

Magid

**COURAGEOUS
THINKING**



DECODING VIDEO CONTENT ENGAGEMENT:

Gen Z & Gen Y in Focus – Quantitative

May 2025



Agenda

- 03** Goals & Methodology
- 07** Decoding Video Content – Gen Z and Gen Y
- 16** Decoding Video Content – Understanding Content Creators
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Goals & Methodology

Research Goals

Our goal is to provide an understanding of how Gen Z and Gen Y consumers engage with and perceive YouTube and social media video content (Facebook, Instagram, Snapchat, TikTok, and X) ranging from professionally crafted video content by traditional media brands to content created by independent creators. Through this research we can discover opportunities and strategies for companies and brands to engage with these younger consumers.

Consumption Behavior

- Identify younger generations' (Gen Z, Gen Y) viewing patterns, attitudes and perceptions of YouTube and social media video content.

Content Creators

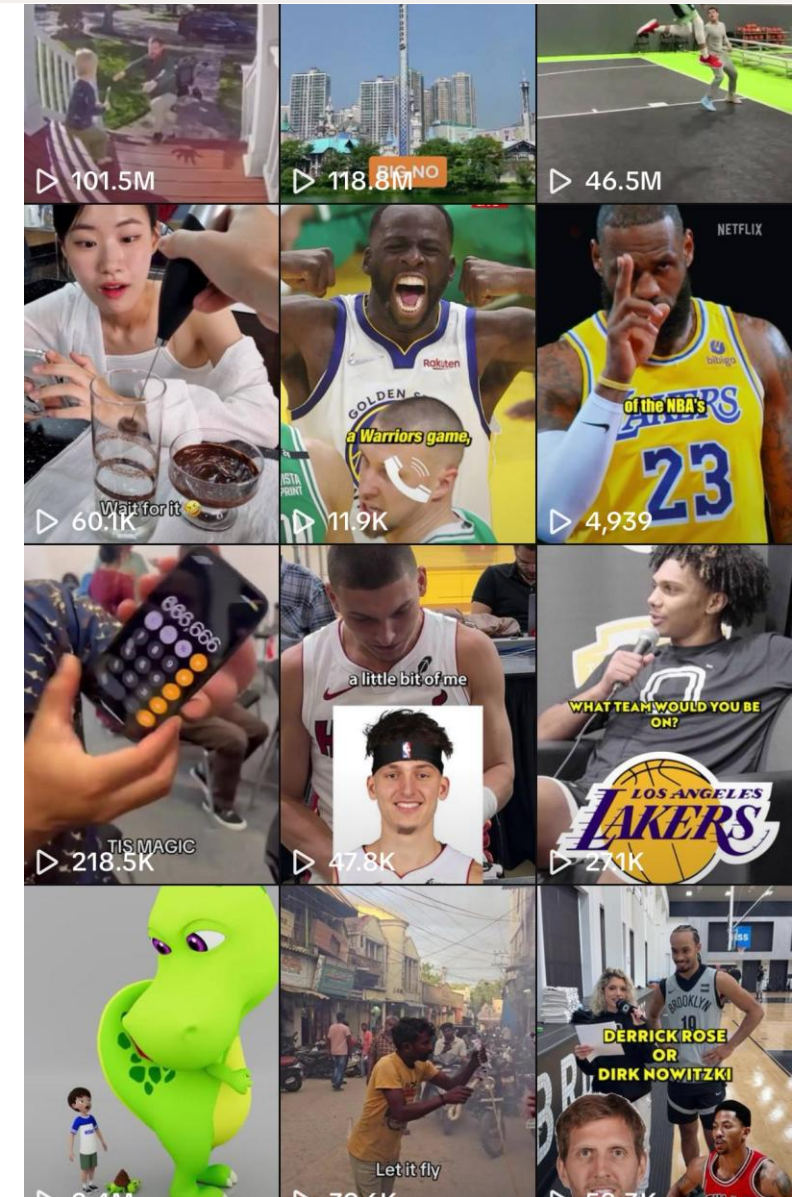
- Understand distinctions in attributes and qualities of six different types of content creators.
- Explore why consumers follow, trust, engage, etc. with different types of content creators and how this is rapidly changing with younger generations.

Brand perceptions

- Discover how consumers perceive and engage with media brands and premium content creators.
- Identify how brands can leverage these behaviors and perceptions to drive appeal with today's younger consumers.

Deep dive into content verticals

- Explore News, Sports, Lifestyle, Entertainment and Business video content engagement on YouTube and social platforms.
- Identify specific language to inform further research with the correct consumer friendly terminology (influencers, content creators, youtubers, etc.).



Methodology

QUANTITATIVE METHOD DETAILS

- **20-minute online study of 13-40-year-olds living in the US**
- **Field Dates** February 26 - March 7, 2025
- **Total Sample N=1000**
 - 50% Gen Z, 50% Gen Y
 - Daily consumers of video content on key social platforms (Facebook, Instagram, Snapchat, TikTok, YouTube, and X)
 - Interest in the following content verticals: entertainment, news and information, lifestyle and/or sports brands
 - US only





Decoding Video Content

Agenda

- 03 Goals & Methodology
- 07 **Gen Z and Gen Y** *How And What Are Gen Z And Gen Y Viewing?*
- 16 **Understanding Content Creators** *Who Creates The Video Content For Viewing?*
- 34 **Platform Expertise** *How Can Media Brands Keep Up?*
- 43 Media Brands Deep Dive
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 - 66 Lifestyle Media Brands Deep Dive
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Gen Z and Gen Y

