Introduction to
Generation Stream: Family Edition

Family entertainment has been a cornerstone of The Walt Disney Company for over 100 years. From its start in animation and theme parks to its evolution into streaming platforms and digital studios, the focus on audiences and how they prefer to consume entertainment has been at the center of it all. In today’s ever-evolving media landscape, it is more important than ever to deeply understand audiences in order to best serve them. Generation Stream is Disney Advertising’s commitment to understanding the people behind the shift to streaming. In its third volume, Generation Stream: Family Edition explores the nuances of how we stream solo or as a shared experience, and how advertisers can intentionally tap into these moments.

The dynamics of family and what constitutes a domestic household have dramatically shifted in the last few decades. Young Millennials and Gen Zs are defining a new generation of households as technology continues to shift how we connect to entertainment and each other, and new patterns of life are unfolding in real-time. However, one thing remains constant: entertainment plays a central role in bringing families together. Streaming in particular has fueled more opportunities for family togetherness:

87% of families agree, “Video streaming services have opened entirely new worlds for me and my family.” Streaming has also bridged generational gaps and cultural differences (Connect Four); helped parents role model and teach (Streamin’ It New School); created new and complex entertainment dynamics (The Decision Tree); and created diversified audiences (Family Streaming 360). Most importantly, it has bonded partners, parents, siblings, and diverse constructs of families—from multicultural and multigenerational families to extended and chosen ones. In fact, more than three-quarters of families (77%) say they’ve created a better connection with their family through streaming (TV Together).
The ‘modern family’ in America continues to evolve, introducing new viewpoints and storytelling opportunities. Yet at the same time, the traditional notion of ‘family togetherness’ around TV has remained constant.

If streaming were an American sport, families would place first. They spend more time daily streaming TV and movies, and watch more of nearly every type of content, from movies to sports and Reality TV.

From DIY home hacks to learning about culturally impactful moments in time, streaming has become an accessible form of comprehensive knowledge-sharing, and families are taking full advantage.

Streaming is bridging together geographical distances, generational boundaries, relationship challenges, and cultural differences.

With family viewing comes an added layer of decision-making, balancing acts, and creative compromises.

Four family viewing segments unpack the common threads of why families stream—and what these streaming experiences uniquely fulfill for them.
In collaboration with the boutique research agency, Culture Co-op, Disney Advertising set out to explore Generation Stream: Family Edition, and used the following combination of qualitative and quantitative research approaches:

MODERN FAMILY TREE PROJECTS: 20 diverse, culture-forward families unpacked the various ‘branches’ of their family life and how these branches shape their streaming expectations and experiences through video submissions of daily family life and journal entries about their family values, pastimes, and—importantly—streaming experiences. Families were ethnically, racially, and geographically diverse, and included the following constructs:

- Multiracial and multicultural families
- Multigenerational families
- Blended families
- Single-parent households
- Nuclear families
- Partners and spouses with and without children
- Children 13-17 living with parents or guardians

NATIONALLY REPRESENTATIVE STUDY: A 20-minute online study among 2,500 nationally representative 13-to-54-year-olds, including 2,250 families and 250 non-families for comparison.

VIDEO ETHNOGRAPHIES: Video interviews with six, culturesetting families representative of modern family life and the trends uncovered in this study.

EXPERT INTERVIEWS: A series of interviews with industry leaders, media executives, and academics.

Methodology

Defining Families and Non-Families

Families were defined as those households not comprised of one person or non-related roommates. Family constructs included partners (married and unmarried), parents living with children (biological or non-biological), children living with parents or guardians, and the diverse family constructs mentioned above.

Non-families were defined as single households and households of non-related roommates.

Read on for trends and insights about connecting with the family streaming audience.
The New Nuclear
The New Nuclear

The ‘modern family’ in America continues to evolve, introducing new viewpoints and storytelling opportunities. Yet at the same time, the traditional notion of ‘family togetherness’ around TV has remained constant and has actually increased post-pandemic.

Meet today’s American Family: an eclectic tableau of unconventional families anchored in a new appreciation for old school togetherness.

The Modern Family Portrait

More households than ever include same-sex parents, extended family, step-parents, unmarried parents, non-parents, single parents, blended families, multicultural families, adult children, ‘chosen families,’ and, now, Gen Z-led homes.[2] The fragmentation of family experiences is only set to grow.[3]

So when we interviewed families across the country about their day-to-day lives, we expected stories as complex, counterculture, and next-generation as they are—but the picture that was painted was more familiar to what we all know and love. It included evening walks with the family dog (Mia, 16, San Rafael, CA), Sunday service at church (Sam, 19, Denver, CO), and celebrating “the small wins in life,” like work promotions (Crysta, 30, Philadelphia, PA).[4]
80% of families in America describe their family life as “traditional.”

Taken together, the most surprising finding about today’s family life in America was just how unsurprising it seemed.

Ana, 31, of Chicago, IL, talked about fall family rituals, like apple and pumpkin picking.

Brennan, 13, of Philadelphia, PA, and Jarred of Lincoln, NE, both said ‘rooting for the home team’ was an important family tradition for them. “It’s a great way to spend time together,” Brennan said. “GameDay is peak community,” Jarred explained, when discussing taking his family to Nebraska Cornhuskers College Football games and tailgates. “It’s like a holiday event each home fall Saturday. We are surrounded by people we love, enjoying creature comforts: football, TV, music, themed foods, and a common bond we all share.”

Meanwhile, Nikki, 38, who lives in Brooklyn’s glam enclave, Boerum Hill, said her favorite family ritual was “catching up with my husband at the end of the day.”
Modern Family, Traditional TV

This ‘traditional’ family dynamic extends to television. While it may not take the mid-century form of a family gathered in the living room, eating dinner while watching primetime, the larger notion of families’ bonding through TV has proven quite resilient.

In conversations with numerous families across different backgrounds, we asked which branches of family life were most important to them. “Relaxing & TV time” topped families’ lists across the country (see the Branches of Family Life). Ana, for example, told us that watching the Mexican soccer league takes her back to memories of growing up and watching games with her dad. “Now, I get to share those moments with my spouse, and I get to teach her about the game of soccer.” Or Crysta, who says curling up on the couch and streaming strengthens her relationship. “It’s a major way that my husband and I bond, and it’s surprising how often we end up having deeper conversations because of a TV show.”

Branches of Family Life

Outside of school and/or work, which three branches of family life are the most important to you? Select up to three.

46% Downtime: Relaxing & TV time

45% Celebrations & traditions: Holidays, birthdays, yearly vacations

41% Daily rituals: Cooking dinner, daily routines

35% Activities: Sports, travel, creative projects, hobbies

25% Spirituality & religion: Church, spiritual practices, meditation

24% Accomplishments: Meeting goals and facing challenges

19% Cultural practices: Traditions specific to my cultural heritage

18% Community: Socializing with friends and community

11% Community service: Volunteerism, political action
Modern is the New Traditional

But, what’s driving this seemingly paradoxical relationship between ‘nontraditional’ families and ‘traditional’ viewing habits? Firstly, the reality is that the perception of what is traditional has shifted. Case in point: the 2022 Census Bureau data also shows that more than half (56%) of adults 18 to 24 live with their parents, as do 16% of 25-to-34-year-olds, making a family with married parents and a 20-something living at home non-nuclear since their child is technically an adult (that family would actually qualify as multigenerational). This misperception of what is a nuclear, or a traditional, family extends beyond adult children living at home. According to our survey, 81% of families qualify as nontraditional in one way or more (see “The Nontraditional Norm” on next page), even though an equal 80% self-identified as traditional on the same survey.

Take Ana, for instance. She and her partner got married in matching white wedding gowns, despite the culture clash their same-sex relationship created for their Hispanic, Christian parents. Marco, 29, of Washington, DC, is a generation younger than his wife, and they share two children, each from previous relationships, who are also a generation apart.

Adding to that: 72% of families we surveyed described themselves as a “Nuclear family: a family who lives in a home with married parents and biological children only.” However, this doesn’t match up with national demographics. According to the November 2022 U.S. Census Bureau, only 40% of U.S. families qualify as nuclear, down from 48% in 2002 and 73% in 1960.\[5\]
The Nontraditional Norm

Which of the following statements apply to your current family living situation? (Select all that apply)

Adults 18+ who live with family.

41% “I live with my parents”

18% “I live with a partner I am not currently married to”

15% “My family regularly speaks a language other than English”

13% “I am in a single-parent household”

12% “I live with my adult children who are 18+”

10% “I live in a multicultural or multiracial household”

10% “I live in a blended family made of up children from different marriages or partnerships”

9% “I live in a home with someone who was not born in the United States”

9% “I live with extended family (adult siblings, cousins, aunts, uncles, etc.)”

8% “I am married but do not have children (biological or otherwise)”

7% “I live in a multigenerational household (grandparents, elderly relatives)”

6% “I live in a ‘chosen family’”

5% “I live with a stepchild(ren), either full-time or part-time”

3% “I live with an adopted child or foster child”

19% None of the above
**Fun Is Fun**

Secondly, while it may sound somewhat obvious, part of what drives all of this is a simple, universal fact: *watching TV is fun.*

We talked with Adam Walker, Executive Director, Consumer Foresight & Market Exploration at The Walt Disney Company. In keeping with the throwback vibe we’d found in the field, Walker said one of the most exciting family trends he’s tracking is “fun.” He sees this trend as pivotal, especially as he’s explored families visiting Disney Parks. “When was the last time that we’ve seen a shift in the relationship between parent and child where there was an admiration for each other, and an enjoyment of spending time together and having fun? I don’t think we’ve seen that in a little while.” He also explained that this type of family bonding is different from the ‘peerenting’ trend that happened when Millennials came of age—that was more about Boomers wanting to remain relevant (for reference, think of Amy Poehler as the Juicy Couture-clad mom in *Mean Girls*, serving up after-school mocktails and asking “What’s the 411?” on her daughter’s social life). And Walker says this type of fun isn’t escapism, either. *The fun that’s making a comeback is the high-quality, family-centric, Phil Dunphy version.*

“When was the last time that we’ve seen a shift in the relationship between parent and child where there was an admiration for each other, and an enjoyment of spending time together and having fun? I don’t think we’ve seen that in a little while.”

