

Setting The Foundation

# Global Streaming Snapshot

Generation  
STREAM

GLOBAL EDITION  
Presented by Disney Advertising

With access to content transcending borders and platforms creating more parity across regions, global streaming has officially become mainstream — **expanding access to stories from different countries, cultures, and languages like never before.**

## Global Streaming has Mainstreamed

### Global Streamers Say They:

96%

watch at least some content from other countries.



87%

watch (either often or sometimes) content that is dubbed or has subtitles.



56%

prefer content from a mix of countries vs. content mainly from their own country. We are calling this cohort Cross-Cultural Streamers.



## Top 3 Genres Amongst Cross-Cultural Streamers

(when watching content from other countries)



60%

Movies



43%

Scripted TV



35%

Anime/Cartoons

## Ads That Invite Interaction are Preferred Among Cross-Cultural Streamers Globally

76%

of cross-cultural streamers say it's important that they see ads that they can interact and engage with.



### What They're Saying:

"I think my generation is one of the first to be so connected with the world and sharing so many practices that are global."

Vicky, 19 | Córdoba, Argentina

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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