

# Where and how Gen Alpha consumes content: From YouTube to Netflix to Roblox

Article

Even the oldest members of [Gen Alpha](#) (born between the early 2010s and 2024) are younger than the iPad. For this digitally native generation, YouTube is the place to be, but other media

channels like streaming platforms and even podcasts are popular. With the future of [Gen Alpha's social media use](#) uncertain as states like Florida bar children under 14, marketers should know where the demographic is consuming content.

**The unexpected:** **Podcasts** and **linear TV** are both places Gen Alpha consumes content.

- US children under 12 spend more time watching linear TV than any other age group under 35. They will average 1 hour and 17 minutes (1:17) per day watching traditional TV this year, per our February 2024 forecast.
- This may be because other platforms like TikTok require users be 13 or older to sign up, pushing kids toward TV, or because children are watching alongside parents or grandparents.
- But don't expect the generation to hang around. Time spent with linear has been decreasing as time spent with subscription OTT and digital video (neither of which we breakout by age) increases.
- Kids are also listening to podcasts more. The share of kids ages 8-15 who listen to podcasts increased by 13% YoY to reach 26% in Q1 2022, according to GWI data.

**Gen Alpha is consuming content where you might expect.** US digital video viewer penetration (59.6%) and **connected TV** user penetration (47.3%) is lower for US children under 12 than it is for any age group under 65, but that's likely because many members of the generation are infants.

While we don't forecast the use of two screens at once for children, prominence of second-screening increases as people get younger, per our February 2024 forecast.

Here are some of the platforms where Gen Alpha spends time.

## 1. YouTube

Among US digital video viewers under 12, 97.3% will be YouTube viewers this year, per our February 2024 forecast. YouTube was named the coolest brand by Gen Alpha in 2023, according to kids-focused research firm Beano Brain as reported by SGB Media.

Several of the top 10 most subscribed YouTube channels either make kids' content or content kids may be watching. These include:

- MrBeast (247 million subscribers)

- Cocomelon - Nursery Rhymes (173 million subscribers)
- Kids Diana Show (120 million subscribers)
- Vlad and Niki (114 million subscribers)
- Like Nastya (114 million subscribers)

## 2. Netflix

Netflix will be used by 61.4% of US digital video viewers under 12 this year, per our February 2024 forecast. That puts it well behind YouTube in terms of reach.

## 3. Disney+

Among US digital video viewers under 12, 47.1% will be Disney+ viewers this year, per our February 2024 forecast.

## 4. TikTok

TikTok seems made for young people, but because the platform has an age minimum of 13, just 21.5% of Gen Alpha mobile users will be on the platform in 2024, per our May 2023 forecast. These users access TikTok either by using someone else's account or bypassing age requirements. TikTok is the platform people ages 13 to 15 are most likely to name their favorite, according to GWI, which means as Gen Alpha members get older, they will probably adopt the platform.

## 5. Gaming

We don't have age breakouts on gaming, but members of Gen Alpha are likely to play games like Minecraft, Roblox, and Fortnite, where top activities include adventuring, building, and creating, per GWI.

Nearly 3 in 10 (26%) [Gen Alphas live in households with VR headsets](#), per Morning Consult. Marketers should pay attention not only to how Gen Alpha is gaming, but also the hardware they're using to do it.

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