— Adam Walker, Executive Director, Consumer Foresight & Market Exploration at The Walt Disney Company
This reprioritization of fun comes on the heels of families shifting their patterns and priorities during the pandemic.

59% of families we surveyed say that, since the pandemic, they work from home some or all days of the week, and more than two-thirds (69%) say their family life has radically changed. Part of this shift is self-reflection about what matters in life. But an equal part is having more time and flexibility to act on those reflections. With fewer commutes, business trips, school activities, social gatherings, and obligations, families have broken free from the daily grind, rethought routines, and approached family life with more intentionality. “My wife and I used to attend church in person, but after the pandemic and since having our daughter, we haven’t physically attended much,” Jarred told us.

“Services from our church have been broadcasted online and have allowed us more flexibility and new traditions as a family.” Some of Jarred’s new family traditions include Sundays at the local farmer’s market, where his 2-year-old, Mae, helps pick out food for the week. “Toddlers are tough and handing them a plate of food often doesn’t work. Involving her in the process does. It’s a way we can connect her with her community and connect her with food.” Plus, he points out, it’s more fun than a routine trip to the grocery store—and builds memories in the process.

“When we take pictures and videos of Mae at the local pastry shop or the farmer’s market, it feels like growth marks in our ‘digital scrapbook.’ We can see how much she’s changed since the last time we went. We need those timestamps.”
The traditions and fun that have woven their way back into family life post-pandemic are more than just a throwback fad. Instead, they mark a thoughtful, full-circle, reprioritization of family togetherness and traditions.

**Traditions Don’t Need to be Traditional**

**Digital Bedtime Rituals:**

“During the COVID lockdown in 2020, our family stumbled across TikTok, and it has become a nighttime family ritual to share videos before bed. Though maybe not the most appropriate format, it has allowed us to create a family connection and share “inside jokes” through trends and content we watch together.”

- Katie, 45, Lincoln, NE

**Long-Distance TV Time:**

“My little sister and I have so much fun watching everything from cooking videos to gaming videos to dance videos. It was a ritual we did every night before going to bed. Now that we’re 1,500 miles apart, we’ll FaceTime on my phone, and I’ll play videos on my laptop for us to watch.”

- Veeva, 22, Portland, ME

**Made-Up Holidays:**

“We love the traditional holidays and our made-up ones. In October we all watch [a cartoon series]. We enjoy it so much that it allows us to decorate the house, cook a themed dinner, and have more quality time. It’s our own, crazy endeavor that will one day be given to the next generation from our self-made chosen family.”

- Casey, 25, Jacksonville, FL
TV continues to bring families together, albeit in new ways.

Central to family life are the shows, movies, and other content they consume. Whether they watch it together or not, content provides the conversation starters, nightly rituals, and seasonal traditions families are actively seeking.

Family today is both modern and traditional.

While family constructs have evolved, the aspiration for family traditions and togetherness remain evergreen—and growing in the post-pandemic world.

Lean into family fun.

Families want more old-fashioned fun. As simple as it seems, families are looking for ways to get back to uncomplicated connections, laughter, spontaneity, and times to appreciate one another.

For more information on Generation Stream, please visit insights.disneyadvertising.com/generation-stream.

[1] All statistics, unless otherwise noted, are from Disney’s 2,500-person, nationally representative “Generation Stream: Family Edition” study among 2,250 families and 250 non-families fielded in January 2023.

Families were defined as those households not comprised of one person or non-related roommates. Family constructs included partners (married and unmarried), parents living with children (biological or non-biological), children living with parents or guardians, and the diverse family constructs mentioned above.

Non-families were defined as single households and households of non-related roommates.
TV Together

For the majority of families, together time is TV time, topping families lists as the number one way they enjoy downtime with one another. Compared to non-families, they spend more hours daily streaming TV and movies (4.7 hours vs. 4.5 hours among non-families), and watch more of nearly every type of content, from movies (65% vs. 58% of non-families) to sports (37% vs. 28%) to Reality TV (35% vs. 29%). They also tend to be more enthusiastic about, and fulfilled by, what they watch: 71% of families name “Watching TV” as their top downtime activity as compared to 57% of non-families.

80% of families agree, “Watching TV and movies helps my family connect.”[1]

“Streaming is a good excuse to get someone to just sit next to you for hours.”

— Veeva, 22, Portland, ME[2]
Rituals & Habituals

Much of this family-driven watching is tied to specific times or occasions. For Sam, 19, of Boulder, CO, and Brennan, 13, of Wayne, PA, it’s Friday movie night. “Every Friday night we watch a movie together as a family,” says Sam. For Marco, 29, of Washington, DC, October is about streaming “spooky” throwback shows and movies. Jarred, 37, of Lincoln, NE, on the other hand, equates October with Cornhusker games. “It’s peak community,” he tells us. And for Mia, 17, of San Rafael, CA, Crysta, 30, of Philadelphia, PA, and Alison, 38, of Brooklyn, NY, holidays mean tuning-in to nostalgic movies. Mia watches *Trains, Planes & Automobiles* at Thanksgiving; Crysta watches *Peanuts* specials during the holidays (“It’s probably safe to say we can recite them all word for word now,” she told us); and Alison says she’s looking forward to sharing Christmas movies with her two-year old: “I’m really looking forward to showing her all the great Christmas movies and cartoons as she gets older.”

81% of families compared to 71% of non-families say they watch certain shows, sports, or other content seasonally or ritually.

Another big TV ritual for families is nighttime. 84% of families vs. 77% of non-families say they stream TV each night before bed, a routine that is about winding down and carving out time for one another. Crysta says these evening routines are a “major way that my husband and I bond together” and they’ve even instituted a “Bad Day Pick” ritual which gives one of them the first pick of what they watch that night if they’ve had a particularly bad day.

“Luna is only two and just now starting to understand holidays. This Halloween season, we watched many toddler-friendly videos that were about Halloween. She became familiar with pumpkins, ghosts, spiders, and skeletons, and they helped her learn about the concept of trick-or-treating.”

— Alison, 38, Brooklyn, NY
We intentionally make these viewing moments special because they can be so few!

— Marco, 29, Washington, DC

The Big Binge

98% of families say they binge video content,\(^1\) with 78% saying they binge regularly (compared to 73% of non-families) and more than half of regular bingers (39%) reporting that they binge daily. This may not seem all that radical but consider this: binging TV only mainstreamed a decade ago alongside the rise of streaming services. Families spend more time watching content than non-families (4.7 hours per day vs. 4.5 hours, respectively), and are also watching more of every type of content each week than are non-families.

Marco, 29, of Washington, DC, and his family say that binging TV shows was a way he and his family, like many of us, weathered the pandemic. “During the pandemic, streaming became more integrated into our lives. We needed to find things to connect with, lest we lose our minds,” he told us. And while families and non-families alike can relate to watching TV during COVID, it’s arguable that families like Marco’s, with school-aged children homeschooling alongside parents in makeshift home offices, needed an additional level of daily decompression. For him, shows like *Little Fires Everywhere* became “a lockdown moment.” “That show is so amazing, that is still some of the best written TV that is around. We stayed up many late nights binging the show.”
And unlike many other lockdown moments, binging content shows no signs of slowing. Our findings showed that while 86% of families surveyed say getting outside and experiencing nature is incredibly important to their family, an equal 86% admit unwinding before bed is important for their mental health—which for many involves streaming.

For Nikki, 37, of Brooklyn, NY, nighttime binges are intentional bonding moments—not just rogue viewing—and they are as much about decompression as they are about reconnection. Recently, she and her husband started watching *House of Dragons.* “We intentionally make these viewing moments special because they can be so few!” she told us. “We set up our bed, have a special snack and watch different series together.” Considering who families watch with changes the dynamics of viewing (for Nikki, from a gratuitous escape to a special moment with her partner) is part of this “Me-We” family dynamic.

“Choosing episodic content means that we have an ongoing thread of content we can pull on.”

— Nikki, 37, Brooklyn, NY
TV’s MCs

Leading the way in family streaming are multicultural families,[3] who report watching more content per day than non-Multicultural families (4.75 hours vs. 4.53 hours respectively), and who have become the unofficial ‘Master of Ceremonies’ when it comes to what’s trending on TV.

Perhaps this is because by nature of their diverse family constructs, which straddle various countries, cultures, languages, and races. They are more likely to be watching far-reaching content—77% say they stream content from another country as compared to 60% of families who are not multicultural—as well as more diverse content: multicultural families were 50% more likely than non-multicultural families (49% vs. 32%) to say one of the biggest benefits of streaming was “Diversity and representation—as content has gotten more diverse, so too have the characters, storylines, and other aspects of shows and movies.”