Gen Z and Gen Y

01

Consumers Don't "Watch" Anymore – They Engage

02

Gen Z's Video Habits Are Reshaping the Internet – And It's Happening Fast

03

Gen Z is the Creator Generation – 13-17-Year-Olds Are Leading the Charge

01

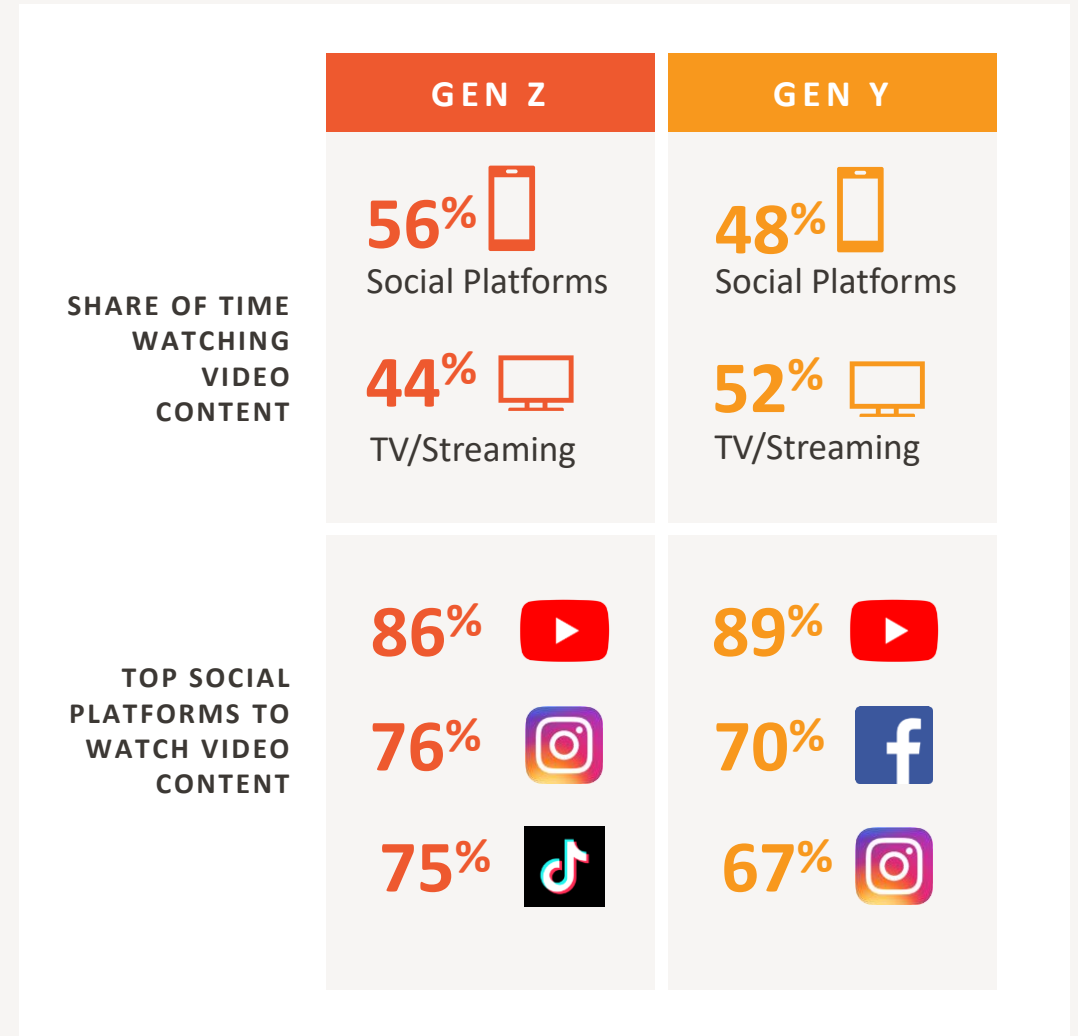
Gen Z's Video Habits Are Reshaping The Internet – And It's Happening Fast



Gen Z is spending more time watching video content on social platforms than they are on traditional TV

Short-form and social video dominate how Gen Z consumes video content. They spend more time on YouTube, TikTok, and Instagram than traditional TV or streaming services.

Any video content strategy that doesn't prioritize these platforms is already behind.



02

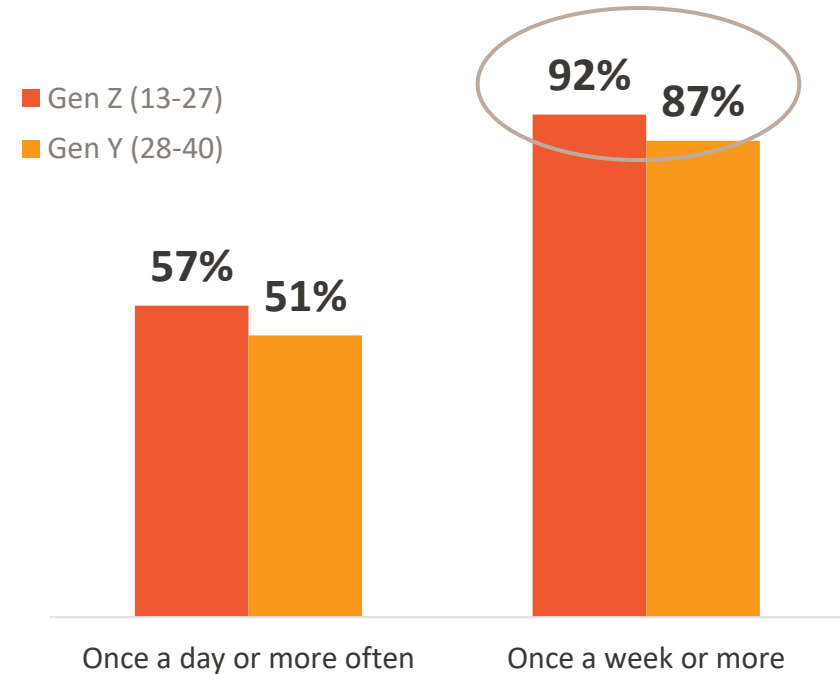
Consumers Don't Only "Watch" Anymore – They Engage



Nearly all of Gen Z engages with video content on social platforms at least once a week

