

# Generation STREAM

**GLOBAL EDITION**

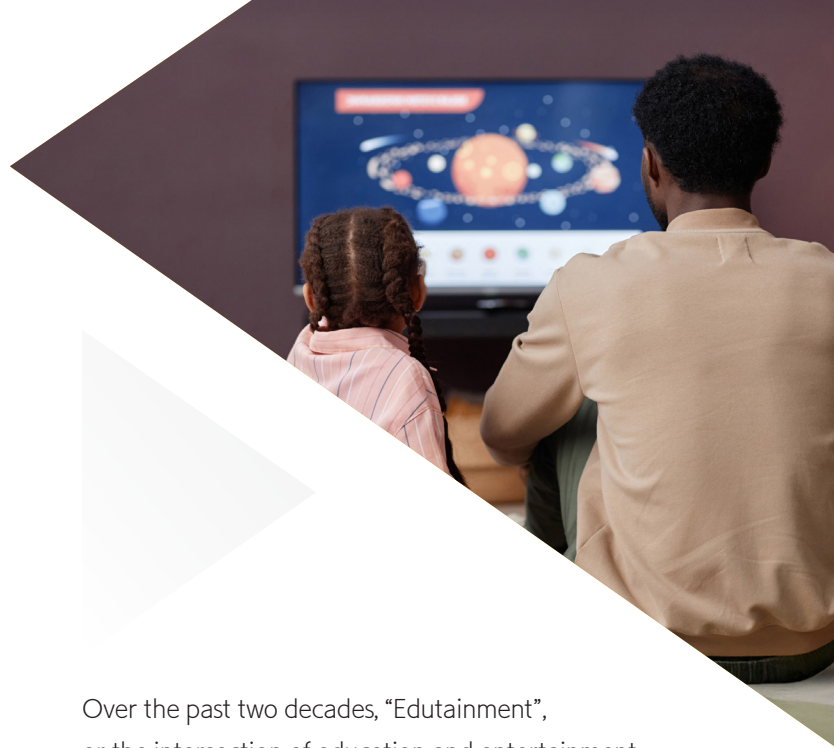
*Presented by Disney Advertising*



# Culturetainment

Immersion into the languages, customs, trends, and daily lives of people around the world has become a normal part of today's streaming experience.

The majority of global audiences now stream content from a mix of countries, not just their own—driven by broader access to international shows and movies, and growing demand from younger, globally minded generations. “Culturetainment” has transformed TV into a window to the world outside our own.



Over the past two decades, “Edutainment”, or the intersection of education and entertainment, shifted from a niche genre to a streaming staple. **71% of global audiences say they enjoy “educational content that teaches,”** and one in five global streamers (19%) name Edutainment as a top genre. Modern documentaries, DIY TV, and a fresh take on children's educational content has popularized edutainment, particularly among families, a trend we covered in “Streamin’ It New School” (from Generation Stream: Family Edition). In fact, families are 50% more likely than non-families to say education is a key benefit of video streaming services, and 83% of families prioritize educational experiences in their day-to-day<sup>1</sup>. **Culturetainment marks the evolution of Entertainment from knowledge acquisition to cultural immersion.**

**81%**

of Global Streamers enjoy streaming shows from other countries.

Joaquin, 35, of Mexico City, Mexico, put it this way:  
“For me, streaming fulfills a function of consuming culture at home. I feel that it helps us understand the environment in which we live or living environments that are foreign or distant from ours.” In other words, more than just learning in the traditional sense, **Culturetainment is about becoming a global citizen by absorbing the language, food, customs, aesthetics, lifestyles and humor from around the world through entertainment.** 81% of Global Streamers enjoy streaming shows from other countries and, in the past three months alone, nearly one-quarter (22%) have streamed a movie, show, or series that was originally made in a different country, or language, than their own. The natural byproduct of cross-cultural viewing is cultural exposure. “I don’t think education is the top of mind word for people when they stream, but I think that is the result,” Kahlil Greene, Content Creator & Education Entrepreneur explained. “I think people want to learn about other cultures and feel worldly. It’s a bit of a signaling to be cultured in international conversations.”



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# 81%

of Millennials and Gen Z's like having this option to watch TV shows and movies in the original language it was created in (as compared to 71% of Gen Xers.)