Furthermore, multicultural families are more in tune with content that touches on some of the most important topics of our times—race, social justice, diversity, and inclusion—as they are more likely to seek out content that touches on thought-provoking cultural discussions: 70% are interested in diverse programming that addresses difficult topics, politics, and social issues, as compared to 56% of non-multicultural families. This viewing behavior syncs up with their natural tendency to be more immersed in cultures outside of their own, and more politically active.

87% of multicultural families vs. 76% of non-multicultural families agree

“It’s important for me to learn about, or be immersed in, cultures outside of my own.”

64% of multicultural families vs. 48% of non-multicultural families agree

“I’m very politically active and have a cause, or causes, I advocate for.”
For Veeva, 22, of Portland, ME, streaming is a way for her to bridge the cultural gap with her partner. Originally from South Sudan, she and her partner, who is from the U.S., share a 9-month-old. Their multiracial and multicultural family isn’t out of the norm for families in the U.S. (see The New Nuclear) but that doesn’t mean it’s always easy to find common ground and relate. “When my partner and I watch movies or shows about other couples, we’ll compare the way they speak to each other to us,” Veeva explains. “There have been times when watching a movie has helped me understand his perspective more. But by watching a character and seeing things in that character’s perspective, it helps me to be more understanding.”

In addition to leading the way in the diversity of content they watch, multicultural families over-index in several content genres, from cooking shows to children’s programming (see The Multicultural & Multifaceted TV Landscape), which makes sense—more multidimensional families are likely to have more multifaceted interests.

The Multicultural & Multifaceted TV Landscape

Multicultural families over-index in several genres of content. Here’s a look at how their favorite shows differ from their non-Multicultural counterparts.

% families who say they have watched each genre of content in the past week.

<table>
<thead>
<tr>
<th>% Difference</th>
<th>Multicultural Families</th>
<th>Non-Multicultural Families</th>
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<tbody>
<tr>
<td>Late night shows</td>
<td>+35%</td>
<td>27%</td>
</tr>
<tr>
<td>Travel shows</td>
<td>+35%</td>
<td>27%</td>
</tr>
<tr>
<td>Cooking &amp; baking shows</td>
<td>+28%</td>
<td>50%</td>
</tr>
<tr>
<td>Holiday special events programs</td>
<td>+28%</td>
<td>32%</td>
</tr>
<tr>
<td>Children’s educational programs</td>
<td>+22%</td>
<td>33%</td>
</tr>
<tr>
<td>DIY shows</td>
<td>+21%</td>
<td>34%</td>
</tr>
<tr>
<td>Documentaries</td>
<td>+12%</td>
<td>48%</td>
</tr>
</tbody>
</table>
Shared Reality

One genre that especially over-indexes for families, overall, is Reality TV. 64% of families, as compared to 53% of non-families, say they like Reality TV that “inspires creativity or educates them on topics like cooking home renovations, and other topics.”

This is the case for Jen, 44, of Corte Madera, CA, who says Reality TV is as much about a fun family escape as it is about role modeling good behavior and fueling passions. “We really like watching shows with challenges like the kids cooking challenge, the designing shows, or Amazing Race as a family,” she explains. “Each family member can root for the team they want to win, and it promotes great discussions around teamwork, examples of how not to behave, and peaks our kids’ interest in cooking and activities.” Three-thousand miles across the country, Brennan, 13, of Wayne, PA, and his family are also watching competitive reality shows together, saying that it has become one of their favorite family rituals (rooting for Philadelphia and Penn State sports teams and watching Marvel movies on Disney+ are also favorites). And midway between them both, Katie, 46, of Lincoln, NE, uses reality TV as a jumping off point for creative projects, like baking with her kids after watching Is It Cake? Taken together, Reality TV often acts as a creative and educational ‘jumping off point.’

The Family Lineup

Out of 20 content genres, Reality TV falls within the top 5 types of content families have watched in a week, right after Sports and right before Cartoons. Here’s the breakdown of what families say they tune into each week.

% families who have watched each genre of content in a week

<table>
<thead>
<tr>
<th>Genre</th>
<th>% Families Who Watched</th>
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<tbody>
<tr>
<td>Movies</td>
<td>74%</td>
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<tr>
<td>TV series</td>
<td>70%</td>
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<tr>
<td>YouTube videos or tutorials</td>
<td>62%</td>
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<tr>
<td>Sports</td>
<td>48%</td>
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<tr>
<td>Reality TV</td>
<td>43%</td>
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<tr>
<td>Cartoons</td>
<td>42%</td>
</tr>
<tr>
<td>Documentaries</td>
<td>42%</td>
</tr>
<tr>
<td>News or news clips</td>
<td>41%</td>
</tr>
<tr>
<td>Cooking shows</td>
<td>39%</td>
</tr>
<tr>
<td>Nostalgic content</td>
<td>35%</td>
</tr>
<tr>
<td>Anime</td>
<td>28%</td>
</tr>
<tr>
<td>DIY shows</td>
<td>28%</td>
</tr>
<tr>
<td>Children’s educational programs</td>
<td>27%</td>
</tr>
<tr>
<td>Home renovation or house hunting shows</td>
<td>26%</td>
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<tr>
<td>Holiday or special events programs</td>
<td>26%</td>
</tr>
<tr>
<td>Late night shows</td>
<td>24%</td>
</tr>
<tr>
<td>Travel shows</td>
<td>22%</td>
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The Pull of Nostalgia

For many families, nostalgia runs deep. Three-quarters (76%) of families say they are interested in nostalgic TV shows and movies, placing the genre second on their list of favorite family content (see Family Faves), and more than one-third of families (35%) have watched a nostalgic TV show or movie in the past week alone. Ryan, 19, of Atlanta, GA, says he streams nostalgic content including Marvel movies and reruns of favorite childhood 90s cartoons. The power of this content, for Ryan, is one-part generational connection, one-part cultural comfort. “90’s content has become the shows I actively watch when my brother comes home. We can just sit down and unwind,” he says. Marvel movies, on the other hand, connected Ryan with the other side of the generational spectrum—his mother—and offered more than just a generational bridge. “During the lockdown and the troublesome times [of the pandemic], we started a Disney+ account to watch all and any of the movies they offered. We found ourselves rewatching all the movies, reliving the experience while in the comfort of our home, taking care of each other, staying preoccupied from the overwhelming bad news. My mom worked at home as a nurse and after her shift would be burned out from receiving COVID numbers, reporting COVID tests, hearing heartbreaking stories, so to break away from it the streaming services came in handy.”

“Streaming services offer us a chance to find that nostalgia.”

— Ryan, 19, of Atlanta, GA

Family Faves

According to families, these are their top 10 favorite types of content to stream.

1. Fun, frivolous content that helps me or my family to escape, wind down, or just bond

2. Nostalgic shows or movies that allow/help to revisit the past, share memories, or connect with our kids/parents

3. Educational content that teaches

4. Cultural stories or documentaries about places and things outside my everyday

5. Ritual content, such as a movie night, holiday shows, seasonal sports or events

6. Content that role models good values or behaviors, or stars aspirational people

7. Creative or DIY content that inspires or motivates me or my family to do different projects or activities

8. Content that represents diversity, such as different races and ethnicities

9. Pop culture-oriented shows that reflect the topics and trends of our times

10. Provocative programming that addresses difficult topics, politics, social issues, or other ideas
TV Together

Advertiser Takeaways

Tap into the full range of TV Together time.

From celebrations to creative inspiration to sentimental and nostalgic occasions.

Families are as serious about bonding as they are about binging.

More than just rogue viewing, binging a series is often time for partners to decompress from the day and reconnect with each other.

Holidays are peak bonding time for families.

Tuning into TV—be it streaming a big game or a nostalgic movie—is a key way that families find their seasonal rhythm.

Look to multicultural families to understand what is likely to trend next in streaming.

These are the families tuning into the shows and movies that reflect the trending topics of our times and that bring together the most diverse audiences.

For more information on Generation Stream, please visit insights.disneyadvertising.com/generation-stream.

[1] Binging in this study was defined as streaming more than two consecutive shows or watching three or more hours of content in one sitting. [3] Multicultural families are defined as those families who identified as living in a multicultural or multiracial home. Taken together, they represent 9% of total families.

Families were defined as those households not comprised of one person or non-related roommates. Family constructs included partners (married and unmarried), parents living with children (biological or non-biological), children living with parents or guardians, and the diverse family constructs mentioned above.

Non-families were defined as single households and households of non-related roommates.
Streamin’ It, New School
Streamin’ It, New School

From DIY home hacks to learning about culturally impactful moments in time, streaming has become an accessible form of comprehensive knowledge-sharing, and families are taking full advantage.

Meet the new school of learning, where families turn to streaming to both educate, and entertain.

