

TREND 02

Culturetainment

Generation
STREAM

GLOBAL EDITION
Presented by Disney Advertising

Not only can audiences now stream at anytime, anywhere, and with anyone, but also in any language. **Global streamers of all ages are leveraging streaming for language immersion, cultural education, and a window into the world.**

Audiences seek authentic cultural connections through stories told in their original voices.

81% agree with, “I enjoy streaming shows and movies from other countries.”



80% like having the option of watching content in the original language it was created in.



72% like shows that represent or teach them about different places, cultures, or backgrounds.



DID YOU KNOW?

Food is one topic that many Global Streamers say they actively look for from cross-cultural content.



What They're Saying:

“Every day I watch content in another language”

Valentin, 22 | Lyon, France 

Advertiser Takeaway



Curiosity drives attention. This is an audience that is leaned in and ready to learn—making it an ideal moment to introduce new products, features, or services and build global brand awareness.

For more information on Generation Stream: Global Edition and to read the full report, please visit <https://insights.disneyadvertising.com/generation-stream/global-edition/>.

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