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# MARKET FACTS!

MARKET FACT #253

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## MARKET FACT #253

# 68%

**of Generation Z are now consuming video content on their own smartphones. TV is now behind.**

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**COMMENT:** The other vehicles are a bit far behind, with **43% of Generation Z consuming video content on their TVs and 40% on their computers / laptops**. This makes sense [because Gen Z are using Youtube and Twitch a lot for E-sports content](#), and despite the ultimate truth that [NETFLIX is still the number #1 place for video content for Gen Z, Tik Tok is actually 2nd \(!\)](#). That's right. The most famous and most profitable streaming service is having a very close competition with Tik Tok itself for Gen Z. Additionally, since Gen Z don't have much money, it makes sense that their "pocket-sized-TV" is the 1st place to find them when publishing videos online.

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