

FRIDAY INSIGHTS

Z MARKS THE SPOT

A snapshot of Gen-Z viewers

With youth audience's attention in high demand we recruited a group of the Gen-Z audience to take part in our snapshot study to talk all things TV. We wanted to hear their stories, find out what they are watching, where they are watching, who they are watching with, what content is worth talking about and what they imagine the future of TV will look like. The mobile ethnography platform Indeemo, on which our social and tech savvy audience members felt right at home, allowed us to sit in their pocket (quite literally!) and see through their eyes.

We found Gen Z viewers crave identifiable content that taps into the real world. They also have big hopes for future TV! Hopefully smart glasses and chip-implants that allow us to watch TV *anywhere and everywhere* are already in development...

METHODOLOGY AND OBJECTIVES



13 PARTICIPANTS



MOBILE ETHNOGRAPHY



TALKING ALL THINGS TV

We asked a group of Gen-Z viewers to tell us all about...

- What TV they're watching?
- What TV they're talking about?
- What TV they *want* to watch?
- What they think the future of TV might look like?

GET REAL

Overarchingly, Gen Z want more out of TV. They want to learn, feel, and inherit, from content that is *real, relatable* and *thought provoking*.

This may be in the form of addressing issues such as climate change, or more social issues such as mental health and combatting stereotypes.

These are the type of shows they are watching now, want to watch more of, and feel are worth talking about...



"they're based on real life events and in my opinion it makes it that much more interesting"

Female, aged 20, C2DE
On When They See Us/American Crime Story

"They've done all sorts of story-lines, drugs, racial, mental health, death, cancer...just makes you more aware"



Female, aged 18, ABC1
On Hollyoaks

DRIVE EMOTIONS

Emotional connection is key...

Laughing out loud from comedy content

Feeling thrilled from psychological storylines

Emotionally identifying with characters and storylines

Feeling knowledgeable from educational content

"It was fulfilling to go on the journey with the characters and have those same experiences that we're having and feel every emotion that they were feeling"

Female, aged 20, C2DE
On The Walking Dead

THE IDEAL SHOW



Something that is based on real events or has real people, is a popular choice. Whether this be a fictional/dystopian show which addresses current political or social issues, or a more casual game show, of a more comedic nature, with celebrities or members of the public. Many want content that lends itself to both shared or independent viewing. Watch the video below to find out what some of our participants had to say...

COMEDY
SOCIAL RELEVANCE
EDUCATION
PANELS
DYSTOPIA
GAME SHOWS



"I'd love to make a dystopian type show. One that shows the effects of climate change on the world, maybe 100 years or so in the future."

Female, aged 20, ABC1

THE DIRECTOR'S CHAIR

Take the seat and create your ideal TV show!

WHERE TO WATCH

NETFLIX is the favoured platform for many due to its 'wide variety'. Some respondents felt it offered more than other services such as Amazon Prime and Hulu.

“If I was to cancel a subscription service, it would be Amazon Prime TV, as the variety of shows is not the same as Netflix. If I were to cancel Netflix, it would leave a much larger hole in my life”

Male, aged 18, ABC1

Switching from Netflix?

When asked what might make them switch from Netflix, more original content on another platform was a driver – perhaps showing that despite the group claiming they are satisfied, a platform that is centred around, and pushes strong, original content may cause a stir...

NETFLIX



“If I had to switch...I think the service that I would go to is probably Amazon Prime just because it is very similar to Netflix and perhaps there are some **exclusives** on there that aren't available to Netflix”

Female, aged 20, C2DE

THE GREAT ESCAPE

It seems that the youth audience are satisfying the need of 'escapism' in different ways; rather than seeking escapism from content which is a far-stretch from real-life, this audience may be seeking escapism from the way the content is viewed rather than the content itself – e.g. binge watching, ad free, watching on the go on mobile devices.



THE FUTURE OF TV

In the future, the youth audience imagine that there will be technological advancements in the form of smart glasses, chips/implants or smart watches, which allow them to watch TV more accessibly, whether this be content being available more globally, watching on the bus, or watching on aeroplanes – they anticipate being able to watch content anywhere and everywhere.

The group imagine they will watch similar content to what they watch now. They expect that SVOD will take over and that live TV could become “irrelevant”. One participant did express concern that there could be too many subscription services to choose from...

SUBSCRIPTIONS TAKEOVER

A WIDER RANGE OF CONTENT

HIGHER QUALITY CONTENT

TECHNOLOGICAL DEVELOPMENT

“In 20 years time...I will still carry on using subscription services like Netflix, I doubt I'll be watching TV again any time soon, just because there isn't enough variety on TV I feel... [on Netflix] you can literally watch whatever you want, whatever you're feeling, at any moment in time at the click of your fingers...there is no opportunity to do that with TV”

Female, aged 20, C2DE

Watch the video below to find out what some of our participants had to say...



So, what do they want? Content that is real – stories based on real-life goings on, real people that they can learn from and identify with. Escapism doesn't seem to need to come from content anymore, as it's gained from the viewing experience. Netflix is favoured for its offering and accessibility, but with an SVOD bonanza on the horizon, it seems there could be a real stir in viewing preferences and habits amongst youth audiences.

Get in touch if you have a burning question you'd like us to look at!

Kind regards,

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