

WELCOME TO

Digital Jam





Tuning Into Media's Future

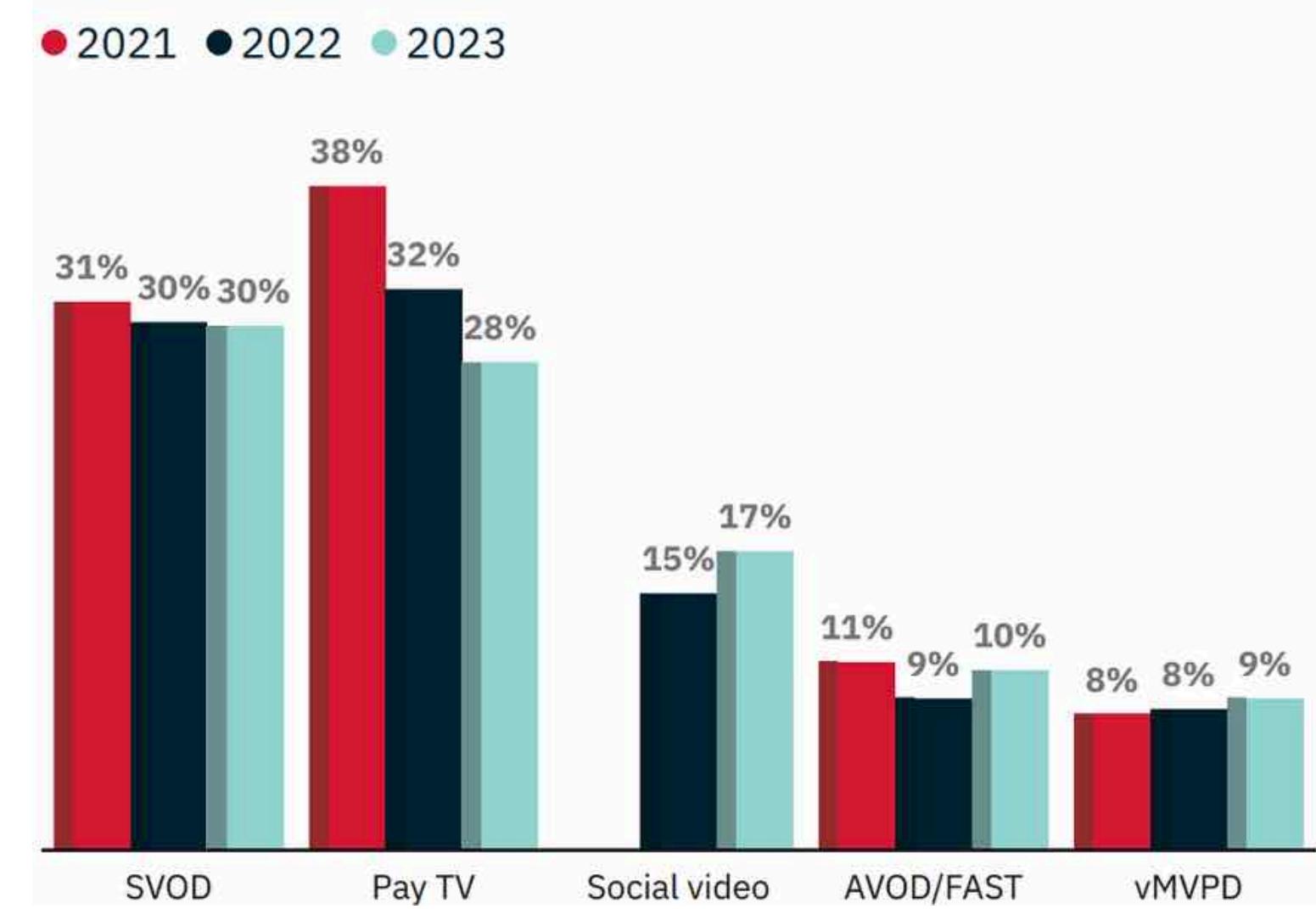
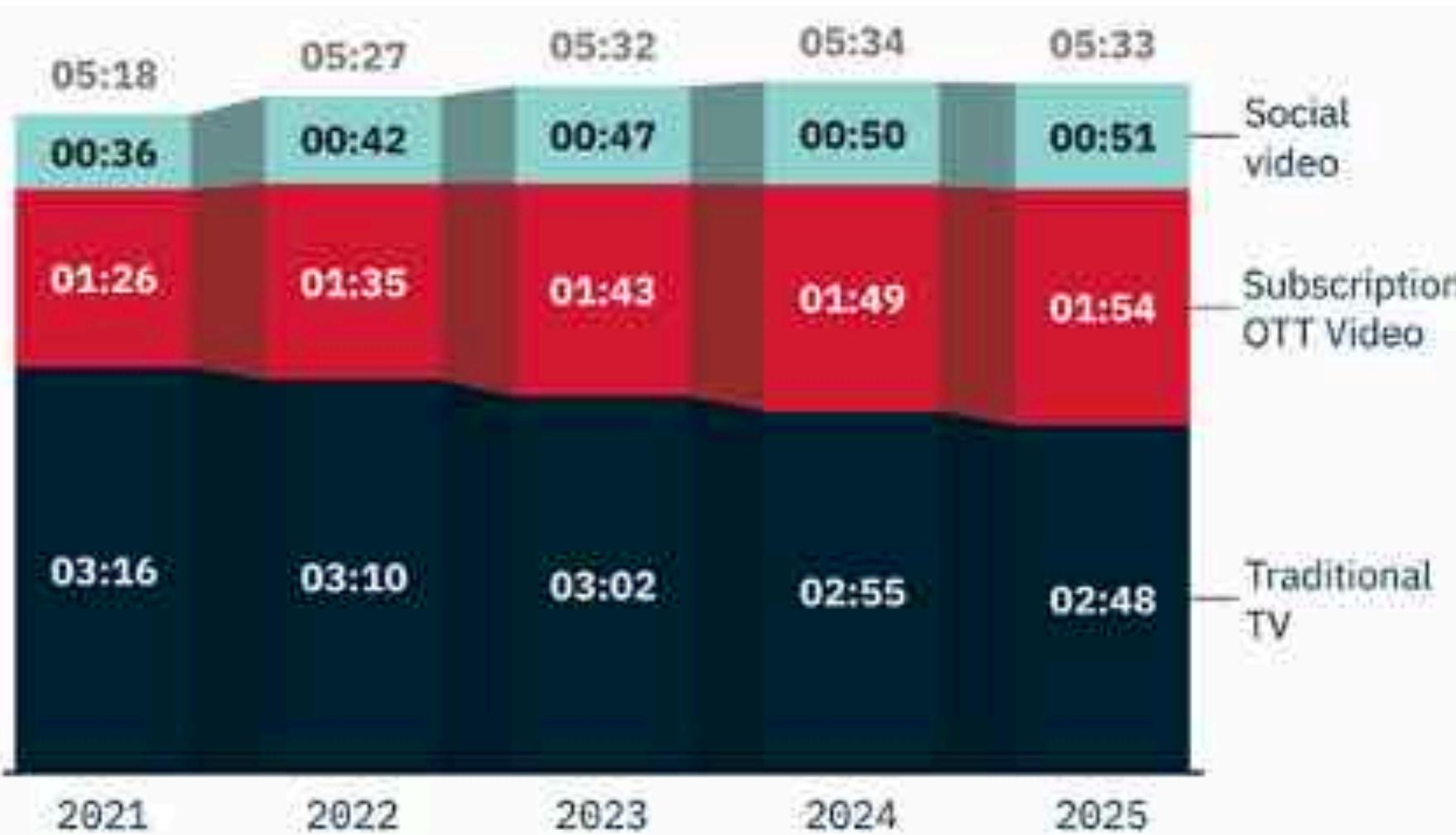