## Breaking Language Barriers

A catalyst for the rise of Culturetainment has been the availability of multilingual content, readily available for audiences to stream in their own language, the language it was created in, or an entirely different language altogether. While streaming has always been available at anytime, anywhere, and with anyone, access to content in any language adds a fourth dimension to TV's already multidimensional viewing landscape. This has been game changing for cross-cultural streaming, as subtitled and dubbed shows and movies remove one of the biggest barriers to enjoying content from other cultures: understanding it. As noted in "Global Streaming Snapshot," 87% of Global Audiences report they watch content that is dubbed or has subtitles either often or sometimes.

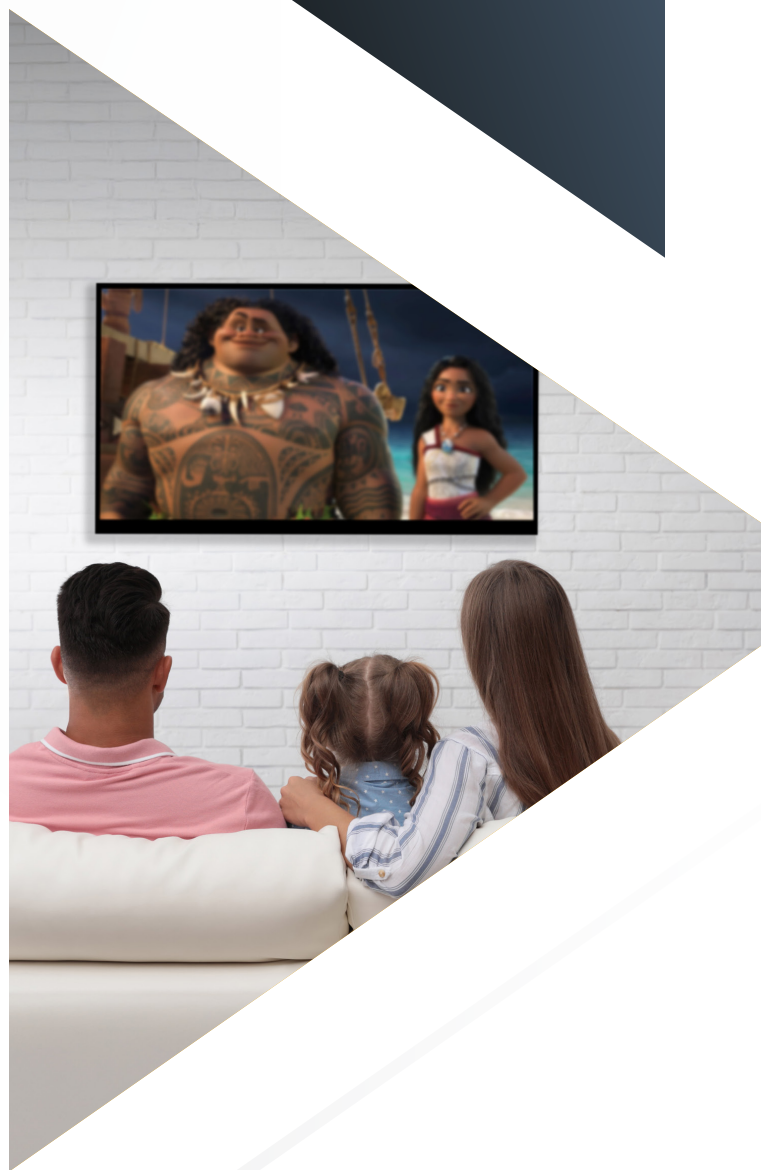
However, it's also worth noting that a nearly equal **80% of Global Audiences also say they like having the option to watch TV shows and movies in the original language it was created in. Leading the pack are Millennials and Gen Zs**, 81% of whom like having this option as compared to 71% of Gen Xers, marking a significant generational shift. Millennial parents, in particular, are early adopters of multilingual TV as they are more likely than previous generations to prioritize language acquisition for their children. Tove, 40, of Berlin, Germany, grew up in Sweden and likes having the option to include Swedish subtitles in the shows and movies her daughter streams. But she also likes to switch things up and sometimes doesn't include subtitles so her daughter is exposed to other languages. "It's important to be able to change the language for my 5-year-old since she speaks four languages and has different preferences depending on the movie," Tove explains.



Of course, not all kids speak four languages. For many parents, simply being able to stream international movies for their kids in their native language is enough. Andrea, 33, of Paris, France, reflected upon a recent movie night she had with her husband and 5-year-old daughter.

“We let her pick the movie and she chose *Moana*. We know the songs by heart because we listen to them often. It was such a happy moment to be singing along and watching a movie we know ends well!”

