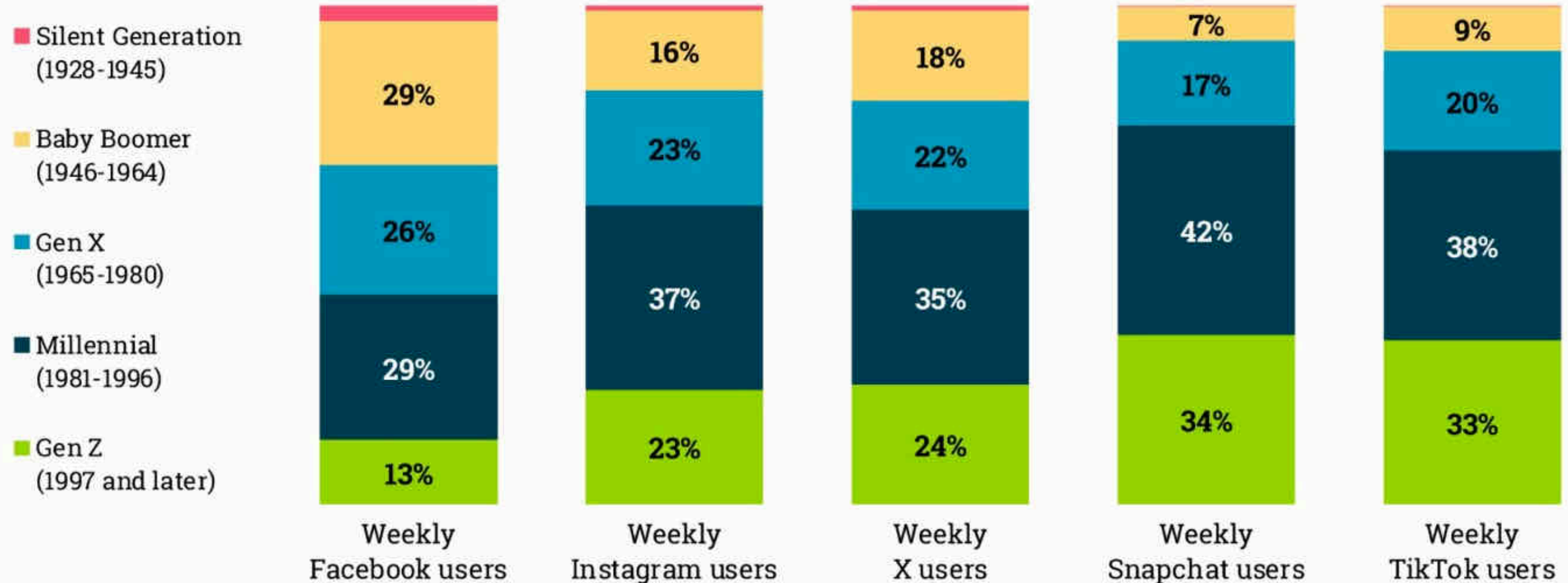
Source: EMARKETER Forecast, Feb 2024

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Social Media Preferences by Generation