SESSION FOUR
DIGITAL JAM // 2024

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

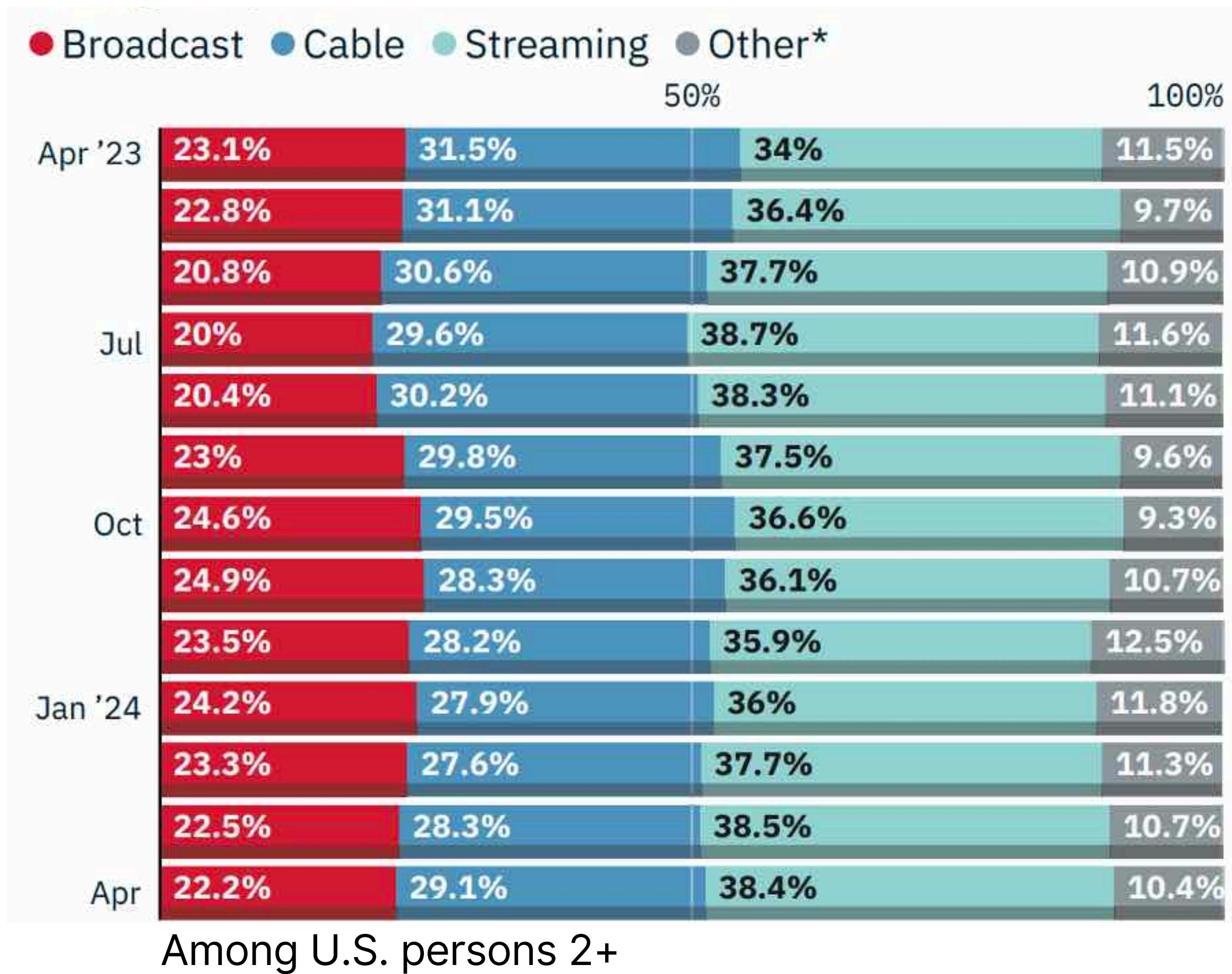


Average Daily Video Watch Time on Social Media, by Platform and Generation

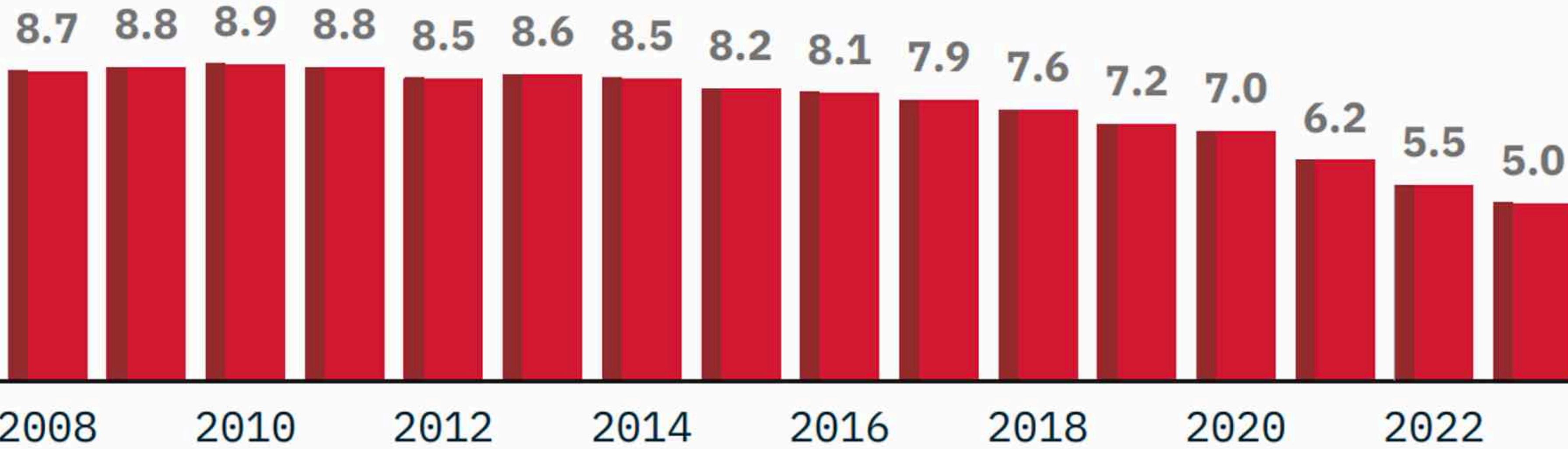
	Gen Alpha	Gen Z	Millennials	Gen X	Boomers
TikTok	2.40	2.65	0.97	0.37	0.17
YouTube	2.13	2.50	2.28	1.09	1.21
Discord	1.02	0.24	0.60	0.17	0.80
Facebook	0.31	0.17	0.50	2.00	3.00
Snapchat	0.17	0.26	0.60	0.47	0.80
Pinterest	0.15	0.37	0.60	0.23	0.40
Threads	0.14	0.07	0.67	0.50	0.30
X	0.14	0.05	0.47	0.37	0.50
Twitch.tv	0.12	0.41	0.47	0.47	0.33
Instagram	0.02	2.26	3.44	1.78	2.28
LinkedIn	0.01	0.06	0.83	0.20	0.17