Expanding Learning for All

When it comes to streaming in households, 72% of American families named “educational content” and “cultural stories and documentaries” as the top types of content they like to stream, as compared to 62% of non-families. But it’s not just kids who learn from streaming – people of all ages have found themselves going online to find answers. For Jarred, 36, of Lincoln, NE, education through streaming happens on multiple levels in his home. User generated videos on how to solder plumbing lines or fix a furnace seamlessly mix with Daniel Tiger, who teaches his two-year-old daughter emotional coping skills. “My wife and I use media as a jumping-off point for learning,” he explained. Families throughout the country echoed this sentiment, although their educational jumping-off points varied. Jen, 44, of Corte Madera, CA, credits reality TV competitions for inspiring her kids to make lumpia, a traditional Asian dish she used to make with her mom. Henry, 13, in San Francisco, CA, talked to us about a nature series on how blue whales communicate. “One of the whales creates a song. Then, the rest of them modify the songs to be a little more unique.” And Crysta, 33, of Philadelphia, PA, was surprised to find herself learning from superhero flicks. “I’ve learned so much about the history of America through superhero fiction, which was both amazing and incredibly upsetting,” she told us. “I had not learned about the Black Wall Street massacres in school, and I was so angry at that gap in my knowledge. My husband and I had many conversations about how much we did not know and ended up doing our own research.”
Family Favorite Content

1. Fun, frivolous content
2. Nostalgic shows or movies
3. Educational content
4. Cultural stories or documentaries
5. Creative, DIY content
6. Ritual content that is traditional to my family
7. Content that role models good values or behaviors
8. Content that represents diverse races and ethnicities
9. Pop culture-oriented shows
10. Provocative programming
Beyond being an educational jumping-off point, streaming also serves as a library for learning more. This is the case for David, 42, of Portland, OR, who leans on streaming to extend dinner conversations into educational experiences. “There are many times where a topic comes up during dinner and my kids and I will stream content to learn more about it.”

Recent post-dinner streaming sessions at David’s house included learning about the Great Wall of China and lessons on how to persevere. “We like sports stories,” he noted on the topic of teaching perseverance to his daughters.

While families certainly aren’t alone in learning through video streaming, statistically speaking, they value its educational benefits more. Families were 50% more likely than non-families to say education was a key benefit of video streaming services and 1 in 5 families reported that their favorite, recent TV show or movie was fulfilling because “I learned something new or important.” Likely, this is because education is more central to family life overall: 83% of families say they prioritize educational experiences in their day-to-day.

Streamin’ It Pre-K to Post Grad

**Pre-K:**

“Songs for Littles with Miss Rachel is huge for our family. Luna loves it, and because she repeats the words, sings along to songs, copies dance moves, and just totally engages. I feel it really does teach her new words and phrases.”

— Alison, 39, Brooklyn, NY

**Grade School:**

“A family favorite for us is the science-based videos by NASA Alum, Mark Rober. He has a very comedic and trendy way to present fun content that is actually very scientific and educational.”

— Katie, 45, Lincoln, NE

**Middle School:**

“A lot of people think streaming is purely for entertainment. But through streaming videos and social media, I basically built a computer.”

— Calixte, 14, San Francisco, CA

**High School:**

“When I watch TV with my family, I usually learn something from it, and it often leads to new conversations.”

— Mia, 16, San Rafael, CA

**Post Grad:**

“Streaming services are a way to educate us about the world outside of our own. Hopefully these series continue to inspire many of the creative minds which can give more to the cultures we don’t see enough representation for.”

— Ryan, 19, Atlanta, GA
Streaming’s Learning Curve

While parents like David say streaming has imparted positive attributes onto his children, families continue to address tensions over screen time, inclusive of streaming, gaming, or social media. As the global pandemic hit in 2020, streaming service subscriptions surged past 1 billion worldwide for the first time, according to the Motion Picture Association, and time spent streaming rose 100% year over year, according to Nielsen. “We were the ‘only screens on the weekend’ family until COVID hit and then that rule went out the door,” David admitted, echoing what most families, particularly those with kids, experienced as a side effect of social distancing. After all, kids were now streaming Zoom classes, taking user-generated coding tutorials, and keeping up with friends in video chats. Or, they were catching up on all 9 seasons of *The Office*, which was the case for Henry (in his defense, he told us he learned a lot about coding during the pandemic, too). As streaming took off, so did screen time—and the learning curve for families trying to manage it.

Wynne Tyree, founder & CEO of Smarty Pants, a research agency with twenty years of insights on family life, sees the pros and cons of streaming’s educational value on family life. “Never has so much information been accessible to so many people in very positive ways.” She emphasizes that this new access extends beyond academics to content that is socially and globally educational. But Tyree also notes that this new frontier can be a slippery slope, creating a high bar for young minds to figure out what’s credible and what’s not, particularly when it comes to user-generated content – learning science from Mark Rober, who worked for NASA, vs. an influencer with unknown or no credentials are very different propositions. Monitoring the quality of content, not just the quantity of screen time, has become another learning curve for families, who are often trying to discern what’s real themselves.

Still, Tyree acknowledges the new doors streaming has opened. “The streaming world has allowed young people—and really all people—to pursue their passions and find their people,” adding, “Voices that might not have ever been heard now are.”

“The streaming world has allowed people to pursue their passions and find their people.”

— Wynne Tyree, Founder & CEO, Smarty Pants
Multicultural Literacy

These new voices, and the cultures and perspectives they represent, are one of streaming’s top educational values, according to families across the country. 67% of families say they like content that represents or showcases diverse races and ethnicities. In addition, families want to see more authentic representation when it comes to broader spectrums of gender, geography, sexuality, religion, physical ability, and neurodiversity.

More than half (53%) say diversity and representation are the biggest benefits of streaming content for their families. Not only do families feel that streaming content reflects more diversity of talent, characters, storylines, but also creates opportunities for diverse creators behind the scenes.

While Gen Z came of age with content such as Black-ish, Shrill, Love, Victor, Black Panther, and a rainbow spectrum of characters and stories representing the voices and topics of their times, any other generation will tell you that this shift and its cultural impact are profound. “When Issa Rae’s Insecure came on, every week was a cultural moment for my family and millions of other black families across the globe,” Marco, 29, of Washington, DC, told us. Streaming, alongside social media and other digital content has helped acknowledge and amplify underrepresented voices and their stories within mainstream culture. For younger generations, this new, multicultural literacy is baked into pop culture and, therefore, their everyday life.
Marco has experienced firsthand how more diverse content sets the stage for the next generation. “When my son was around two or three [years old], I wanted him to watch shows that had young black protagonists,” he told us. “Streaming allowed me to discover a ton of shows that he could watch and see himself in.”

AnneMarie McClain, Children’s Media and Childhood Education Researcher and DE&I Advisor for GBH Kids, has devoted her career to how the media can move the needle of America’s multicultural literacy. She sees the broadening spectrums of content as key in advancing the next generation’s perception of personal and cultural identity—and our country’s multicultural literacy. “Even media that has stereotypes, or depictions of racism, can be unpacked and talked about,” she explained, emphasizing that these discussions can be incredibly powerful for families. “There’s a lot of power in explicitness. If something is racist, or sexist, or transphobic on screen, there’s an opportunity for parents to label that for children in language they understand.”
But even when kids are watching alone, representation registers. “There are absolutely ways that kids are making connections with the media about who they can be and what is welcome for them to try and the things that they should and shouldn’t emulate,” McClaine noted. Back to Marco: Showing his young son movies and shows starring people of color has had a lasting impact. “Soul, starring Jamie Foxx, was a big cultural streaming moment for us. And the amazing music on Encanto still echoes through our home,” he told us.

Conversation turned to TikTok as McClain spoke to one exemplary case of diversity in media registering with the next generation. “There are these spectacular videos, filmed by parents, of young black girls watching the premiere of The Little Mermaid trailer. The girls, seeing Ariel for the first time, are saying, ‘Oh! She’s Black, she’s Black!’ Claiming the representation they see is really, really powerful.”

“Parents can give their children the media literacy around identity and diversity to then go out into the world and to say, ‘This isn’t right.’ Media is a safe way to show kids what they can be up against.”

— AnnieMarie McClain, Children’s Media and Childhood Education Researcher and DE&I Advisor for GBH Kids
Edutainment, Amplified

“Edutainment” was first used in 1954 by none other than Walt Disney,[3] but even before the portmanteau was in place, educational content was at play. Walt Disney’s first educational short film, *Tommy Tucker’s Tooth*, was shot in 1922, and *True Life Adventures*, a Disney nature documentary series, won eight Academy Awards between 1948 and 1960. “It is a new kind of entertainment that goes far beyond simply “amusing” its audience. It [tackles] subjects that directly affect every man, woman, and child, in America,” Walt Disney explained.

With streaming, edutainment’s reach and power has graduated, furthering the accessibility and globalization of education. According to The World Bank, “With the internet and mobile revolutions rapidly increasing media access across the globe, there is an unprecedented opportunity to positively impact the lives of billions of people. Edutainment can be a game changer in development effectiveness.”[4]

Already, it’s a game changer for Jarred’s family. “The content we seek out for [our 2-year-old], Mae, is content she learns from. She’s learning letters, numbers, colors, and songs about how it’s okay no matter what color your hair is.” He added, “Those are skills that we want Mae to learn. So let’s put her in front of the media that she can take into her life as she’s growing.”
Dive into streaming TV and movies that give audiences access to new ideas, information, and ways of life.

Shows that feature topics, cultures, political points of view, and characters aligned with your company have the power to underscore what your brand stands for in an authentic way.

Tap into the talent that stands for diversity and different perspectives.

The real life people behind the characters who tell culturally relevant, diverse stories are role models for the next generation and have the potential to be powerful ambassadors for your brand.

There is an opportunity for brands to learn from entertainment, too.

Get up to speed on the key cultural topics of our times by tuning into shows that bring social issues, people of difference, and next generation narratives to the fore.

For more information on Generation Stream, please visit insights.disneyadvertising.com/generation-stream.

[1] All statistics, unless otherwise noted, are from Disney’s 2,500-person, nationally representative “Generation Stream: Family Edition” study among 2,250 families and 250 non-families fielded in January 2023.
[2] Unless otherwise noted, all references to specific people, or quotes from them, are part of the qualitative research for Disney’s “Generation Stream: Family Edition,” which included in-depth interviews with 25 families in November 2022 and April 2023.

