

Research: Gen Z More Impacted and Influenced by TV and Streaming Than by Social Media

VAB Releases New Data on Premium Video's Impact on the Emotions, Engagement and Behaviors of Gen Z Consumers

—TV and Streaming More Effective In Getting Gen Z to Laugh, Cry, Share and Buy—

New York, NY (May 14, 2024)—Compared to social media, TV and streaming content has a greater impact on Gen Z viewers' emotions, engagement and actions. In other words: TV and streaming is what they *vibe* with more. That is the chief takeaway of a new report, [*Laugh, Cry, Share, Buy: How TV & Streaming Influences Gen Z More Than Leading Social Platforms*](#), released by the **Video Advertising Bureau (VAB)**. In the report, VAB presents in-depth data, analysis and insights, based on independent research conducted in partnership with Hub Entertainment Research.

"Often headlines would have you believe social media is the-end-all-be-all for reaching Gen Z. But here's what we found: TV and streaming content excels in engaging Gen Z audiences, often surpassing social channels in both impact and influence," said Danielle DeLauro, Executive Vice President, VAB. "While, at the end of day, streaming and social media ultimately complement each other, the emotional connection that streaming evokes is undeniable. The platforms and brands that make the conscious decision to continue leaning into that connection will be the ones primed to drive the most engagement, sales and importantly, brand loyalty among these young customers."

Among the report's findings:

- **Rich narratives and complex characters in TV and streaming content hit differently for Gen Z, evoking strong emotions through authenticity:** Gen Z viewers are 42% more likely to have cried because of something they watched in TV or streaming content versus TikTok content.
- **A deep commitment to characters is likely to get Gen Z emotionally invested as they eagerly anticipate discussing the next developments with friends:** They are 100% more likely to enjoy the quality time they share with friends or family watching premium video content versus Instagram content
- **Gen Z is intentionally carving out time to enjoy bingeing their go-to TV and streaming content:** They are 40% more likely to set aside time to enjoy their favorite premium video content versus YouTube content.

- **Gen Z watches TV and streaming content as a way to decompress from the day:** They are 70% more likely to regard watching content on premium video platforms as *me time* versus Instagram content.
- **Shows like *The Summer I Turned Pretty* inspire Gen Z's style, making TV and streaming key for retailers targeting this audience:** They are 24% more likely to model their personal style after a character, actor or personality from premium video content versus TikTok content.
- **Gen Z shoppers are more influenced to buy clothing from TV and streaming shows like *Outer Banks* than by social media influencers:** They are 51% more likely to purchase clothing similar to what a character, actor or personality from premium video content wore versus YouTube content.

Kaileen Cain, Senior Insights Analyst at VAB—as well as co-author of the report and resident Gen Z representative—can attest to the report's findings anecdotally. “For me and my friends, watching full-length shows on TV and streaming is preferable to the typical content you see on social media,” said Cain. We love catching up and discussing current reality television shows like *Survivor* and *The Bachelor*, nostalgic shows like *Friends* and binge-worthy streaming series. These strong connections we build through TV inspire us to plan trips and try different fashion styles that we see on the screen. Yes, we're on social media too, but TikTok and Instagram give off a totally different vibe, which, in my own experience at least, doesn't evoke that same level of connection and emotional depth we get from our favorite shows.”

Read the full report—which includes custom in-depth data and analysis—[here](#).

ABOUT VAB

The Video Advertising Bureau (VAB)—whose members include the national TV networks alongside a broader community of influential media companies—plays a dual role in the video advertising industry. VAB is fiercely advocating for the changes that bring about a more innovative and transparent marketplace. VAB also provides the insights and thought leadership that enables marketers to develop business-driving marketing strategies. Visit VAB online and access its continuously growing content library at thevab.com.

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