In hours, among users of each platform, March 2024

Share of Total Daily Time Spent Viewing, by Platform

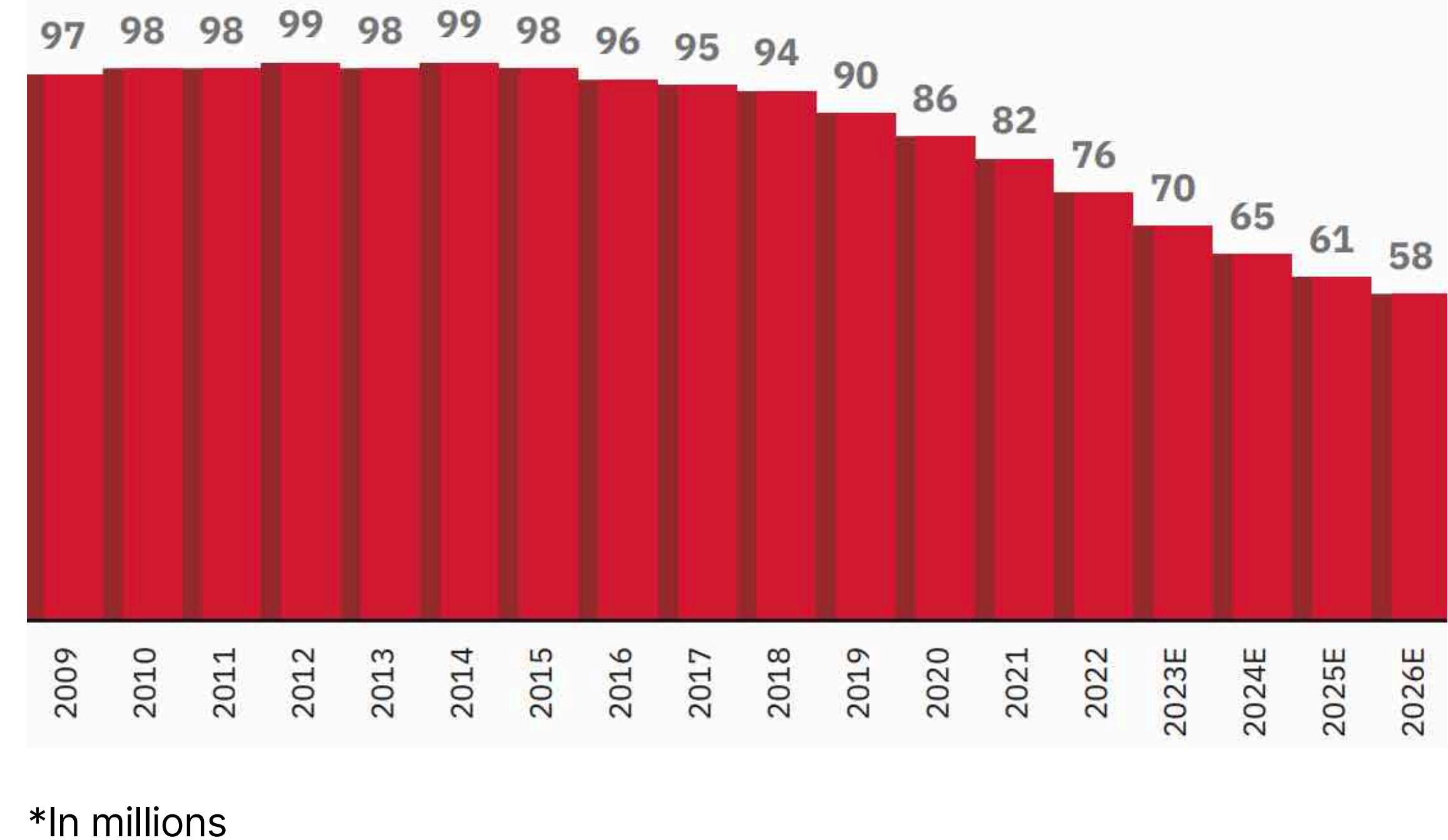