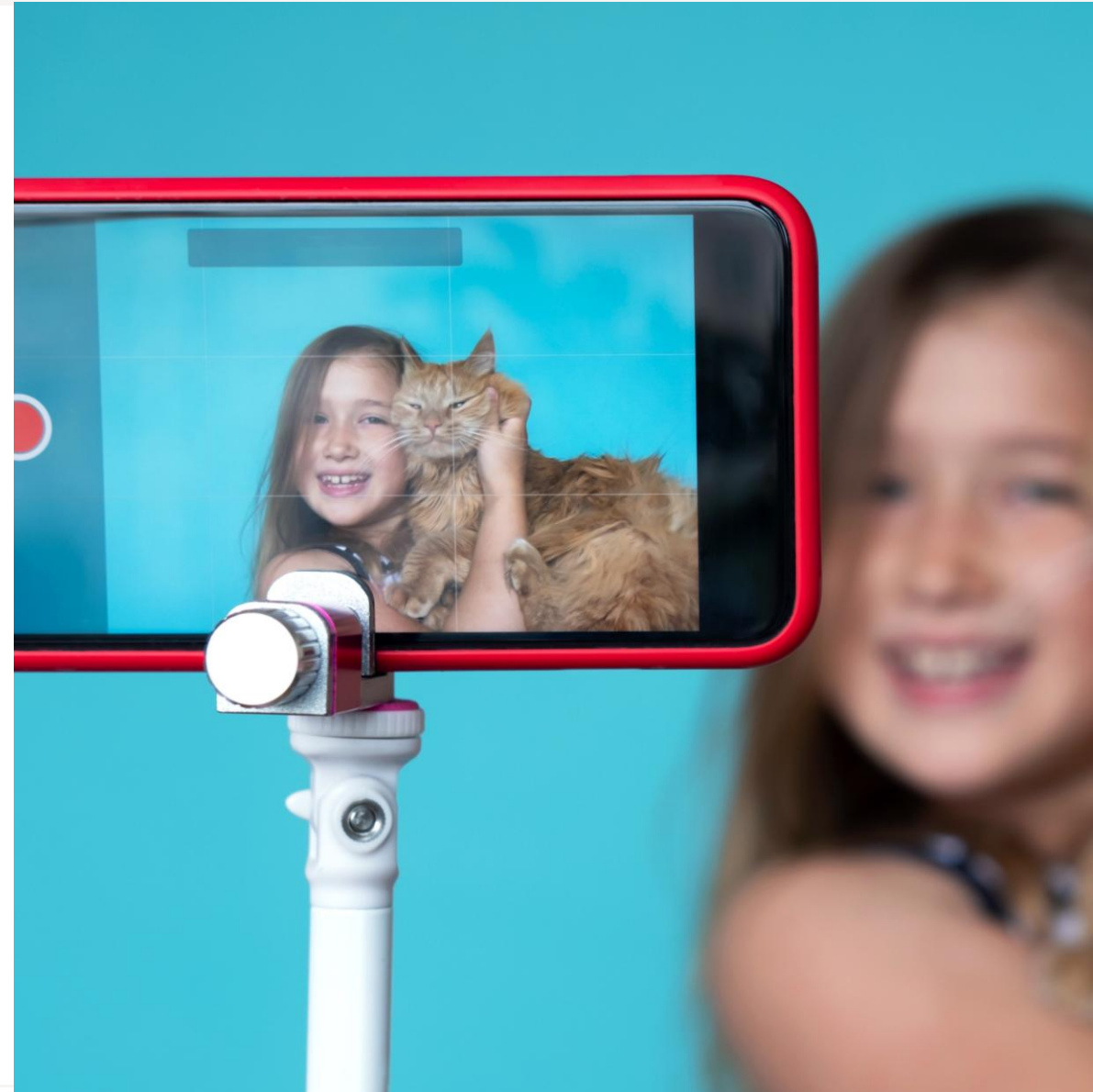
Video is no longer a passive experience—Gen Z and Gen Y expect to engage with video content. Liking, commenting, remixing, dueting, participating in challenges—this is how younger audiences consume video.

HOW OFTEN DO YOU LIKE, COMMENT, AND/OR SHARE VIDEO CONTENT ON SOCIAL PLATFORMS?



03

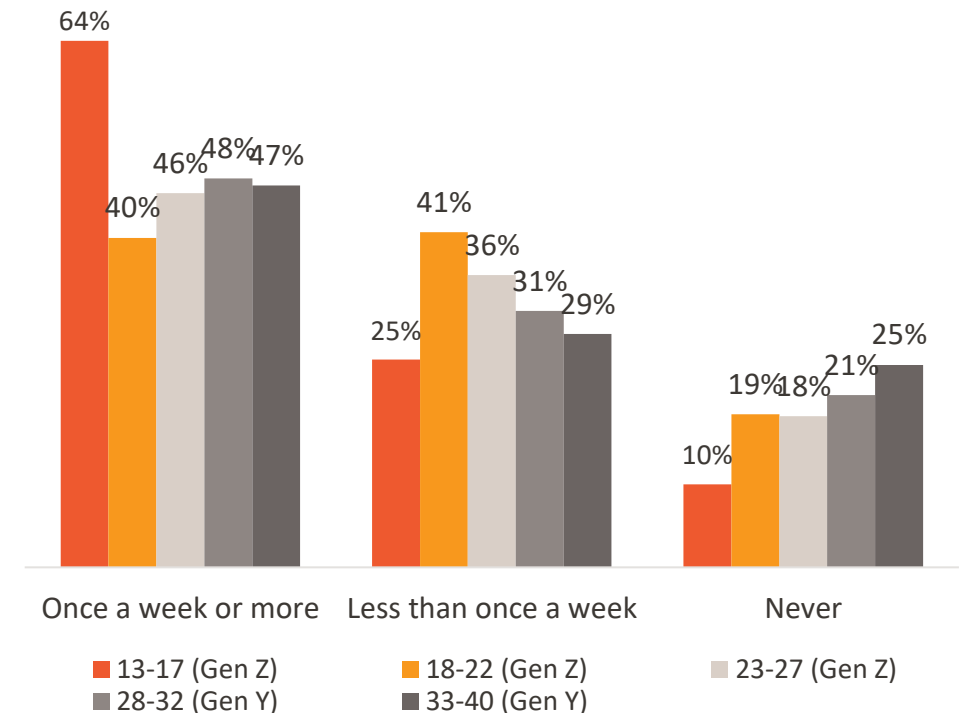
Gen Z Is The Creator Generation – 13-17-year-olds Are Leading The Change



64% of 13-17-year-olds are creating video content weekly

- While only 40% of 18-22-year-olds are doing the same.
- Younger Gen Z is reshaping how digital media is produced and consumed. They don't just watch—they actively engage, remix, and build upon trends, making video content a major force in digital engagement.

