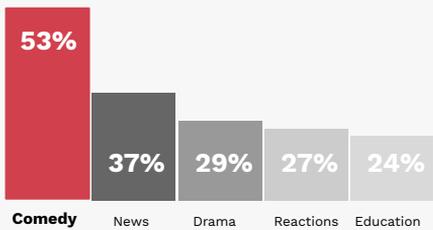


“Don't Tell Me You're Funny, Make Me Laugh”

WHISTLE WISE

Anytime, Anywhere, Comedy Hits The Spot For Young Generations - But Why?

More than half of 13-34 year olds watch comedy every day, far more than any other genre



Publishers, marketers and brands who want to consistently reach young consumers should use comedy as the vehicle to connect.

1. Comedy can be an always on experience

Out of the three main genres tested, **humor** is the easiest genre to watch in the background while doing other things.

“Most of the time when I'm watching Netflix, I just want something to put on that I don't have to pay close attention to, but I know it's funny.”

-Curtis, millennial male

81%
Humor

73%
Inspiration

65%
Education

2. Comedy can be watched in any mindset

72%

of young people don't have to be in a specific state of mind to enjoy watching funny videos



3. Comedy provides young people with emotional support

92%

of 13-34 year olds agree that **watching funny videos improves their mood**

How to Make 'em Laugh

A Change in Style

GEN Z are **35%** more likely to prefer **funny antics and real situations** than millennials



MILLENNIALS are **26%** more likely to prefer **scripted sitcoms and shows** than Gen Z



Relatability Matters

Millennials & Gen Z both laugh at what is **relatable** and they don't want to take themselves too seriously



Over half of Gen Z and millennials are likely to laugh at a video that is relatable



While millennials still default to sitcoms and scripted shows, Gen Z is turning its attention to authentic, off the cuff videos.

For More Information

VISIT: www.teamwhistle.com
EMAIL: insights@thewhistle.com