U.S. Average Daily Time Spent Watching TV

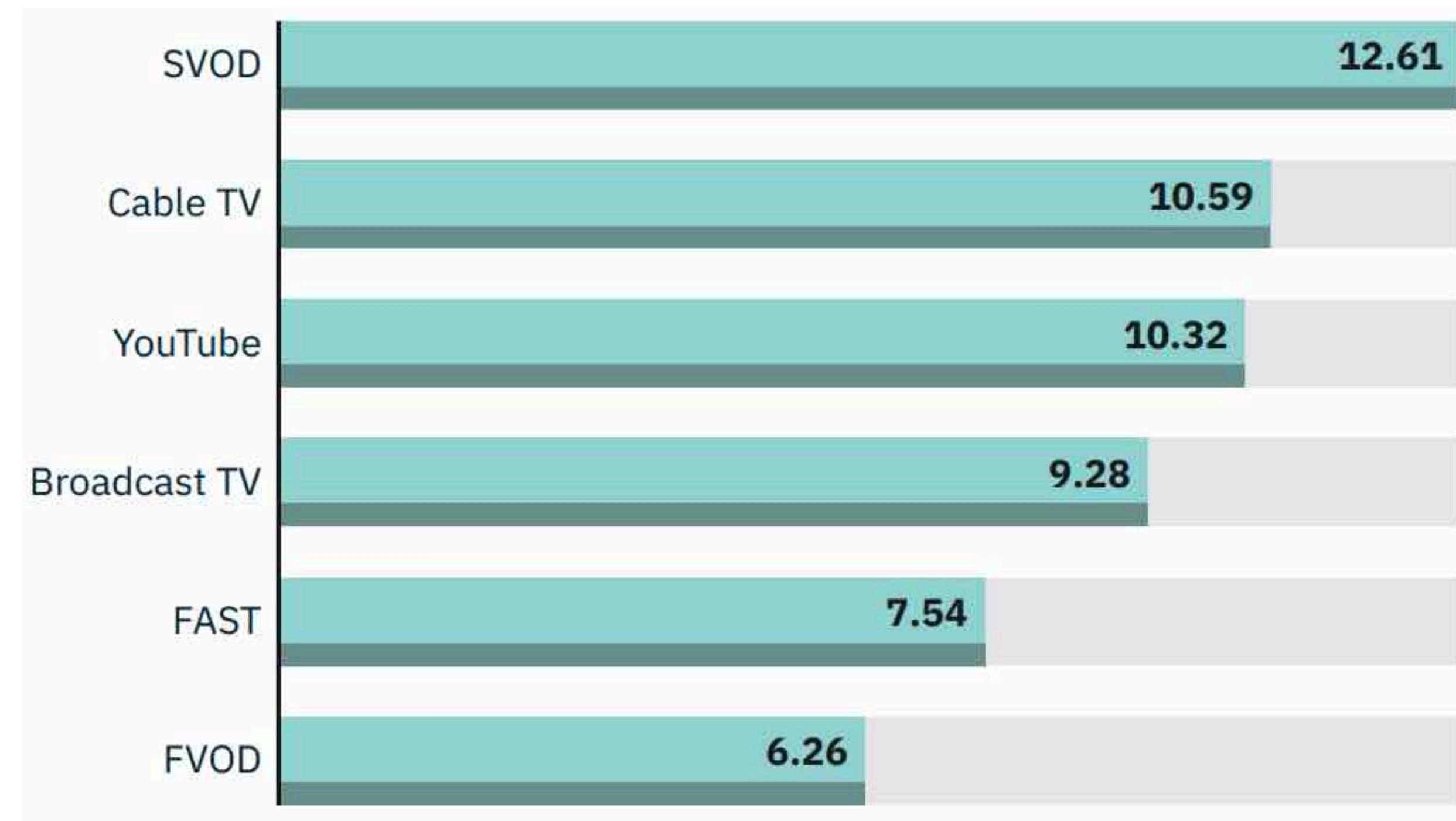


*In hours per day

Total U.S. Pay TV Households

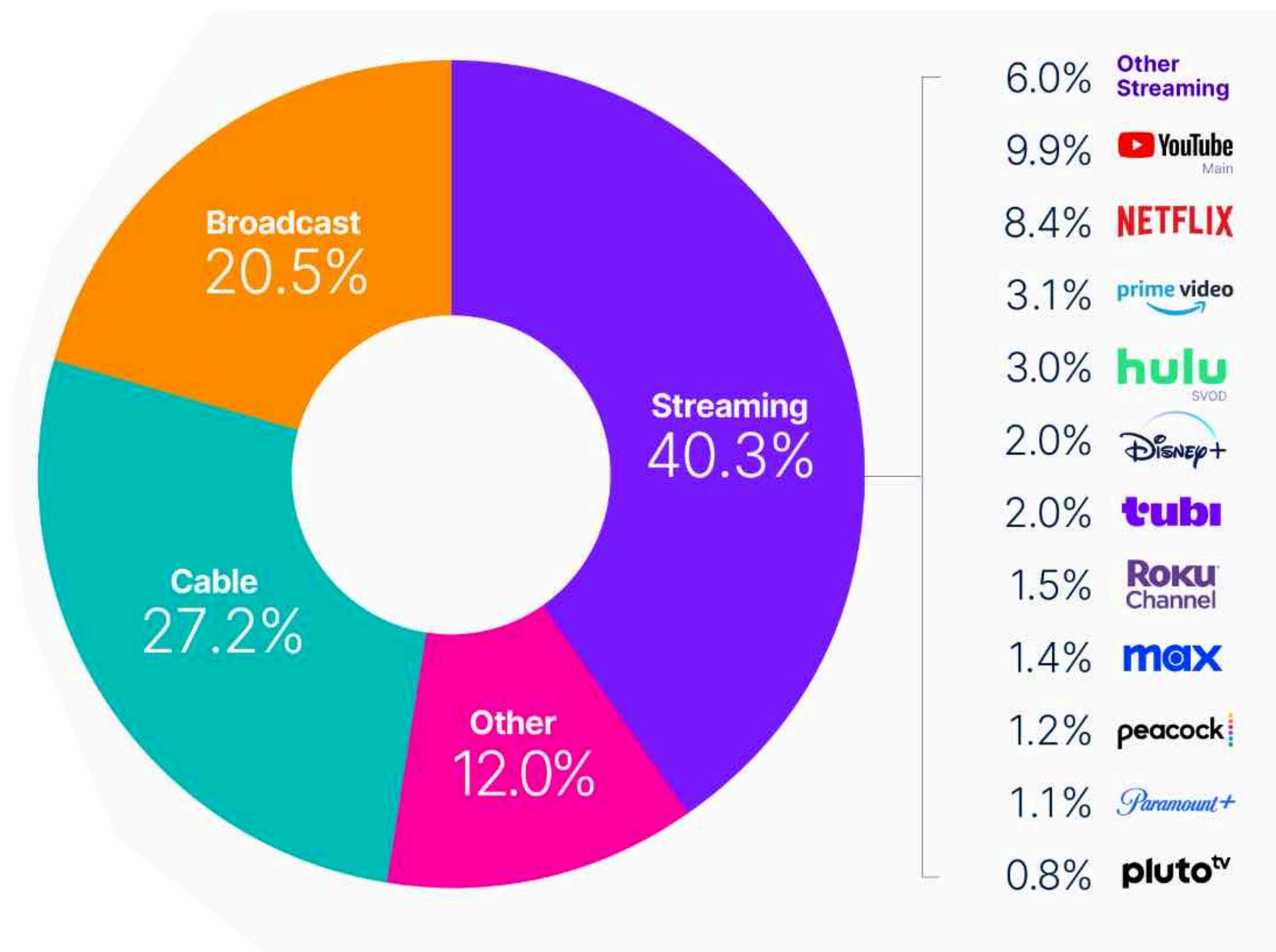