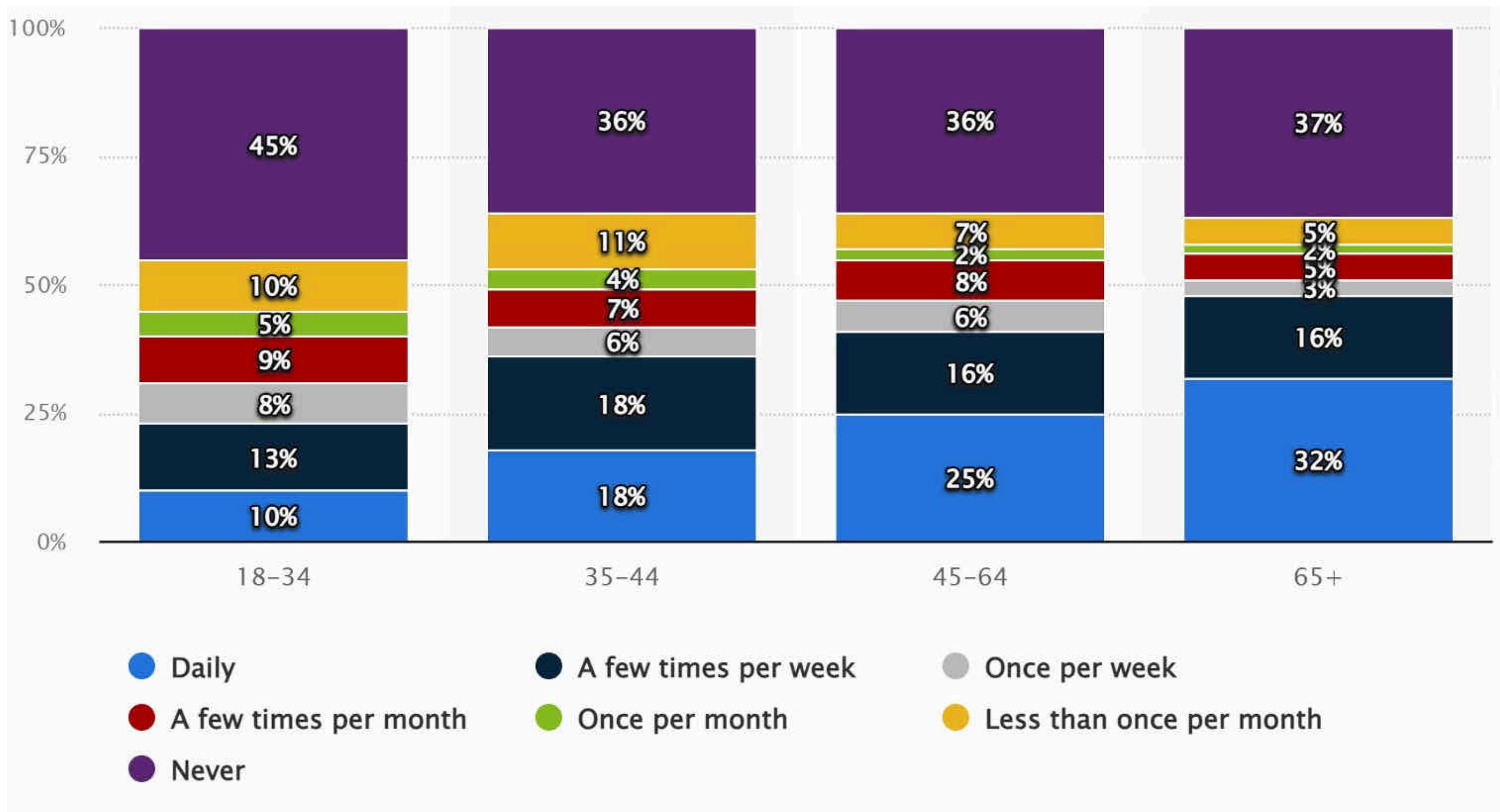
Distribution of US Weekly Social Platform Users



Published on MarketingCharts.com in July 2024 | Data Source: YouGov

Based on an April 2024 survey of 10,400 US consumers

Cable News Viewership by Age



Questions



What areas of media are you/your organization leaning into, and what areas are you **leaning away from**, if any?



How have/can you **increase your “long form” content** consumption from your audiences?



If you believe your company/organization could **thrive from short-form content alone**, what does that look like?

The background is a solid blue color with several overlapping, semi-transparent geometric shapes. On the left, there is a large, light blue circle. Overlapping it and extending towards the center is a larger, slightly darker blue shape that resembles a stylized 'C' or a thick arc. In the upper right, there is a light blue parallelogram. Another darker blue parallelogram is positioned below it, towards the bottom center. The overall composition is modern and minimalist.

Thank
You!