

TREND 05

The Daytime Zone

Streaming is no longer tied to primetime or nightly routines — audiences now enjoy all types of content throughout the day, driven by flexible lifestyles and access anytime, anywhere.

Generation
STREAM

GLOBAL EDITION
Presented by Disney Advertising

79%

of streamers say they enjoy streaming content during downtime in the day, like when they are having lunch.



67%

of global streamers say they stream more video content on the go than they do at home.



Streaming is where global audiences turn for a mood booster — anytime, anywhere.



When global audiences were asked what helps them change their mood – “watching TV or movies” topped their list and was:

2X

more likely to be their go-to for a mood booster than social media.



DID YOU KNOW?

Global Live Sports Means Daytime Streaming for Fans



55%

of Global Streamers regularly or always stream internationally. If they want to stream international content live, it means streaming it during daytime hours.



What They're Saying:

“45-minute [shows] are a pretty good length for me to find little time slots [to watch tv] throughout my busy lifestyle”

Rie, 41 | Tokyo, Japan 🇯🇵

Advertiser Takeaway



Every moment is a brand moment. Daytime, commutes, and global live events open opportunities to connect with streamers throughout their day.

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

Generation Stream | Global Edition: Culturetainment, Disney Advertising and Culture Co-op, Fall 2024
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