HOW OFTEN DO YOU CREATE VIDEO CONTENT AND POST IT ON SOCIAL PLATFORMS AND YOUTUBE?



Gen Z and Gen Y

01

Consumers Don't "Watch" Anymore – They Engage

- Video is no longer a passive experience—Gen Z & Gen Y expect to engage with video content.
- Liking, commenting, remixing, dueting, participating in challenges—this is how younger audiences consume video.
- Brands that invite interaction rather than just pushing video content align more with younger consumer expectation.

OPPORTUNITIES FOR MEDIA BRANDS

Create video content that invites participation—use polls, challenges, comment prompts, or remixable formats to drive interaction and co-creation with audiences.

02

Gen Z's Video Habits Are Reshaping the Internet – And It's Happening Fast

- Short-form and social video dominate how Gen Z consumes video content.
- They spend more time on YouTube, TikTok, and Instagram than traditional TV or streaming services.
- The shift could be long term —any video content strategy that doesn't prioritize these platforms is already behind.

Shift your video content strategy to prioritize short-form and social-first video across TikTok, YouTube, and Instagram Reels to meet audiences where they are spending time.

03

Gen Z is the Creator Generation – 13-17-Year-Olds Are Leading the Charge

- 65% of Gen Z teens (13-17) create content weekly, reshaping how digital media is produced and consumed.
- They don't just watch—they actively engage, remix, and build upon trends, making user-generated content a major force in digital engagement.

Think of opportunities to collaborate and co-create with young creators, tapping into their culture.

Understanding Content Creators

Understanding Content Creators

01

The Many Faces Of Content Creators

02

Originality & Honesty Aren't Optional for content creators — They're the Price of Entry

03

Individual Creators Have Changed the Game — And They Set the Standard Now (from more creative, entertaining and trust)

04

The 3-Second Rule: You Have No Time to Waste

05

Brands Appear Stuck — There's Room to Be More Engaging

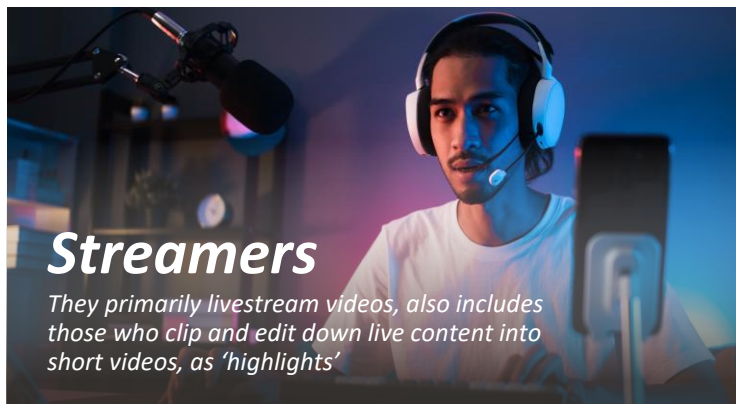
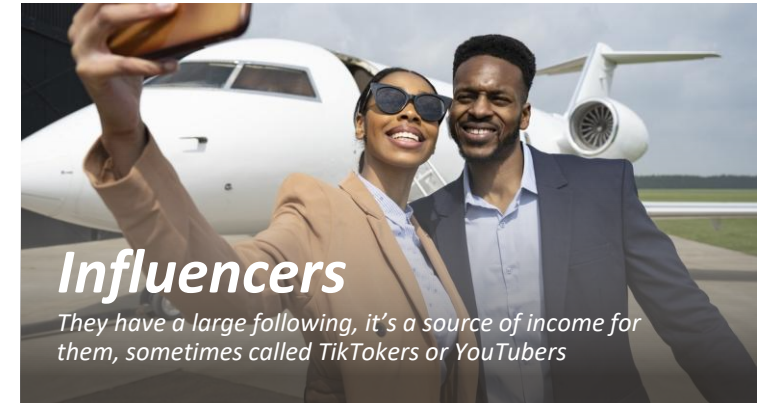
01

The many faces of content creators



‘Creators’: most widely-used term to refer to anyone (including media brands) creating and curating video content

CONTENT CREATOR SUB-CATEGORIES INCLUDE:



Content Creators have many faces for those under 40

The top 3 Creators that **Gen Z** follows are **Individual Creators**, **Influencers**, and **Streamers**.

- Streamers #1 for 13-17-year-olds (72%) and for male Gen Z (72%)

The top 3 Creators that **Gen Y** follows are **Individual Creators**, **Influencers**, and **Friends or Family**.

- Friends/Family #1 for female Gen Y (69%) and #4 for male Gen Y (58%)
- Streamers #1 for male Gen Y (66%) and #4 for female Gen Y (56%)

GEN Z TOP CREATORS

Individual Creators

71%

Influencers

70%

Streamers

65%

GEN Y TOP CREATORS

Individual Creators

64%

Influencers

63%

*Friends/
Family*

63%

02

Originality & Honesty Aren't Optional for Content Creators — They're the Price of Entry

