

Streaming 360: Global Segmentation

Generation
STREAM

GLOBAL EDITION
Presented by Disney Advertising

Global streaming habits may vary, but a shared pursuit of emotional fulfillment unites audiences. Four segments — Empathetic Escapists, Social Shapers, Reflective Explorers, and Comfort Connectors — reveal why people stream and the experiences (and emotions) they seek.

Empathetic Escapists

22%

Stream TV shows for some quality alone time, where they can fully escape and find empathy through the characters and storylines they immerse themselves in.

Social Shapers

36%

Are all about connecting with each other and pop culture. They stream for connection, inspiration, and excitement. They also stream when they feel disconnected, presumably to find the connection they are lacking.

Reflective Explorers

21%

Want to engage more thoughtfully when they stream and like to experience all the feelings. They are driven to stream for nostalgia, curiosity, and a desire to feel engaged.

Comfort Connectors

21%

Seek to sit back, relax, connect, and laugh. They stream TV shows and movies when they want to feel at ease, happy, and comforted.

Key Drivers to Stream:

When either feeling or want to feel in need of me-time, escape, or empathy.

When either feeling or want to feel social, inspired, and/or excited.

When either feeling or want to feel nostalgic, curious, or deeply engaged.

When either feeling or want to feel relaxed, comforted, or happy.

Stand Out Stat:

48% say downtime, including intentional TV time, is an important part of their life vs. **39%** of global streamers.

84% say they have watched a TV series or movie on TikTok in the past 6 months vs. **74%** of global streamers.

73% stream when they are feeling nostalgic vs. **60%** of global streamers.

65% prefer a mix of content from different countries vs. **55%** of global streamers.

Advertiser Takeaway



Emotions unite audiences. Tap into Disney's Generation Stream segments to connect with streamers around the world.

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: Intentional TV, Disney Advertising and Culture Co-op, Fall 2024
Property of Disney Advertising Sales, LLC. Unauthorized distribution prohibited.

Disney Advertising