Mean Hours Watched Per Week

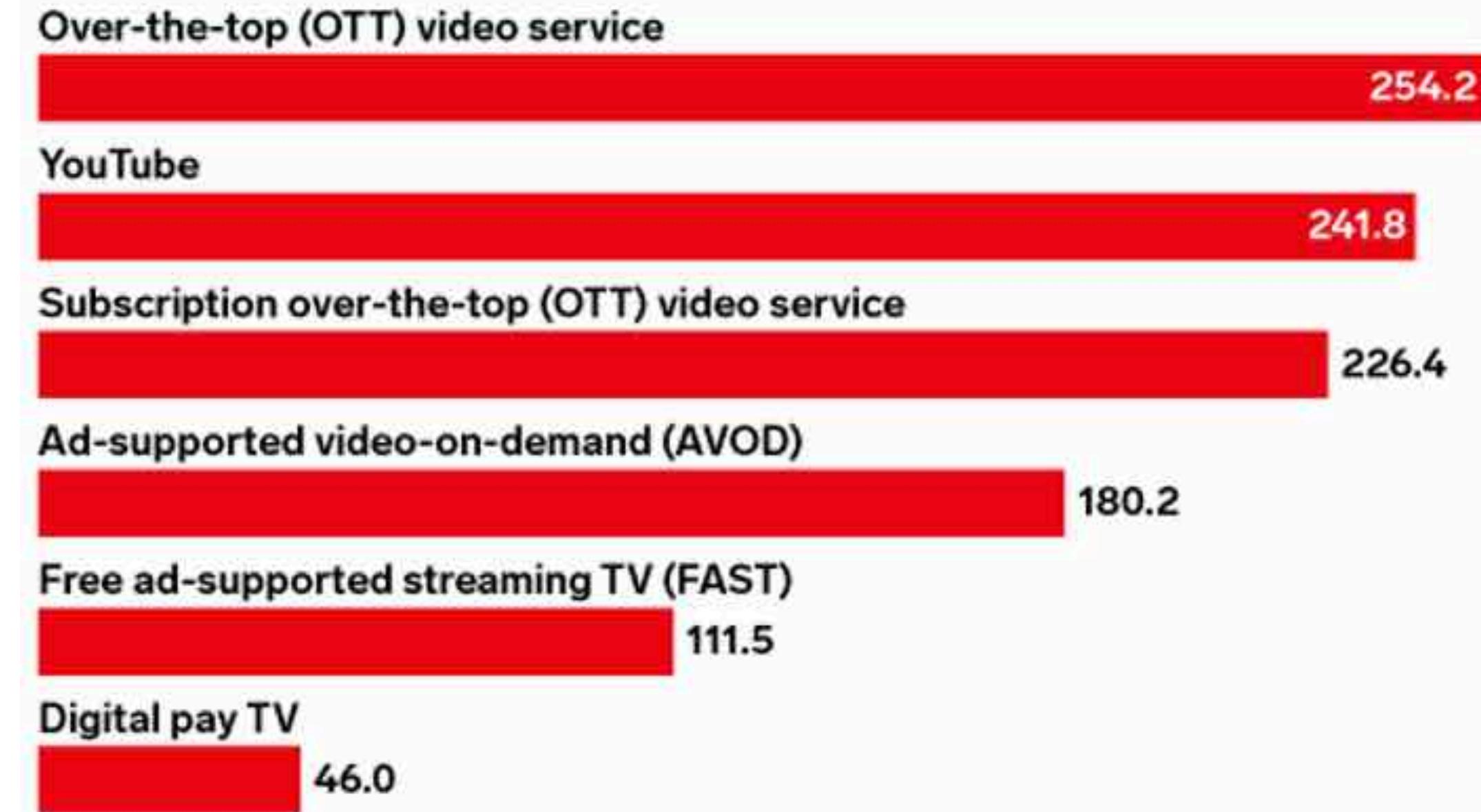


Nielsen: Viewing Snapshot

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