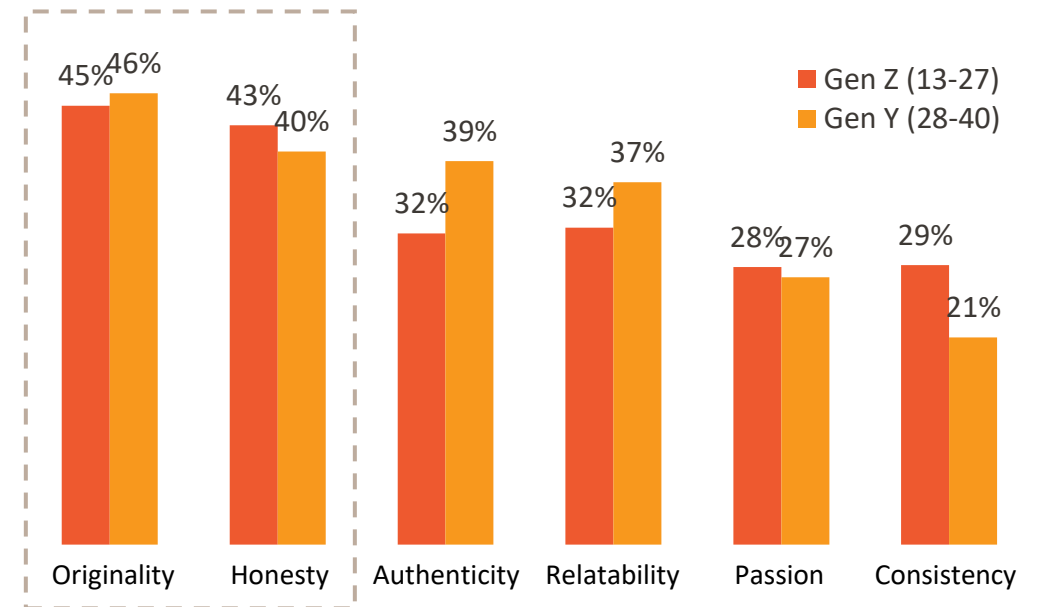


Younger audiences (Gen Z & Gen Y) can spot inauthentic video content instantly—and they scroll past it just as fast.

Originality matters: Recycled trends or overly polished, corporate video content doesn't perform as well as fresh, creative, and unique videos.

Honesty wins: Gen Z and Gen Y want video content that feels real, unfiltered, and transparent, whether it's from influencers, creators, or brands.

WHAT QUALITIES DO YOU LOOK FOR MOST IN CONTENT AND CONTENT CREATORS?



03

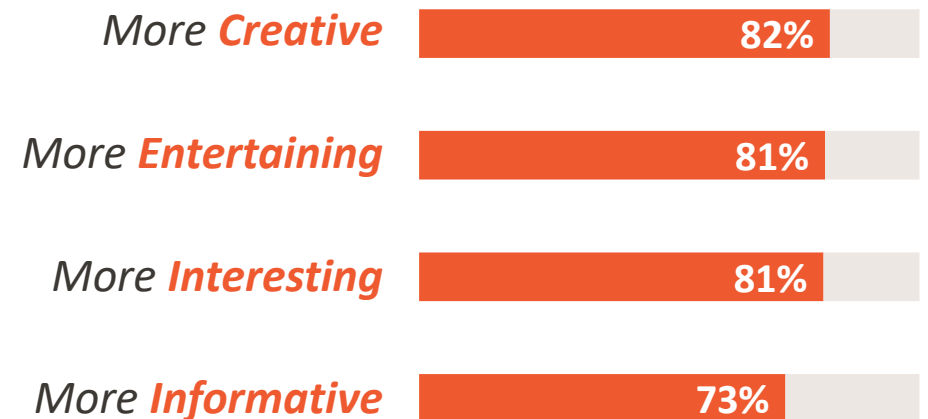
Individual Creators Have Changed the Game – And They Set the Standard Now



Individual Creators Are Beating All Other Creator Types By Being More *Creative*, More *Entertaining*, More *Interesting*, and More *Informative*

Younger audiences trust them more than brands and traditional media.

QUALITIES WHERE INDIVIDUAL CREATORS ARE RANKED #1



Content Creators Have Redefined Trust – Brands Must Catch Up

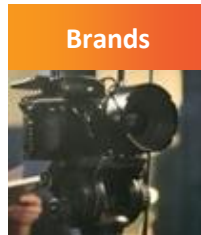
TYPES OF CONTENT CREATORS RANKED ON TRUSTWORTHINESS

