

Gen Z TV viewers spend less time with digital video

Article

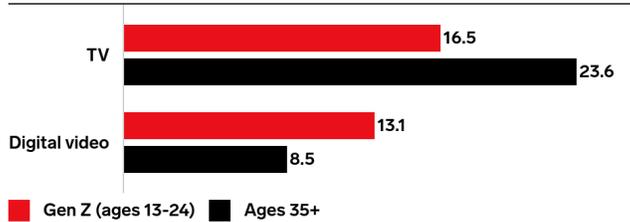
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Among Gen Zers in the US, those who watch both digital video and linear TV spend 13.1 hours per week with TikTok videos and other user-generated content, per Hub Research. That's less

than the 16.5 hours they devote to TV each week. Meanwhile, viewers ages 35 and older spend nearly three times more hours with TV than with user-generated videos.

Weekly Time Spent on Digital Video vs. TV Among US Viewers, by Age, Dec 2022

hours



Note: among regular viewers of both
Source: Hub Research, "Video Redefined"

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Beyond the chart: More than half (51%) of Gen Z viewers said they watch traditional TV less because of the amount of time they spend watching digital video, according to Hub Research.

As Gen Zers' spending power grows, marketers need to mirror their media habits with video-forward strategies for both paid and organic advertising, according to our **"US Social Video Usage 2022"** report. This means shifting budgets to social video ads, focusing on short-form content that will perform well on platforms like TikTok or Instagram, and, most important, putting content at the heart of every campaign.

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