Families were defined as those households not comprised of one person or non-related roommates. Family constructs included partners (married and unmarried), parents living with children (biological or non-biological), children living with parents or guardians, and the diverse family constructs mentioned above.

Non-families were defined as single households and households of non-related roommates.
Connect Four

Streaming is bridging together geographic distances, generational boundaries, relationship challenges, and cultural differences. These four connection points are deepening family bonds through new digital rituals, from cross-country co-viewing to ad hoc couple’s therapy.

Many multicultural families place a strong importance on staying close and being a supportive community for each other, and streaming has become a key factor in maintaining relationships. Veeva, 22, of Portland, ME, and her family are about as tight-knit as they come, but as life pulled them geographically away from each other, streaming is a major way for Veeva to stay connected to them.

Her parents and siblings immigrated from South Sudan and settled in Portland, Maine, when Veeva was a baby. The importance of family ties and community connection have been ingrained in her. “Where my parents grew up, you have to be in a community in order to survive,” she told us.[1] Now, a world away from their Sudanese roots, Veeva is surrounded by a small community of her Zande ‘aunts’ and ‘uncles’ who, while not blood-related, are family nonetheless. “A lot of us had to leave our families back in Sudan. So here, it’s almost like we’re creating a new family,” she explained, adding, “My community, I consider my family.”

70% of Multicultural families agree, “I am part of a tight-knit community.”[2]
While family support in South Sudan was more practical—resources from food to childcare were shared between one another, in New England, Veeva says the support is emotional. “It’s important that we stick together because there are not a lot of us. It helps us feel like we belong.” When Veeva’s parents made the decision to move to Texas, leaving Veeva in Portland, the emotional toll hit hard. “My ‘home’ in Portland didn’t feel like home anymore. Usually it’s the kids who move away, always knowing they can come back home. This was more permanent.”

Now, with 1,500 miles between them, and Veeva becoming a new mom last year – streaming is one of the main ways Veeva stays connected to her family. “Watching videos together and laughing was a ritual my little sister and I did every night before going to bed. These nightly stream sessions have become a digital ritual for Veeva and her sister, who are into anything that makes them laugh. “We have so much fun going from watching cooking videos to gaming videos to dance videos. It’s nice because it still feels like we’re right next to each other.”

Multicultural families were 50% more likely than Non-Multicultural families to say global culture and international connections were a top influence in their life.
Beyond bridging the geographic gap between Maine and Texas, streaming bridges other gaps in Veeva’s family life. She bonds with her parents over The Addams Family (“It’s something that older folks still like to enjoy because it’s a subset of something that they already watched before”), tackles relationship topics with her partner (“There are times when watching a movie has helped me understand his perspective more”), and connects with Sudanese culture by streaming the news (“Right now everyone’s trying to keep up with news on the war in South Sudan.”) Taken together, these geographic, generational, relational, and cultural cornerstones of connection are facilitating new family bonds and changing the concept of what ‘family viewing’ is in the first place.

“— Veeva, 21, Portland, ME

We’ll FaceTime on my phone, and I’ll play a video on my laptop for us to watch. It’s nice because it still feels like we’re right next to each other.”
CONNECTION 1: Geography

Going the Distance

Family viewing used to be defined by physical proximity, conjuring images of families cozying up on the couch to watch prime time TV, the big game, or the nightly news. Even in the era of streaming, TV still holds the power to bring families physically together. “One of our favorite things to do is gather as a family on the couch in our pajamas, with pillows and blankets, pop some popcorn, and then watch a streamed movie together,” Jen, 44, a mom of three tweens in Corte Madera, CA, told us. “It’s one of life’s precious moments.” It’s not surprising that, when asked who they primarily watch their favorite shows with, “family” (spouses, partners, kids, parents, and siblings) tops audiences’ list. 57% watch favorite shows with family rather than alone (37%), with friends (5%), or with others (1%), and 87% agree, “Watching TV or other content is a good excuse to bond with family.”

However, as streaming untethered families from time slots and family room furniture, it created a new, location-agnostic way of family viewing. With the ability to choose when and where to watch content, families are coming together regardless of time zones or state lines to co-view their favorite shows. Like Veeva, 19-year-old Sam, a freshman at University of California, Berkeley, is several states away from his family in Boulder, Colorado. Still, his mom is the person he watches content with most. Since leaving for college, he says streaming “has been a good way to socialize and connect with my family.” And, even at a distance, it often leads to further family bonding. “My family and I all watched Loki together,” he told us. “The show prompted interesting discussions about morality, ethics, and sexuality that became a hot topic for family conversations for weeks on end.” Sam doesn’t necessarily need to be on the phone with his family while they are watching ‘together.’ Instead, togetherness for Sam is watching the same show at or around the same time, and discussing the details over “dinner and phone calls.” Sure, families have watched this way for decades—even before streaming, families watched the TV shows and sports events from different states and then jumped on the phone to debrief afterwards. But now families have more control and optionality to determine what to bond over and when, opening up exponentially more opportunities to connect over content.
CONNECTION 2:
Generations

Bridging Generations

Generations have always had a hard time seeing eye-to-eye. Say “avocado toast” to anyone over 60 and you’ll likely be met with a cynical statement about how it’s the reason young people can’t buy houses (real estate mogul Tim Gurner famously said that Millennials need to stop buying avocado toast and coffee if they want to afford a home). And remember the “Okay, Boomer” meme? The catchphrase summed up young people’s frustrations with Boomers, dismissing them in the viral, two-word equivalent of a generational eye-roll.

While streaming alone can’t bridge generational gaps, it is providing conversation starters between parents and kids who are finding common ground on TV.

Mia, 16, a high school junior in San Rafael, CA, credits 1990s rom coms for mother-daughter bonding: “My mom and I bond over lots of movies that she introduced to me, such as Sleepless in Seattle,” she told us. Her family also gathers to watch 1980s classic Planes, Trains, and Automobiles together at Thanksgiving and Prep & Landing at Christmas. Similarly, Marco, 29, of Washington DC, has an October, “spooky month ritual” of watching Goosebumps with his children. “It’s a hilarious show that gives my kids insight into the world of the 90s.”

“Streaming has also been a great connector of our generational differences. My wife and I take great pleasure in showing our kids old shows and movies that we used to watch.”

— Marco, 29, Washington, DC
Ryan, 19, of Atlanta, GA on the other hand, leaned on streaming to connect on a deeper level with his mom during the pandemic. “My mom worked as a nurse and after her shift she would be burned out from receiving COVID numbers, reporting COVID tests, and hearing heartbreaking stories,” he told us. “So to break away from the stress, streaming services came in handy. We found ourselves rewatching Disney movies, and reliving our experiences with them, while in the comfort of our home, taking care of each other, and staying preoccupied from the overwhelming bad news.” In addition to Disney classics, Ryan and his mom “share a massive love for the Marvel cinematic movies” as well as The Muppets. “The Muppets’ spin on The Office had us laughing about Kermit and Miss Piggy’s romantic ordeals.”

While nostalgia is a powerful generational glue—three-quarters of families say they like to watch shows and movies from previous times that help them bond over the past—streaming can also introduce older generations to pop culture, political issues, and new ways of life. This was the case for Ana, 31, of Chicago, IL. As a lesbian from a Christian, Hispanic family, Ana’s sexual identity and lifestyle were hard for her parents to understand until Love, Victor helped ease family conversation. “Love, Victor really connected my spouse and I to our family because it is about growing up being part of the LGBTQIA+ community in a Hispanic household and the difficulties of coming out to your family,” Ana explained, noting that acceptance can be tough in Hispanic families and the show did a great job of portraying that tension. “It is not always easy to share those experiences but having shows like Love, Victor to stream helps that conversation happen.”

74% of families agree, “We like watching shows and movies from previous times that are nostalgic or help us bond over the past.”

77% of families agree, “I have created a better connection with my parents, or my children, by watching and bonding over content from their generation.”
Of course, audiences have always used TV and movies to bridge relationship conversations and bond with partners, from laughing about awkward in-law moments (Meet the Fockers) to clearing up mixed signals (“We were on a break!”). The difference is that streaming has created exponentially more content and, as a result, more diverse couples and more intricate relationship dynamics to reflect upon. Family Ties (80s), Full House (90s) and Modern Family (2000s) have given way to Love, Victor, Succession, Euphoria, Black-ish—the list goes on. Reality TV, too, has branched out to include The Ultimatum: Queer Love, Are You the One?, and My Mom, Your Dad, to name a few.

Couples, particularly parents, also seek out content to chill out together at the end of the day—a more passive approach to spending time together. Alison, 38, a new parent from Brooklyn, NY, sees end of day streaming as her and her husband’s “us time.” “As parents of a two-year-old who both work full-time, it’s challenging to find the time and energy to relax and just spend time with each other in ways that don’t revolve around the everyday tasks that come with parenting,” she explains. “Chuck and I stream TV and movies together to connect.” Like Alison and Chuck, Nikki and her husband, both 37 and young working parents in Brooklyn, also rely on streaming to decompress together at the end of the day. “We set up our bed, have a special snack and intentionally make these viewing moments special, because they can be so few!” Nikki said.
Crysta, 30, and David, 36, of Philadelphia, PA have established a “Bad Day Pick” to support one another when they have a difficult day. The rule is simple: “If one of us has a bad day and needs cheering up, that person gets a free pass to choose what we watch that evening.” Beyond soothing their wounds, Bad Day Picks have become an unexpected discovery engine. Crysta was lukewarm about watching *Band of Brothers* (David’s recent Bad Day Pick), but ended up loving it. David had never seen *Wall-E* (Crysta’s pick) and now raves about it. “We implemented the Bad Day Pick to brighten the other person’s day but there are a lot of times when we end up watching something we normally wouldn’t have.”