Less Trustworthy

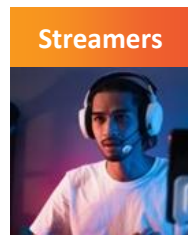
More Trustworthy



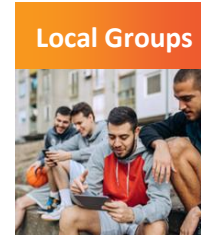
55%



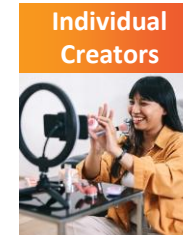
61%



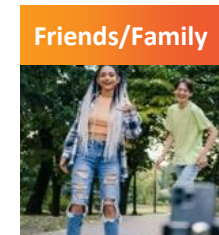
62%



78%



79%



88%

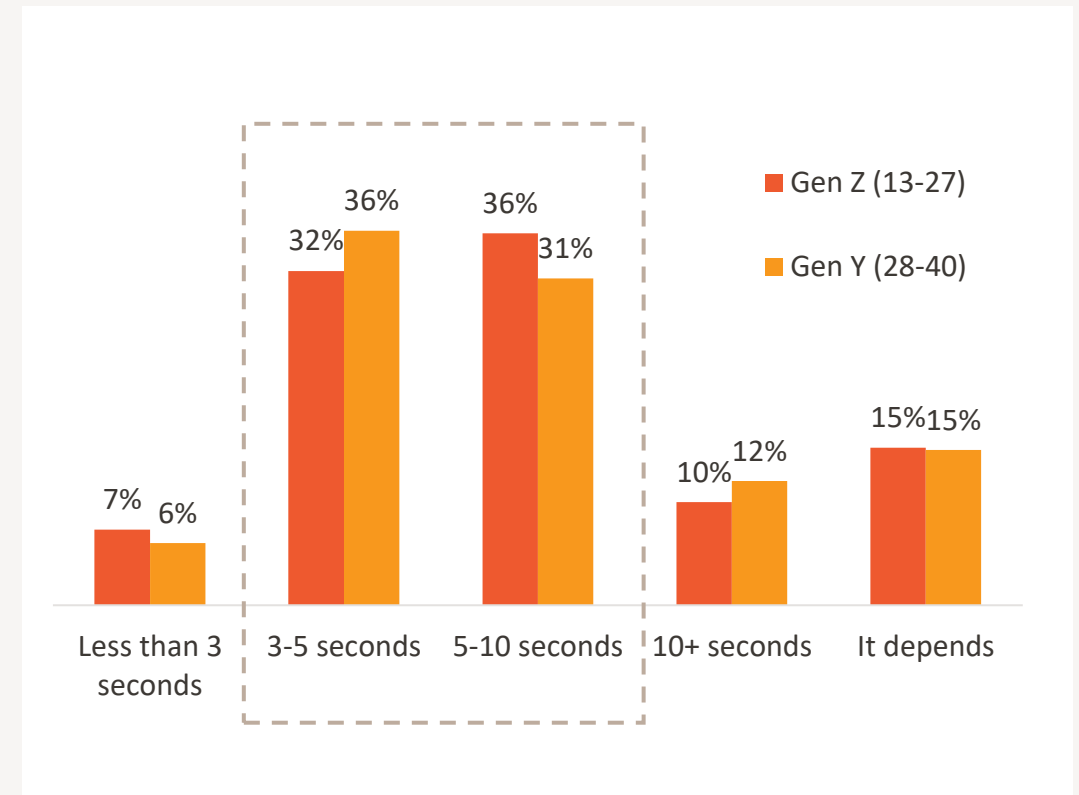
04

The 3-Second Rule: You Have No Time to Waste



How long does a video have to grab your attention before you scroll past?

Nearly half of younger viewers decide within 3 seconds whether to keep watching or scroll past. If a video doesn't hook immediately with bold visuals, fast cuts, and compelling storytelling, it's game over.



05

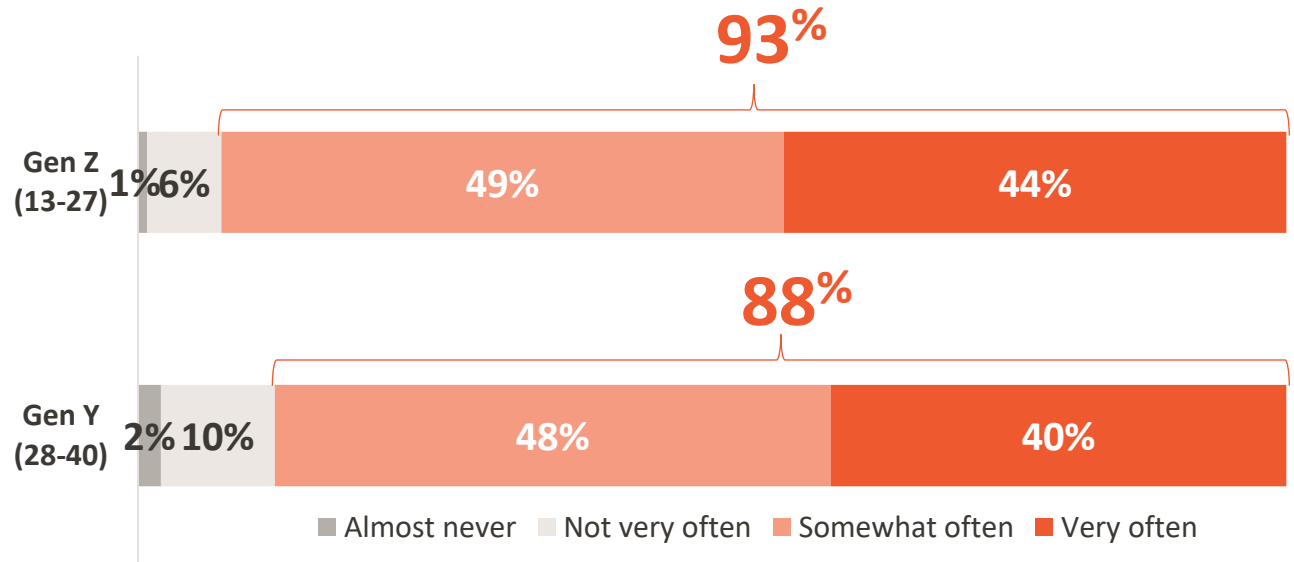
Gen Z is aware of Brands - But There's Room to Be More Engaging



Gen Z Are Seeing Brands' Videos Today

93% of Gen Z and 88% of Gen Y report that they see Brands'/Companies' video content on social platforms often.

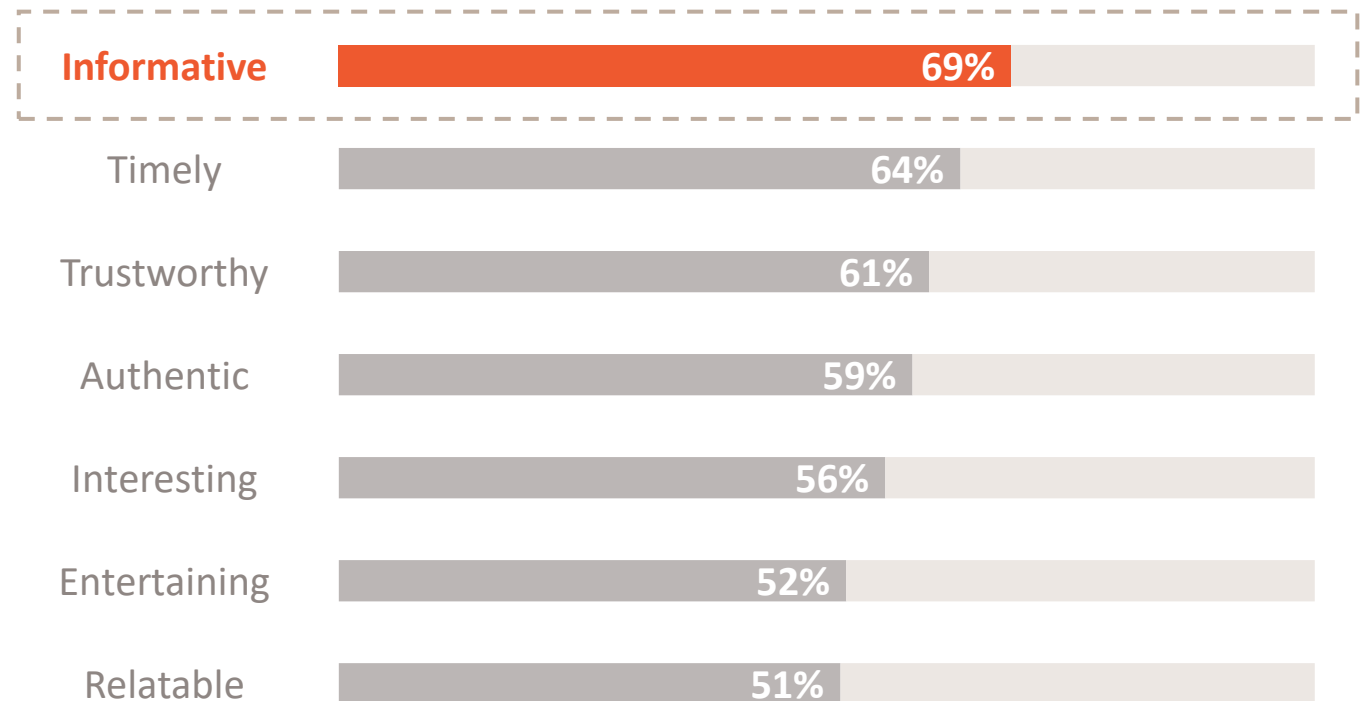
HOW OFTEN DO YOU SEE BRANDS' OR COMPANIES' VIDEOS ON SOCIAL PLATFORMS?



