
MARKET FACTS!

MARKET FACT #251

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online place for Generation Z to watch videos and consume entertainment is NETFLIX.

DATE: February 16, 2024

COMMENT: The ATTENTION WAR is merging social networks with streaming services since everything is....online. Regardless of who you are, if you're providing videos & entertainment, you're in the same competition. Netflix gathers 69% of Gen Z users when it comes to video consumption on a weekly or daily basis. **Tik Tok is right behind, with 60%! Then Youtube (free) with 46%; Then Instagram with 45%; Then Disney+ with 44%; Then Snapchat with 39%. Then Hulu with 31%; Then Amazon Prime with 29%; Then Facebook with 24% Gen Z users.** A NOTE: Some Gen Z are also using social platforms to keep up with the E-sports industry, which means heavy use of Youtube and Twitch.

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