"Finding a new show to watch together is a major way that my husband and I bond. It’s surprising how often we end up having deeper conversations because of a TV show."  

— Crysta, 30, Philadelphia, PA

**Family Discovery**

Here are the top 10 ways American families in America find out what to watch next. Their top path to discovery? Streaming recommendations.

1. **23%**  
   Content recommendations by streaming services

2. **22%**  
   Previous season of the show

3. **18%**  
   Social media

4. **17%**  
   It was random—I just happened upon it

5. **16%**  
   Parents, siblings, other family members

6. **16%**  
   Advertisements

7. **15%**  
   Friends

8. **15%**  
   My spouse

9. **13%**  
   Google search

10. **12%**  
   Pop culture
CONNECTION 4: 
Culture

Culture-Streaming

In 2020, Marco, 29, of Washington, DC, beat hundreds of applications to win one of the coveted spots in an international fellowship that placed him as a hip-hop ambassador in Bolivia – the program takes musicians and artists to countries such as Mongolia, Jordan, and Bolivia to share their culture and art. That’s when the pandemic hit. Three days into his 3-week fellowship, Marco headed back to Memphis. “Upon my return, we were gathered around the TV.” Connecting with culture had been integral to Marco’s life and now, he was trapped at home. “We were stuck in place and we needed to find things to connect with, lest we lose our minds.” So he and his family started to watch Little Fires Everywhere. It wasn’t Bolivia, but it struck the right cultural chord for him. “That show is so amazing. It is still some of the best written TV around. We stayed up many late nights binging the series.”

Marco added, “Other big cultural streaming moments for us would have to be watching Soul, starring Jamie Foxx, and the amazing music from Encanto that still echoes through our home.” Marco isn’t alone: 87% of families say that streaming content is a great way to learn about the world outside of their own and 68% of families stream content from another country. Not surprisingly, multicultural families feel these sentiments even more profoundly: 91% say it’s a great way to learn about worlds outside their own and 77% stream content from another country.

87% of families agree, “Streaming content is a great way to learn about the world outside of my own.”
While Marco was traversing abroad, Jarred, 33, of Lincoln, NE, was teaching middle schoolers in the Heartland (Lincoln, Nebraska, to be exact). He is a die-hard Cornhuskers fan, regular at weekend farmer’s markets, and aspires to be a family that “breaks bread together,” as he put it. As different as he is from Marco (international hip-hop star, he’s not), Jarred also wants to culture-sample through streaming, and he actively seeks out media with views and opinions that differ from his own. “Part of what [my wife and I] find interesting is being able to experience life in someone else’s shoes,” he explains, naming *Taste the Nation* as a family favorite. But like Marco, shows like this aren’t just a voyeuristic, digital road trip—they are about exploring life outside of Nebraska to better understand how his family’s values, beliefs, and experiences compare.

Culture-streaming, as we’re calling it, has become even more important now that Jarred’s a dad. He and his wife, Jess, are now actively thinking about the world that their 2-year-old daughter will grow into and shape. Like Jarred and Jess, 78% of families in America say they are actively using TV and video content to model good behavior and the importance of diverse representation to their kids. This isn’t to say Jarred doesn’t see the pitfalls of streaming: “I don’t shy away from conversations with strangers in place of watching a show on my phone.” But alongside the pitfalls, he sees the promise: “I hope the media in which our family chooses helps us grow as people, helps us better understand the human condition, and helps us connect to those around us with more empathy, understanding, and grace.” Well said.

“I hope the media in which our family chooses helps us grow as people, helps us better understand the human condition, and helps us connect to those around us with more empathy, understanding, and grace.”

— Jarred, 33, Lincoln, NE
Streaming offers powerful, new family connection points.

Family viewing has evolved from watching the same show at the same time in the same place to using the more diverse spectrum of content as a jumping off point to connect generations, cultures, partners, and places.

FaceTiming a favorite show at a distance, sharing comments on social media, and even a simple text reaction to a season finale are ways families bond beyond the living room.

Technology continues to fuel new ways for families to connect.

Streaming bridges generations.

At a time when it’s difficult for brands to capture broad audiences, nostalgic content can give younger generations a window into their parents’ world while pop culture-oriented content can help older generations get up to speed on the challenges their children face.

Content serves as one way to bring cultures together.

People are more culturally curious than ever. Align your brand with content that takes audiences outside of their day-to-day lives and helps them learn about others.

For more information on Generation Stream, please visit insights.disneyadvertising.com/generation-stream.

[1] Unless otherwise noted, all references to specific people, or quotes from them, are part of the qualitative research for Disney’s “Generation Stream: Family Edition,” which included in-depth interviews with 25 families in November 2022 and April 2023.


Families were defined as those households not comprised of one person or non-related roommates. Family constructs included partners (married and unmarried), parents living with children (biological or non-biological), children living with parents or guardians, and the diverse family constructs mentioned above.

Non-families were defined as single households and households of non-related roommates.
Streaming allows us to decide when and what to watch. But, for families, there’s another decision: who to watch with—be it spouses, partners, kids, parents, siblings, or sometimes just themselves. This more complicated ‘tree’ of viewing experiences adds an added layer of decision-making, creative compromises, shared experiences, balancing acts, and more. Here’s a look at the unique streaming dynamics that make up the ‘decision tree’ of family streaming today.

The Paradox of Choice

While all streamers struggle to sift through content options, families have the added complexity of striking a balance between various combinations of family members who have different tastes, moods, and levels of patience for decision-making. Paradoxically, this leads to both positive and negative sentiments – both broadening and limiting families’ experience watching together.

Families were 50% more likely than non-families to say, “It’s hard to decide what to watch.” And at times, this level of choice leads to more fragmented viewing. Adam Walker, Executive Director, Consumer Foresight & Market Exploration at The Walt Disney Company points out: “Once upon a time, we were able to tell some very broad-reaching stories. That’s become more of a challenge,” he says. “How do you attract people to a shared experience with so much to choose from?”

This loss of shared experiences is something we heard from Jarred, 36, of Lincoln, NE. “One of my concerns with so much choice is that it causes us to lose our national voice. We used to watch the same things around the same time: the first couple of seasons of Survivor and Big Brother, or the finale of a show like Seinfeld. It’s not that we don’t have those big hits now, but often when we do, they’re time-shifted. It takes away the shared experience of watching together.”

Yet, despite the above sentiment, families also appreciate the wide range of options, as 68% of families named “more choice” as the biggest benefit of streaming compared to 58% of non-families. For them, with more people to please, more options are appreciated.
In fact, for some families, the numerous choices have led to new ways to watch together. Casey, for one, says that deciding what to watch breeds creativity in her household. “Dylan and I love horror, and Jon and Cleo love animation. It’s amazing what we have discovered because of us all trying to meet in the middle.” Jen, 44, of Corte Madera noted that having access to content from her childhood to share with her kids has brought her family closer together. “All three of the kids love Star Wars, so I watch with them.” This, according to Jen, often leads to additional bonding time. “Star Wars has really helped my kids bond because they get to talk about it, and in their free play, when they’re not watching TV, they like reenacting scenes from the movies.” Another benefit of more choice that brings the streaming decision tree full-circle? It’s a good excuse to reach out to family. “Sometimes I have no idea what to watch since there are so many streaming options out there, but I know that I can call someone from my family and, right away, they will give me recommendations,” Ana, 31, of Chicago, IL, told us. In fact, after digital recommendations, “Family” is the second most common place families find out what to watch next, creating an in-house, personalized discovery engine.

Therefore, it may not be a surprise that 98% of families say streaming has benefited their household in one way or more. Interestingly, many of these benefits link to the positive side-effects that come with more choice, from diversity of voices to educational content to being able to watch shows from around the world (see More Is More).
More Is More

When asked about the benefits of streaming in their household, families were more likely than non-Families to highlight the pros of more choice. Here’s a look at the biggest benefits of streaming.

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Families</th>
<th>Non-Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can find the perfect show or content that fits my life, or my family’s life</td>
<td>68%</td>
<td>58%</td>
</tr>
<tr>
<td>The flexibility of programming is a game-changer!</td>
<td>61%</td>
<td>59%</td>
</tr>
<tr>
<td>Now we can now watch a whole season of content as quickly as we want to</td>
<td>46%</td>
<td>40%</td>
</tr>
<tr>
<td>It’s great to be able to watch shows or movies from my childhood or previous generations and share and bond over this content</td>
<td>41%</td>
<td>42%</td>
</tr>
<tr>
<td>As content has gotten more diverse, so too have the characters, storylines, and other aspects of what I watch, or my family watches</td>
<td>34%</td>
<td>29%</td>
</tr>
<tr>
<td>It’s easier to access more content that connects me with the people I care about, from friends to family</td>
<td>34%</td>
<td>23%</td>
</tr>
<tr>
<td>Because of streaming, there is more educational content for myself, my kids, or my family</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>Access to more content through streaming has created interesting conversations on social media that extend or enrich what I watch</td>
<td>29%</td>
<td>19%</td>
</tr>
<tr>
<td>I’m not restricted to shows or sports or movies that are just from America</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>None of the above</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Streaming Together, Streaming Alone

Streaming has created the option for families to watch together, or alone, and like the paradox of choice, this has its “pros” and “cons” as Brennan, 13, of Wayne, PA, puts it. “If you all watch a show or movie together that could be a great way to connect. On the other hand, you could be attached to a show and watch it by yourself.” While a TV may still sit in the living room, it’s true that it is rarer to find all family members circling around it like they did in the days of ‘appointment viewing.’ This made us wonder: With the ability to watch anything, anytime, anywhere, and with anyone, is family viewing still a thing?

