

IN THE AGE OF TV OVERLOAD, HERE'S HOW CREATORS FIND AN AUDIENCE

Ipsos breaks down the new rules of entertainment in an era of a million shows and the hard-to-reach viewers of Gen Z

An Ipsos Point of View

GAME CHANGERS



Subscriptions, streaming and IP have changed the consumer mindset. A metaverse strategy needs a long-term view. And when it comes to Gen Z, the way they consume entertainment is so different it'll make your head spin.

Those were some of the insights at Ipsos' October 13 summit on the future of media content, an expansive discussion offering clients an exclusive look at reaching audiences in an unprecedented era. Attendees learned which consumer behaviors are going to stick, what's coming next and how to capture and captivate the finite resource that is the viewer.

A panel of all-star experts and creators joined Ipsos hosts Audra Priluck, senior vice president of media development, and Christie Kawada, executive vice president, U.S., media development, and other Ipsos experts. Here are six takeaways from the day.

- **Generation Z doesn't care how polished your content is, as long as it's entertaining—and authentic.** In a panel discussion with a group of Gen Z teens, Ipsos tried to get to the bottom of what they want from creators. One referred to the group as “the guinea pig generation,” as they are the first generation “raised on screens” and, as she said, we won't know how that experiment turns out until they are adults. The group all agreed that they “don't care at all” if the entertainment they're watching is amateur content or something produced professionally—but time is very much a factor in their spur-of-the-moment choices. “If I have five minutes, I'll go on TikTok. If I have half an hour, I'll go on Netflix,” a panelist told Ipsos qualitative research strategist Elizabeth Jarosz.

Gen Z (like Millennials) are much less likely than all other gen groups to watch the traditional broadcast networks.

Top 10 Most Watched Networks In 2021

Ipsos Media Development TV Dailies Syndicated Product
In field 365 days/year tracking awareness and intent to view across linear & streaming

Gen Z	Millennial	Gen X	Boomers (up to 64)
Netflix	Netflix	Netflix	CBS
Disney+	Disney+	Amazon Prime Video	NBC
Hulu	Amazon Prime Video	CBS	ABC
Amazon Prime Video	Hulu	NBC	Netflix
HBO Max	HBO Max	FOX	FOX
Nickelodeon	FOX	ABC	Amazon Prime Video
Adult Swim	CBS	Disney+	History
Cartoon Network	HBO	Hulu	Discovery Channel
Disney Channel	ABC	HBO Max	Food Network
HBO	NBC	ESPN	CNN

Source: Ipsos Media Development TV Dailies Syndicated Product



As for brands trying to reach these viewers, authenticity is key. “Don’t fake anything. That’s how you lose our support real quickly,” one Gen Z teen warned. “Be real as a company. Just be open and honest.”

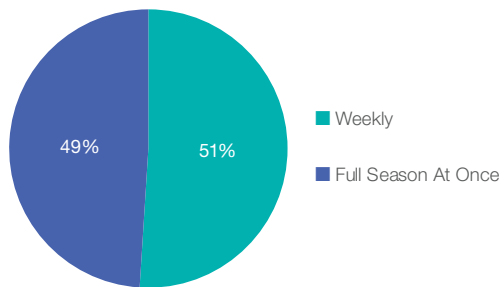
- **Individual creators can grab a bigger audience than prime-time network TV.** These superstar creators are usurping the traditional creator relationships with the studios or on their own platforms through YouTube, Patreon and more. Robin Fontaine, head of product marketing at Patreon, says that as creators gain more ownership over their own creative outputs, they’re going to want more ownership over their audience. “They’re going to be less willing to live and work at the whim of big platforms who ultimately

are serving advertisers. They’re going to want ad-free spaces where they can build community with their biggest fans.”