While enjoying international movies in different languages isn’t exactly new, the difference today is that audiences don’t have to wait to enjoy content in different languages—and it is offered in far more languages than before. *Moana*, for example, is available in 45 languages, a practice that has become standard for Disney films. And while Andrea and her family watched the film in their native language, French, they were also exposed to Tokelauan, a language with fewer than 4,000 speakers worldwide. What’s more, *Moana 2* made history in 2024 as the first Disney animated feature to release an Indigenous-language version alongside its English counterpart.





## Streaming as a Second Language

Beyond young families, younger generations are actively using entertainment as an ad hoc way to absorb other languages, and the cultures those languages hail from. Valentin, 22, of Lyon, France, has family in Spain but didn't know how to speak the language. **Thanks to streaming, however, he's now trilingual.** "The first language I learned and practiced thanks to streaming was Spanish," he told us, noting that he streamed Netflix's *La Casa de Papel* (*Money Heist*) with Spanish subtitles. "It was filmed in Spain, so it has a Spanish accent, which is the accent my family speaks with. That played a big part in my Spanish learning and my oral comprehension." Valentin went on to learn English by streaming *Misfits* with subtitles, and now he's attempting Arabic. "Lately I've been watching a film and TV series from Syria. Every day I watch content in another language."



"Every day I watch content in another language."

Valentin  
22, Lyon, France





Like Valentin, Sergio, 23, of Bogotá, Colombia, challenged himself to take his German course to the next level on Disney+. “You can change the audio track to German. I decided to watch movies I’m familiar with in German to test my language skills. It’s so cool that I can learn while entertaining myself,” he explained. Nerrissa, 34, of Madrid, Spain, actively watches Brazilian TV series as “a learning activity rather than a linear viewing experience,” and Jessica, 40, of Seoul, Korea, seeks out content in other languages, such as Spanish and French, as “a good way to keep myself fresh.” David, 27, of Guadalajara, Mexico, “watches almost everything subtitled,” even content from Latin America. “There are accents that are very strong and sometimes certain things are lost,” he explained. “I really like to watch and to listen in the original language because I like to see how the language varies, and how it is transmitted. The ways of speaking, of shouting, and of communicating are completely different.”

# 72%

of Global Streamers agree,  
“We like shows that  
represent or teach us about  
different places, cultures,  
or backgrounds.”





Like many young people we spoke with, Valentin, Sergio, Jessica, and David aren't just trying to acquire multiple languages, but to **'visit' the world around them, either in lieu of traveling there, or to learn about places they may want to go.** Jessica, for example, has dreams of visiting Colombia, and has been streaming travel shows and watching vloggers to learn more about South American and Colombian culture. Elli, 26, of London, England, also uses streaming platforms as a travel guide: **"I often view documentary and travel related series to learn about other cultures and cities that I aspire to travel to."**

And Park, 32, of Seoul, Korea, sees this 'Streaming Abroad' trend as an important form of family bonding. Reflecting upon a travel documentary series, he explains, "It means a lot to gather around the TV with your family on weekend mornings and watch programs about traveling abroad. I was able to see, in a new way, the majesty of nature in the Yukon region of Canada, traces of the Gold Rush, and the customs and appearance of the indigenous people. It is a fun viewing experience for families to share opinions and learn information about customs and nature that they did not know about in new travel destinations, and through this, families can build deeper bonds."



## A Window Into the World

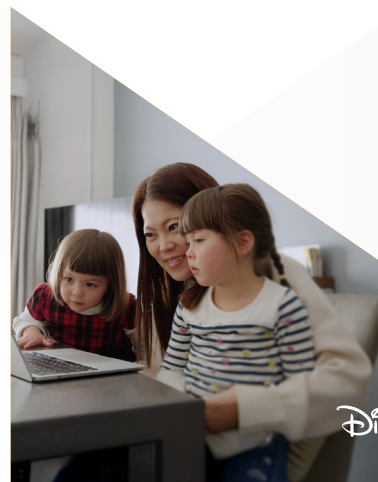
Language acquisition and globetrotting aside, the Global Streamers we spoke with oftentimes stream cross-cultural content simply for fun. For them, streaming shows from other countries is less about acquiring a new language or planning a trip, and more about sampling the food, fashion, lifestyles, aesthetics and pop culture of places outside of their own. In addition to wanting to visit South America, for example, Jessica is interested in absorbing different cultures, and sees streaming as a way to understand the nuances of different places. **“I really like to see how different cultures live,”** she explained. “I always look at ‘what does this guy’s apartment look like?’ or ‘what are they eating?’ or ‘what is in the fridge?’ or ‘what do their bars look like?’ The content I seek out is realistic depictions of what life is like in a different country. I like to zoom in on the minute details.”