The answer is, yes. On average, families report spending 42% of their streaming time alone, and 47% with members of their family, including 26% with their spouse or partner, and 21% with parents, kids, or extended family. The remaining 11% is spent with friends and others (see Family Streaming: Social or Solo). So, viewing leans “we” over “me.” Considering how many devices people have, from multiple TVs to laptops, tablets, and phones, it’s surprising that streaming is still, at its core, a largely social activity.

Veeva, 22, of Portland, ME, prefers to stream with others even when they aren’t physically there, like her sister who lives in Texas and who connects with Veeva nightly to watch videos and bond (see Connect Four). “It means so much more when you stream with others,” she feels. “Whether you’re connecting, learning something new together, or simply spending an hour or two sitting side by side, there’s a deeper meaning to it.”

Sam, 19, of Denver, CO, cherishes family streaming time. “Most nights of the week my family and I will talk and bond over cooking dinner and watching TV,” a family tradition that wouldn’t feel out of place fifty years ago. And when Sam’s parents and sister aren’t around, he streams with his dog. “Some of my favorite quality time I spend with my dog is when I am watching shows and thus can sit down for a long period of time to pet him.”

Finally, back to Jen, watching TV with her family is, sometimes, the only family time they have together during the day. “We have very, very busy lives. So it’s great just to sit down, get some popcorn, and watch a movie with the kids.”

“**We have very, very busy lives. so it’s great just to sit down, get some popcorn, and watch a movie with the kids.**

— Jen, 44, Corte Madera, CA
Family Streaming: Social or Solo?

Just because we can watch anything, anytime, anywhere, and with anyone, families still choose to stream with each other most. Here’s the breakdown on social vs. solo streaming.

Q: In an average week, what percentage of time do you spend streaming with the following people?1

<table>
<thead>
<tr>
<th></th>
<th>Families</th>
<th>Non-Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alone</td>
<td>42%</td>
<td>68%</td>
</tr>
<tr>
<td>Spouse/Partner/Boyfriend/Girlfriend</td>
<td>26%</td>
<td>9%</td>
</tr>
<tr>
<td>Kids, parents, siblings, other family</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Friends</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Other People</td>
<td>4%</td>
<td>5%</td>
</tr>
</tbody>
</table>

That said, there’s a time and place for solo viewing, too. This is particularly true among parents with young children, like Jarred, 36, of Lincoln, NE, who says he sometimes just needs a break to recharge. “There’s only so many times I can watch [my kid’s favorite movies],” he admits. Streaming alone also gives families a break from having to find a compromise (see The Paradox of Choice). New mom Alison, 39, of Brooklyn, NY says, “When we want to veg out on our own, [my partner] Chuck is big on watching YouTube how-to videos on woodworking and fly fishing,” she explained, adding, “He also grew up playing Dungeons and Dragons and loves fantasy and sci-fi.” On the flip side, Alison prefers to relax to RuPaul’s Drag Race. Admittedly, finding a compromise between fly fishing and drag racing sounds tricky.

When we sit down together and share a series, we build upon our family connection.

— Katie, 45, Lincoln, NE
The Balancing Act of Screen Time

While many viewers may consider just how much time they want to spend streaming, this is even more prevalent with families. Families are more in tune to how they spend their time together, and more likely to set parameters for that time, including time spent online and off. On the one hand, families like Jen’s point out that streaming brings them together and, sometimes, is the only together time they have in the day. Furthermore, as underscored in “Streamin’ It New School”, streaming can foster learning, creativity, cultural connection, and empathy. On the other hand, it’s impossible these days to not consider how much you, your partner, or your kids are spending plugged in versus unplugged.

Take Katie, 45, of Lincoln, NE. She sees the benefits of her family’s favorite shows, like Mark Rober videos that make science “comedic and trendy,” reality shows like Is It Cake? that foster creativity, or even Dude Perfect. “We appreciate how those guys are creative and tenacious in reaching their goals, no matter how many times they have to attempt a trick shot to ultimately be successful.” She also recognizes her kids’ need to wind down. “After a long day of school, all three of my kids enjoy relaxing with some streaming time. We like the kid’s options on streaming sites that offer age-appropriate content and suggested options for new shows to watch.” That said she, like most parents, is aware of the importance of unplugging. “I hope to continue to provide more opportunities for my kids to be bored. Being bored leads to problem solving and creativity.”

“Technology and streaming help us to learn new things, gives us the opportunity to unwind from a demanding day, and allows us to connect with one another – within our home, and in our community.”

— Katie, 45, Lincoln, NE
Arguably, one of the most difficult parts of this “Big Balance” for families is balancing all screens, and the mix of content that comes with each. Streaming, although factored differently from content in social media (for example), contributes to the complexity of achieving balance within screen time. As Katie put it, “We live in a very technologically based world and there are advantages and disadvantages to that level of connectivity. Our family works hard to try and find a balance.”

The Big Balance

Just because we can watch anything, anytime, anywhere, and with anyone, families still choose to stream with each other most. Here’s the breakdown on social vs. solo streaming.

87% of families say they face at least one big choice in how they stream. Here’s what tops families’ lists.

40% Me Time vs. We Time

Sometimes TV and other content brings me together with my family, friends, or community—but other times, it allows us to recharge separately or watch content that is unique to our individual interests.

37% Balancing Act

It’s hard to know what the right amount of screen time is, either for myself or my kids.

33% The Choice Paradox

Choice is a good thing but there is so much content to choose from.

32% Remote Control

It’s hard to decide what to watch because people in my family or household have different tastes in content.
Families face more complex ‘decision trees’ than non-families when it comes to streaming choices.

Any tools that can help them navigate this decision making process—from recommendation lists from other family members to ‘out of the box’ options that offer up something completely new—will be appreciated.

Together time is precious for families, and TV is often what brings busy families together.

More than just entertainment, streaming fosters we-time and, as such, holds even greater value in families’ lives.

Screen time-inclusive of TV time—is a balancing act.

For families with children, in particular, content that is as enriching as it is entertaining, such as documentaries or shows that inspire creativity, is a healthy alternative to screen time spent scrolling on social media.

Despite the ‘decision tree’ families face with more streaming choices, family viewing is alive and well!

Ultimately, families prefer watching together and value bonding over the perfect show or movie.

For more information on Generation Stream, please visit insights.disneyadvertising.com/generation-stream.

(1)Unless otherwise noted, all references to specific people, or quotes from them, are part of the qualitative research for Disney’s “Generation Stream: Family Edition,” which included in-depth interviews with 25 families in November 2022 and April 2023.

Families were defined as those households not comprised of one person or non-related roommates. Family constructs included partners (married and unmarried), parents living with children (biological or non-biological), children living with parents or guardians, and the diverse family constructs mentioned above.

Non-families were defined as single households and households of non-related roommates.
With multiple members, modern constructs, and complicated viewing dynamics (see *The Decision Tree*), families are arguably the most difficult set of streamers to neatly segment into ‘types.’ They are multifaceted and, depending on the day and dynamics, experience the full family circle of streaming experiences. However, our research identified four throughlines in family viewing that begin to unpack the different ways families stream—and what streaming says about their values, priorities, and family life.

**Active Enrichers 19%**
Viewers who prioritize their quality of life, quality time, in addition to their health and wellness. They’re also more likely to stream educational content with the hopes of learning something new.

**Eclectic Connectors 41%**
This audience looks to connect with communities and diverse cultures. They value content that fuels meaningful discussion and are most likely to watch programs within a family construct.

**Ritual Relaxers 20%**
Classic content viewers who like to kick back, relax and watch reality TV or sports. They’re also most likely to prefer ritual viewing with their family.

**Selfie Escapists 19%**
This younger demographic, often times couples, see their favorite streaming shows as a form of escape, tuning in to nostalgic film or series content that lets them live vicariously.
Eclectic Connectors