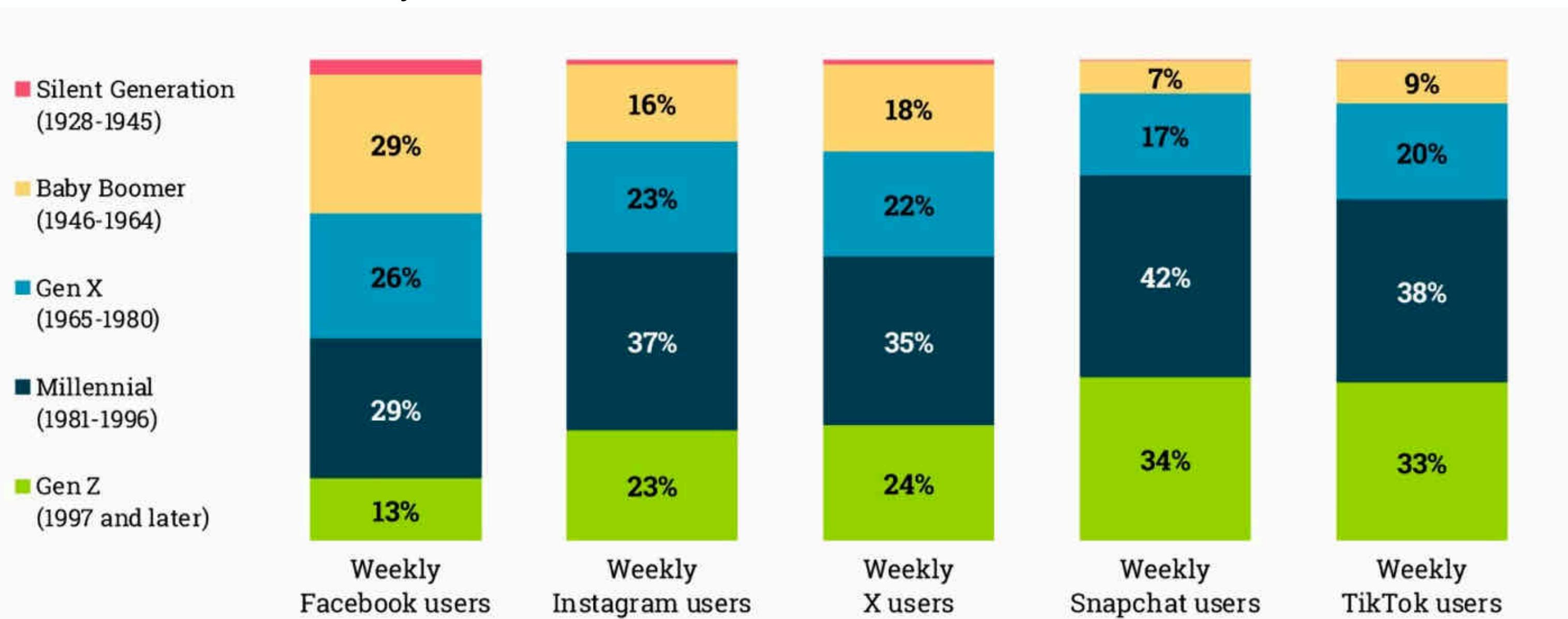


Note: Internet users of any age who watch streaming or downloaded video content via any device at least once per month