**Food is one detail that many Global Streamers say they actively look for from cross-cultural content.** Vicky, 19, of Córdoba, Argentina, likes learning about the gastronomy of other cultures, as does Rie, 41, of Tokyo, Japan: “I like to eat out, so I watch shows with food critics. I like to watch programs that touch on the food culture of the country or restaurants in various countries where there are shops for eating out.” Global aesthetics were another detail that provided a window into other countries and cultures. David, 27, of Guadalajara, Mexico, is a graphic designer and musician, and finds that **the visuals and art of other countries help him to contextualize different cultures.** “What interests me most about global content is to know the culture. Not only expressed through the TV and film stories, but through the cinematography. You see visuals from Japan or Korea or Latin America or Europe that use different aesthetic approaches. All this as a non-verbal language—a visual language.” Tove, in addition to streaming content in multiple languages for her daughter, loves watching global content to learn about music genres from other cultures.

**80%**

of Global Streamers say that one of their favorite movies, or TV series, is from a country other than their own.





Underscoring just how big the appetite is to experience other cultures, 80% of Global Streamers say that one of their favorite movies, or TV series, is from a country other than my own. Simon, 50, of London, England, isn't part of the 'globally native' generations driving this trend but he, too, appreciates the power of cross-cultural content. "What interests me about foreign language content is that it's a little window into other cultures. For example, *Shogun* is a window into Japanese history that I don't really know too much about that I find fascinating." In many ways, **streaming content is one of the most democratic and far-reaching ways for mainstream audiences to better understand the history and culture of the world.** As David explained, "I think it's important for people to be exposed to content from other countries in different languages, because generally it allows us to get to know other ways of life. It also allows us to get to know the closeness that exists [between cultures]."



## Age of Empathy

To David's point, arguably one of the most powerful aspects of Culturetainment is that of the cultural connection it creates, and empathy it breeds towards one another. Through our common connection points, such as food, music, art, or simply seeing a slice of someone else's life, streaming is a unifier. Kahlil Greene, who brings a decidedly Gen Z perspective on pop culture to the table, agrees. "I think empathy is the root of our desire to consume global content—a sort of feeling of wanting to empathize with other young people and learn about their lives and almost live their lives. **Gen Z is one of the most interconnected generations because of social media and I think that the downstream effect of us being so interconnected is that we want to absorb and empathize with people around the world.**"



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Kahlil Greene  
Content Creator & Education Entrepreneur





What Kahlil points out—a deep desire to empathize with others around the world—is something we heard from Gen Zs consistently throughout this research. Enzy, a 20-year-old dance major at the University of Southern California in Los Angeles, United States, agrees that global content encourages empathy. **“It gives you more scope for learning cultures, understanding and also appreciating different cultures as well,”** they told us.<sup>2</sup> Part of the power is the medium, Enzy points out. “When you’re streaming a show that you’re really interested in it’s easier to understand and pick up things from [other cultures] because you’re enjoying it. It’s not a chore. It’s not something I have to learn, like in a school setting. It’s different.”

And while Valentin is actively using streaming to expand his multilingual skills, and scope out his next travel destinations, he admits that **the most powerful part of streaming across cultures is gaining new and different perspectives.** “Streaming content gives you a different perspective. It allows you to broaden your point of view and realize that, at the end of the day, there are several realities of the world.”

# Advertiser Takeaways



**Global connection is in demand.** Audiences are seeking content that reflects a smart, empathetic, and globally connected worldview.



**Speak their language.** Opportunity to lean into ad content in multiple languages, cultures, etc., that speaks to a younger, Cross-Cultural Streamer.



**Cultural currency is key.** Audiences are looking for a window into the world of pop culture outside their own country. Consider references to global music, food, fashion, and design in ad content.



**Lean into themes of understanding.** Messages that promote empathy, and connecting with people of different cultural backgrounds, will resonate, particularly with Millennial and Gen Z audiences.



**Curiosity drives attention.** Opportunity for messaging/ content that introduces new and interesting information about products/services as streamers are in an environment where they're engaged and excited to learn something new. Opportunity for building global brand awareness.

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

[1] Generation Stream: Family Edition, Streamin' It New School  
[2] Enzy identifies with the pronouns they/them