Brands Perform Best In Being **Informative**

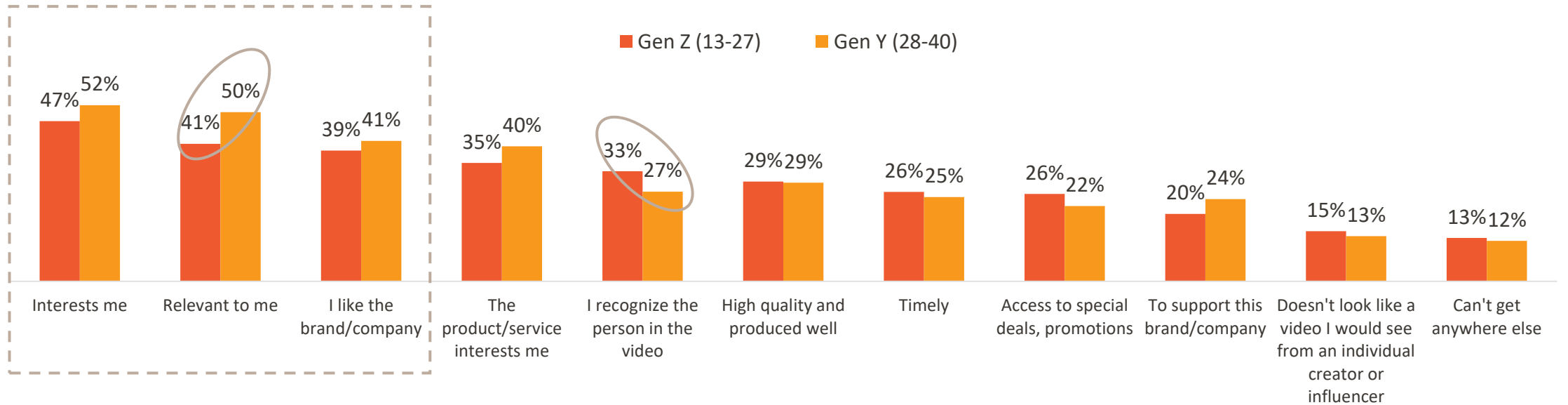
Younger audiences expect brands to be informative—that's their strongest advantage, but brands are falling short on trust, relatability, entertainment, and creativity.

BRANDS APPEAR STUCK IN THE "INFORMATION ZONE"



Consumers are willing to give a brand video a shot if they like the brand. Other than brand affinity, videos need to be interesting or relevant for viewers to **stop, watch and engage**

WHAT MAKES YOU STOP TO WATCH A VIDEO FROM A BRAND OR COMPANY?



Decoding Video Content – Understanding Content Creators

01

Content Creators Have Redefined Trust – Brands Must Catch Up

- Independent content creators have become the most trusted, entertaining, informative, and creative sources for younger audiences.
- Traditional brands struggle to match their authenticity but can win with information-rich, well-produced video content that feels genuine rather than overly polished.

OPPORTUNITIES FOR MEDIA BRANDS

Humanize your brand by featuring real people, behind-the-scenes insights, and interactive storytelling.

02

Originality & Honesty Aren't Optional—They're the Price of Entry

- Younger audiences (Gen Z & Gen Y) can spot inauthentic video content instantly—and they scroll past it just as fast.
- Originality matters: Recycled trends or overly polished, corporate video content doesn't perform as well as fresh, creative, and unique videos.
- Honesty wins: Gen Z and Gen Y want video content that feels real, unfiltered, and transparent, whether it's from influencers, creators, or brands

Brands that embrace original, honest storytelling and break the mold will stand out. Playing it too safe = getting ignored.

03

Individual Creators Have Changed the Game – And They Set the Standard Now

- The video content bar has been reset by individual creators, influencers, and streamers.
- Younger audiences trust them more than brands and traditional media.
- What makes them successful? Being relatable, real, creative, and consistent.
- Brands can't just advertise anymore—they need to create with the same level of authenticity, creativity, and engagement.

Mirror the qualities that drive creator success—develop video content that feels real, relatable, and creatively fresh to resonate with younger audiences.

Decoding Video Content – Understanding Content Creators

04

The 3-Second Rule: You Have No Time to Waste

- Nearly half of viewers decide within 3 seconds whether to keep watching or scroll past.
- If a video doesn't hook immediately with bold visuals, fast cuts, and compelling storytelling, it's game over.

OPPORTUNITIES FOR MEDIA BRANDS

Start strong, stay fast, and keep it visually dynamic.

05

Brands Appear Stuck in the "Information Zone"—But There's Room to Be More Engaging

- Consumers expect brands to be informative—that's their strongest advantage.
- But brands are falling short on trust, relatability, entertainment, and creativity.

Layer entertainment and personality into informative video content —combine value with fun to break out of the "just the facts" mold.