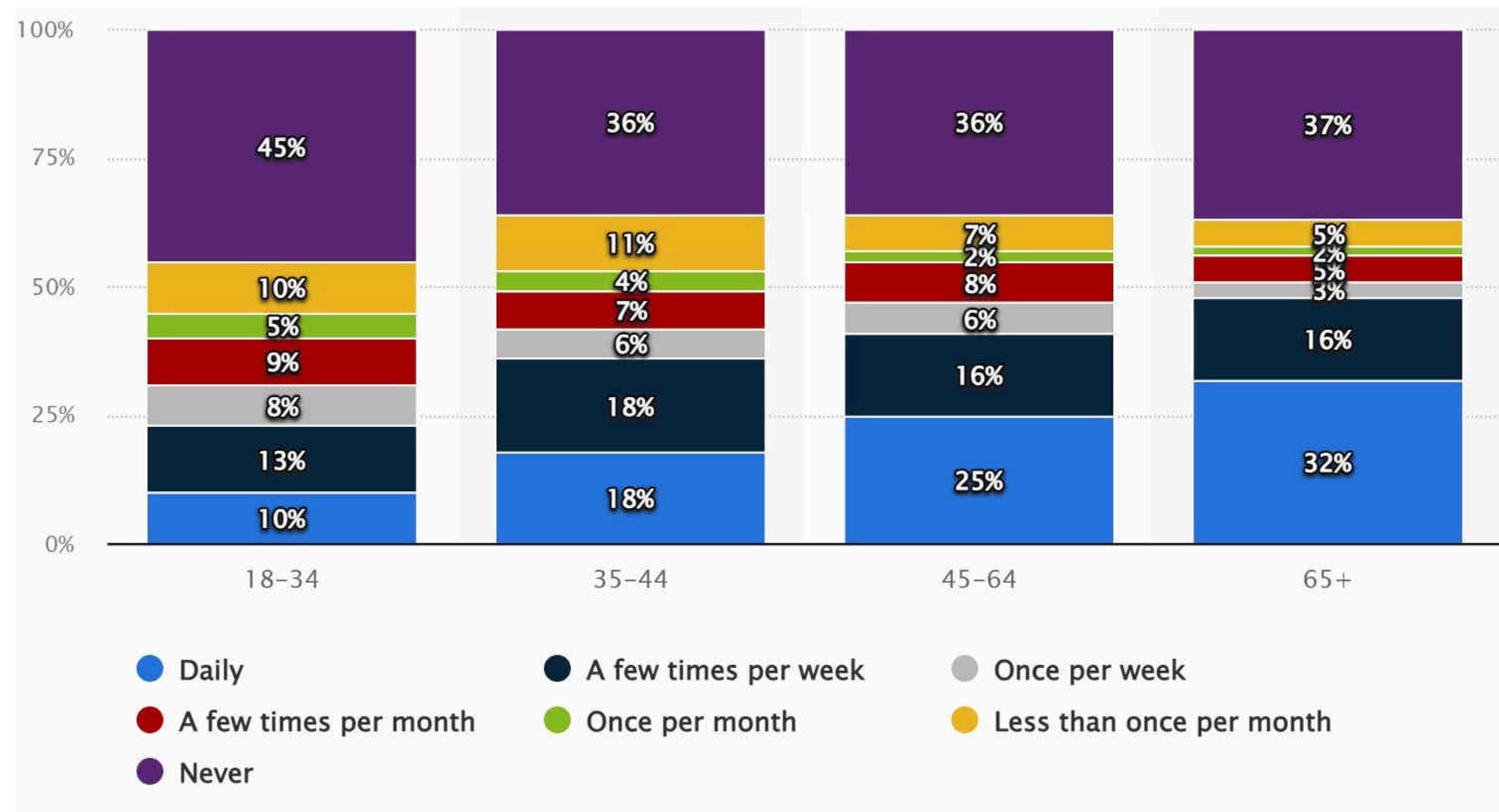
Source: EMARKETER Forecast, Feb 2024

Social Media Preferences by Generation

Distribution of US Weekly Social Platform Users



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?



Thank
You!