41% of Family Streamers

As testament to “The New Nuclear,” the most diverse and nontraditional families now make up the largest percentage of Family Streamers. Eclectic Connectors represent the highest percentage of multicultural, multiracial, multigenerational, extended, blended, and ‘chosen’ families. This mix of offbeat families would have been considered outliers a generation ago, but today, represent nearly half (41%) of family streaming experiences. Based on their eclectic family compositions, it’s not surprising that their viewing profile is as multifaceted as they are: Eclectic Connectors over-index on nearly every type of content, from documentaries to anime to Reality TV. However, what brings this family segment together is their strong connection to culture—both the global and pop varieties—and their deep investment in community. Eager to know what’s now, new, and next, they tune into politics, pop culture, sports, and social media to keep pace. They are far more likely than any other family segment to say that watching movies and TV series right when they are released is important to them (76% vs. 68% of other families) and 41% are on both TikTok and Instagram, the highest percentage of any segment (and they outpace their peers on X, Snapchat, and LinkedIn, too).
Social connections are their lifeline, both online and off, so it’s no wonder they are twice as likely to stream with family and friends (67%) than alone (33%). And because forging connections to culture is central to who they are, they don’t shy away from provocative topics, new ideas, deep discussions, and diverging points of view. Take Marco, 29, of Washington, D.C., who turns to ‘Black Twitter’ to gauge where culture’s at—and challenge it. “‘Black Twitter’ is a space to join in the conversation or just see where the conversation is. If you want to know what the masses think of a particular show, just check ‘Black Twitter’ and you will have your answers, because it’s never a full-blown consensus.” It’s true: Eclectic Connectors are juggling a lot in life—but they wouldn’t have it any other way. Back to Marco: “What is a life worth celebrating? A life that is lived.”
For Selfie Escapists, family life is personal. These families are the most likely to describe themselves as “Non-Nuclear” (35% vs. 28% of families overall) and “Nontraditional” (30% vs. 20%, respectively, and only 36% consider themselves to be “highly traditional” vs. 46% of other families). But, unlike Eclectic Connectors, their differentiating factor isn’t in their diversity—in fact, this segment skews more monocultural than most. Instead, they’re individuality stems from prioritizing the personal freedom that comes from being largely unencumbered. As such, carving out alone time is a top priority in their lives. They are 50% more likely than others to say “Downtime” is a core value in their family life (62% vs. 46% of families overall) and 40% agree, “My partner and I prioritize having alone time where just the two of us can connect” (vs. 35% of families overall). What are they doing during that downtime? Likely, streaming TV: 80% say that watching TV and other content is how they spend their downtime (top choice) compared to 71% of other families. While connecting with their significant other is important to them, these are the families most likely to stream alone (52% vs. 45%).
So, what are they streaming? Bingeable TV series top their list, and nostalgic content is also a disproportionate favorite among this group (think: cozied up on the couch with their pet and a 90s romcom—partner, optional). This is because **Selfie Escapists are looking to escape from the real world**, the here and now, and the pressure of the workday: a full 93% say they’re favorite genre of content is “Fun, frivolous content that helps me or my family to escape, wind down, or just bond” as compared to 80% of families overall. As Ana, 31, of Chicago, IL, told us, “I stream shows to take a break from thinking about work—or anything important.”

**Key Demographics**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennial Families</td>
<td>42%</td>
</tr>
<tr>
<td>Gen Z Families</td>
<td>34%</td>
</tr>
<tr>
<td>Gen X Families</td>
<td>23%</td>
</tr>
<tr>
<td>Male</td>
<td>58%</td>
</tr>
<tr>
<td>Female</td>
<td>42%</td>
</tr>
<tr>
<td>Parents</td>
<td>59%</td>
</tr>
<tr>
<td>Non-Parents</td>
<td>41%</td>
</tr>
</tbody>
</table>

**Demographic Differentiator: Unencumbered Couples**

22% live with a partner they aren’t married to vs. 16% of total families

41% do not have children vs. 33% of families overall

**Psychographic Snapshot**

**Streaming:** The Wonder Years

**Eating:** Takeout

**Wearing:** Luxe PJs

**Doing:** Destressing and dialing out the daily grind

**Following:** Themselves: “Personal culture” guides them far more than any other segment, with 66% saying it’s the biggest cultural influence in their lives vs. 54% of other families
Ritual Relaxers

23%

of Family Streamers

Like Selfie Escapists, Ritual Relaxers aren’t overthinking their free time, and that includes what they stream. Instead, they tend to binge the basics, such as reality TV and sports, that allow them to kick back, chill out, and bond. Comfort is key, and indulging in daily routines, family traditions, and happy moments is their jam. Case in point: they are the least likely to say that they are interested in diverse or provocative programming that addresses difficult topics, politics, social issues, or other ideas (39% are interested vs. 61% of Families overall); the most likely to say they like Reality TV meant for pure relaxation (68% vs. 58% of Families overall); and they vibe with characters who are “like them” (76% vs. 72% of Families overall). But unlike their Selfie Escapist counterparts, these families aren’t bucking family conventions or labeling themselves as outside of the norm. Instead, think of these families as the staples in your wardrobe, the friend you can always count on, or the throwback playlist that picks up your mood.
That said, Ritual Relaxers know how to dial up their chill disposition during the holidays. Thanksgiving parades, holiday specials, New Year’s games, and Reality TV finales—holidays of the TV world—are all occasions for cooking, gathering, rooting, remembering, and celebrating. This may all sound like a relic from the past but classics are classics because they do stand the test of time. Gen Zs like Sam, 19, of Denver, CO, are just as into chillaxing as generation’s past—and plans to carry the best of his family TV rituals well into the future. “Every Friday night we watch a movie together as a family, something that I think is pretty common within American families,” he tells us. “It is a routine that has been integrated into my life for a very long time, and I hope it stays a portion of my life as long as it can be.”

**Streaming Profile**

- 41% Stream Most
- 39% Stream Only
- 20% Stream Also

**Standout Streaming Stat: Ritual Watchers**

83% agree, “We have a ritual of watching certain shows together (reality shows, sports, holiday content), family movie nights, or content that we watch during the holidays” vs. 72% of other families

**Psychographic Snapshot**

- **Streaming:** The next season of their favorite series
- **Eating:** Sunday night dinner
- **Wearing:** Whatever—they’re not overthinking it
- **Doing:** Cooking and connecting with each other
- **Following:** Reality TV contestants

**Key Demographics**

- 43% Millennial Families, 34% Gen Z Families, 23% Gen X Families
- 52% Male, 48% Female
- 62% Parents, 38% Non-Parents

**Demographic Differentiator: The Classic Connectors**

Most likely to describe their family life as “Traditional” (85% vs. 77% of families overall) 41% do not have children vs. 33% of families overall

Daily rituals are disproportionately important to their family life (47% vs. 41% overall)
Quality time and quality content is this segment’s North Star when it comes to their streaming experiences. Active Enrichers are living life IRL, prioritizing their time outside, healthy eating choices, religious practices, and, importantly, education. So, when it comes to streaming, educational content and documentaries take center stage: 89% prioritize educational content vs. 83% of families overall. In keeping with their penchant for smart, informative content, Active Enrichers are the most likely to have watched an educational series or documentary in the past week or tuned into the news, and they disproportionately appreciate content that role models good behavior: 81% are interested in content that role models good values or behaviors as compared to 68% of other families. Like Eclectic Connectors, this group is culturally diverse and on the more serious side when it comes to viewing content. However, unlike the Eclectic Connectors, they tend to be more traditional, and you won’t find them spending too much time on social media or keeping tabs on pop culture.
Because they’re family life is centered on activities and enrichment, this is the segment who is streaming and binging less content per week than the rest. That said, when they are streaming, they are actively streaming—rarely are they vegging out our streaming content for background noise—and they are likely streaming as a family, with their kids, rather than alone. Even Reality TV is a chance to learn: 73% turn to Reality TV that inspires creativity or educates them on a topic as compared to 64% of families overall. Take it from Katie, who says her family likes to “foster creativity” by streaming fun reality shows with her kids. “I am a strong proponent of life-long learning,” she explained. “Every day we have the opportunity to better ourselves or try something new.” For Active Enrichers, streaming time is family time—and TV helps us enrich, rather than escape, life.

**Key Demographics**

- **53%** Millennial Families, **22%** Gen Z Families, **26%** Gen X Families
- **54%** Male, **46%** Female
- **68%** Parents, **32%** Non-Parents
- **Demographic Differentiator: Deeply Rooted**
  - Religious, ethnic, and national culture are this group’s guiding light
  - **58%** say traditions are important to their family life vs. **51%** of families overall

**Psychographic Snapshot**

- **Streaming:** *Taste the Nation with Padma Lakshmi*
- **Eating:** Traditional fare
- **Wearing:** Athleisure
- **Doing:** Hiking, camping, biking, enjoying the great outdoors
- **Following:** Their kids’ busy schedules

**Streaming Profile**

- **48%** Stream Only
- **33%** Stream Most
- **19%** Stream Also

**Standout Streaming Stat: Serious Streamers**

The least likely to have content on as “background noise”: 42% are somewhat (18%) or very (24%) disinterested in white noise content as compared to just 8% of families overall
Four segments of Family Streamers—Eclectic Connectors, Selfie Escapists, Ritual Relaxers, and Active Enrichers—highlight the key family streaming experiences today. These segments not only paint a picture of how families stream, but also paint a portrait of modern family life.

Culturally provocative, trend-forward, and diverse content will appeal to Eclectic Connectors who want to explore the topics of our times, keep pulse on pop culture, and connect with characters and audiences who are as multifaceted as they are.

Escapism is what streaming is all about for Selfie Escapists, who turn to streaming to decompress with their partners (or themselves!) and experience fun, trendy-relevant stories, settings, and characters that take them on fantastic voyages away from their everyday lives.

Ritual Relaxers, the most traditional streamers, are looking for event TV and comfort content. Classic shows and movies that celebrate holidays, are part of their daily routine, or give them an excuse to chill out on the couch with their partners, kids, and community, are this group’s jam.

Active Enrichers seek out opportunities to learn, grow, and create, and streaming is a way for them to enrich their busy family lives. Educational content, characters that role model good behavior, or shows that inspire them to build, cook, or explore, will resonate with this intellectually active segment.

For more information on Generation Stream, please visit insights.disneyadvertising.com/generation-stream.

Families were defined as those households not comprised of one person or non-related roommates. Family constructs included partners (married and unmarried), parents living with children (biological or non-biological), children living with parents or guardians, and the diverse family constructs mentioned above.

Non-families were defined as single households and households of non-related roommates.
To learn more about streamers and how to reach them via Disney Select, check out the Generation Stream Hub on DisneyAdvertising.com or connect with your Disney Advertising lead.

Access the Generation Stream: Family Edition Fact Sheet for an overview of the biggest takeaways from this study.