WHISTLE WISE

MOBILE IS THE NEW LIVING ROOM

Move Over Big Screens, Gen Z Turns to Mobile for Shows

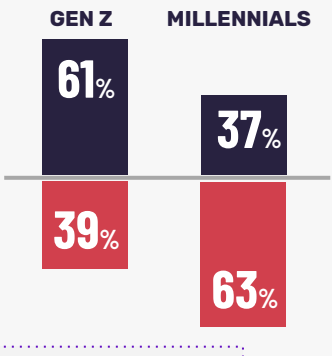
Satisfying a need for all-day entertainment they defer to mobile

MOBILE QUALITY

Gen Z is **2x** more likely to think there is no compromise in quality watching on mobile

Watching videos/shows on my phone is just as good as watching on television

I always prefer to watch videos/shows on television



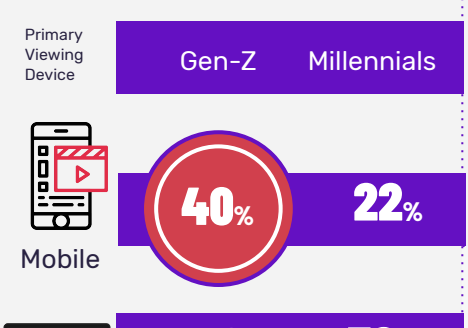
For Gen Z, Mobile isn't just the primary device to watch social content, **it is also the primary device for watching Netflix**

% of Gen Z using mobile as primary device to watch video content:

YouTube 74%

Facebook 83%

NETFLIX

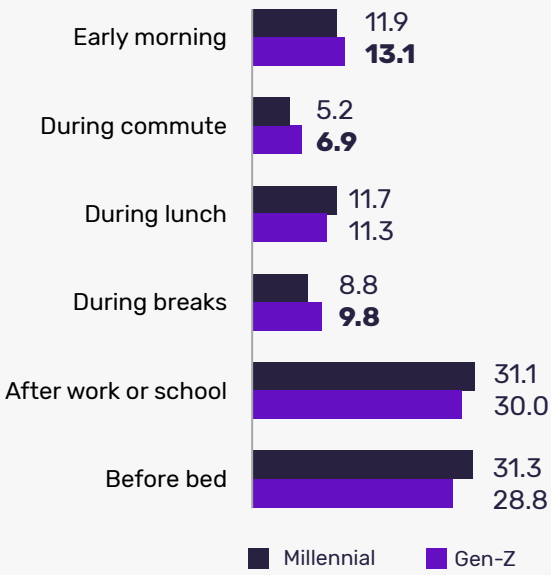


MOBILE IS PRIMARY DEVICE REGARDLESS OF LENGTH OF CONTENT

CREATING NEW OCCASIONS

Needing constant entertainment, young viewers spread their consumption throughout the day, creating **new, ownable occasions** for publishers and brands to connect

% of Daily video viewing per daypart



81% of Gen Z think putting on a video while doing other things helps keep me entertained

4 out of 5 of Gen Z think watching a short video is a good way to fill gaps in my day

I was feeling bored and **needed something to pass the time** in my Uber ride to my friends house

Savion
18, Male

For More Information
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Whistle conducted two phase research: An online survey hosted by Qualtrics, among 1200 respondents age 13-34, nationally representative by age, region and race. Digital ethnographies hosted by Dscout among 20 Gen Z & Millennials. Gen-Z is defined as age 13-24, Millennials are defined as age 25-34. The research was conducted between May & June 2019.