

Trend 1

# Intentional TV

Generation  
STREAM

GLOBAL EDITION  
Presented by Disney Advertising

“Watching TV” is the top way people match or change their mood. Content with familiar formats, happy endings, and nostalgic vibes all satisfy viewers’ need to disconnect from their busy lives so that they can reconnect with their families, communities, and themselves.

## Global streamers are Prioritizing the Therapeutic Benefits of Intentional TV Time.

### Global Streamers Say:

**#1** the most important part of life is “Downtime: relaxing, TV time, and rejuvenating”.

**57%** they prefer content that helps them unwind or escape from life (vs. 43% who seek out content that makes them think).

**57%** they stream to decompress, unwind, and escape.

## During TV Time, Advertisers can Connect with Audiences on an Emotional Level.

Brands have an opportunity to lean into key emotions like love, empathy, self-reflection, and nostalgia.

### Top 10 Emotional Benefits of Streaming TV

Q I consider a TV show or movie good if it makes me...  
▶ Results among total Global Respondents

Emotional Benefit	Global Respondents
Laugh	38%
Relax	34%
Pass the time	30%
Distract myself	28%
Learn	26%
Think	26%
Get inspired	25%
Feel better about myself	24%
Feel love	24%
Empathize	22%



### What They're Saying:

“What I like about certain period dramas are their “slow” vibe. Things happen slowly and so I’m not wired after watching it. I feel like it’s a perfect way to end a day.”

Andrea, 33 | Paris, France

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