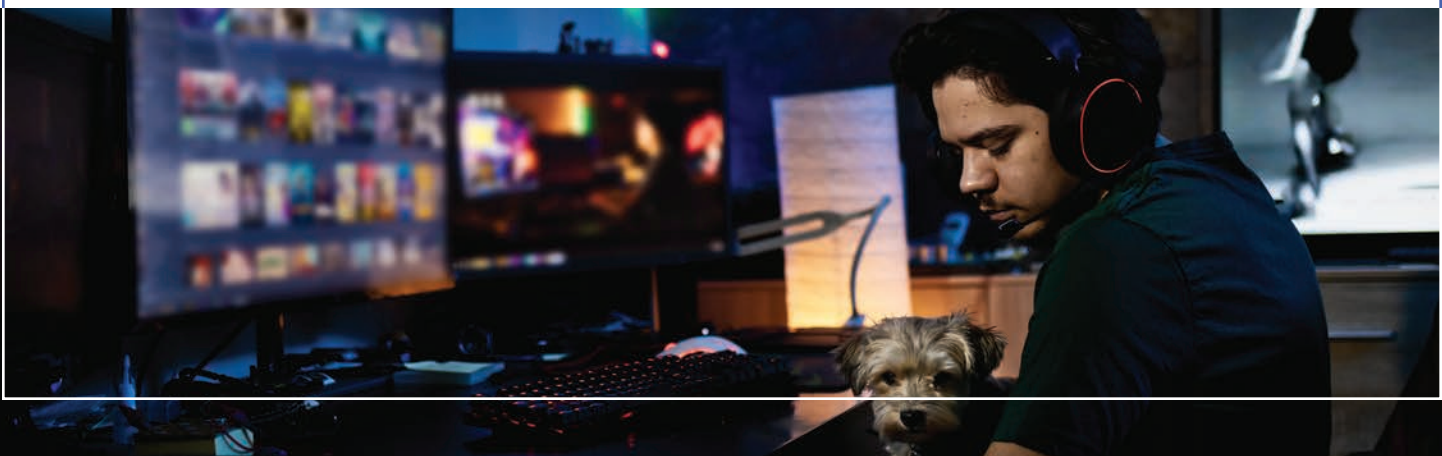
- **Just because streaming exists doesn’t mean linear TV is dead.** Nkechi Okoro Carroll, show-runner and executive producer of “All-American,” said she is still a “huge network broadcast TV fan,” noting wryly, “I still watch ‘General Hospital’ every day.” And the shows she is creating still live in the linear world, she continued, even as they’ve had “amazing second windows” on streaming services. “I think it’s something about the way I grew up. There’s something about the anticipation of having to wait another week for that ‘Dawson’s Creek’ episode to drop.”

Contrary to Popular Perceptions, Viewers Don’t Want To Binge-Watch Everything...

Series Release Preferences




Question: For each of the following online TV service attributes, please identify which of the alternative choices your house would prefer.
Source: Kagan first quarter U.S. Consumer Insights Survey, N=2626.







- **Gamification is changing how entertainment is made and consumed.** Lori Schwartz, a nationally recognized technology catalyst and CNN Technology contributor, says gamification of entertainment can be found everywhere—from VR headsets to exercise machines that gamify the experience of working out. Some exercise machines now offer the experience of “literally being a character in a game while you row, which is motivating folks to get their fitness on,” said Schwartz.
- **There’s no one-size-fits all strategy for digital advertising.** Creators can’t go on with a monolithic attitude to communication that appears



in digital media. Digital channels and placements are very diverse and demand a more nuanced approach, and there is a need for brands to grow up in the digital advertising space. “We have really evolved and grown over even the last few years in how we think about our briefing process,” said Barb Williams, the head of brand marketing and regional activation at Sonic. “Specifically, who our core targets are and where we speak to them—which channel, which medium?” That’s a big change, she said, from “taking linear TV creative and just cutting it down into a sizable fit for a different platform (like digital).”


Think context: how people encounter video commercials


 Linear


  

 “In-Feed”

 Skippable





- **The metaverse—interactive spaces in digital environments like games—will reshape the way we’re entertained, and brands should be prepared to do it right.** Brands can’t afford to ignore it, but they need to be deliberate and come in with a well-thought-out plan, said Jeff Roach, president and chief strategy officer at SCS. “You’ve got to do it for the right reasons,” said Rubin. “This is a community. You have to be organic and tell a story that is true to who you are.

Just checking the box—‘hey, I did something in the metaverse’—is really short-sighted.” But ignore it and you risk missing the bus, as many brands did with TikTok. Metaverse expert Cathy Hackl noted “it’s still very early” when it comes to the metaverse, and that “we’re using words of today to describe the future. If things seem strange, don’t feel stupid—we’re all in this together. I want people to feel comfortable with the term.”

About Ipsos

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