Platform Expertise

Platform Expertise

01

Entertainment is the Universal Currency – But Not All Platforms Entertain the Same Way

02

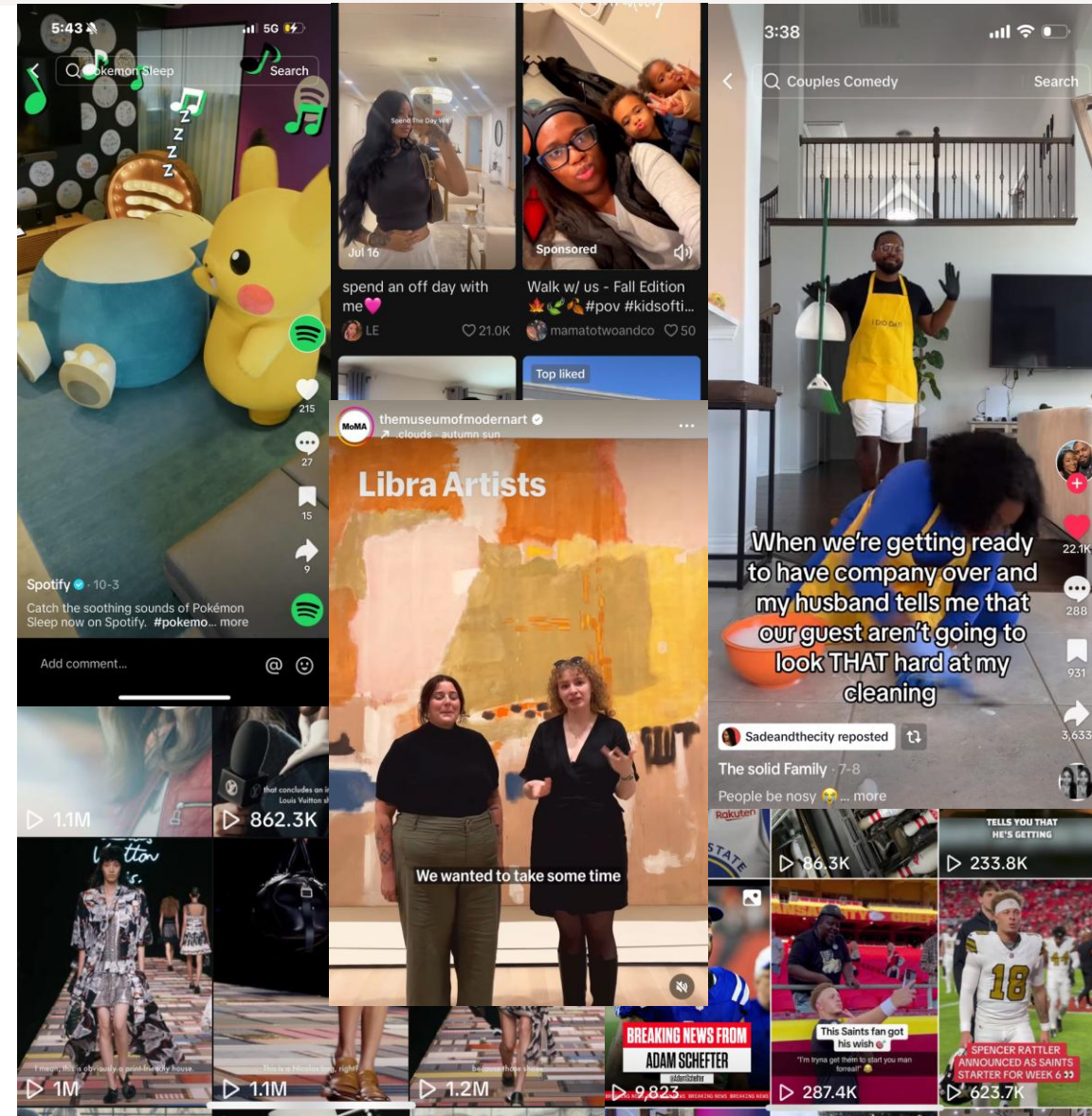
The Four-Platform Showdown is Real and It's Splitting Generations

03

The "SHARES" Engagement Formula is Key for Brands Improving Video Content

01

Entertainment is the Universal Currency – But Not All Platforms Entertain the Same Way



Across all platforms, the #1 reason people watch videos is **to be entertained** and **to pass time**







However, each platform delivers entertainment differently:

TIKTOK → Snackable, trend-driven, fast-paced entertainment

YOUTUBE → Longer deep dives, episodic video content and analysis

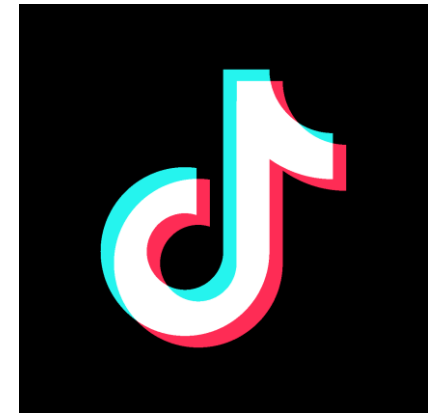
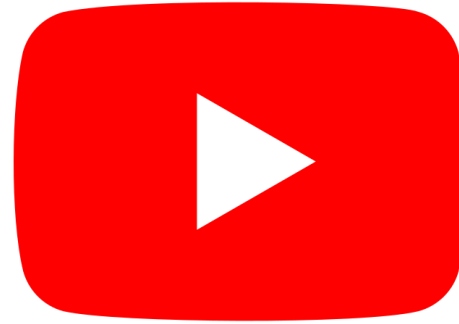
FACEBOOK → Lean-back, nostalgia-driven

INSTAGRAM → Visually polished, aspirational, and curated entertainment

PLATFORM	REASON FOR WATCHING
	<ol style="list-style-type: none"> 1. To Keep Up With Friends/Family 2. To Be Entertained 3. To Pass Time
	<ol style="list-style-type: none"> 1. To Be Entertained 2. To Pass Time 3. To Learn Something New
	<ol style="list-style-type: none"> 1. To Be Entertained 2. To Pass Time 3. To Keep Up With Friends/Family
	<ol style="list-style-type: none"> 1. To Be Entertained 2. To Pass Time 3. To Relax
	<ol style="list-style-type: none"> 1. To Keep Up With Friends/Family 2. To Be Entertained 3. To Pass Time
	<ol style="list-style-type: none"> 1. To Stay Informed 2. To Be Entertained 3. To Pass Time

02

The Four-Platform Showdown is Real – and It’s Splitting Generations

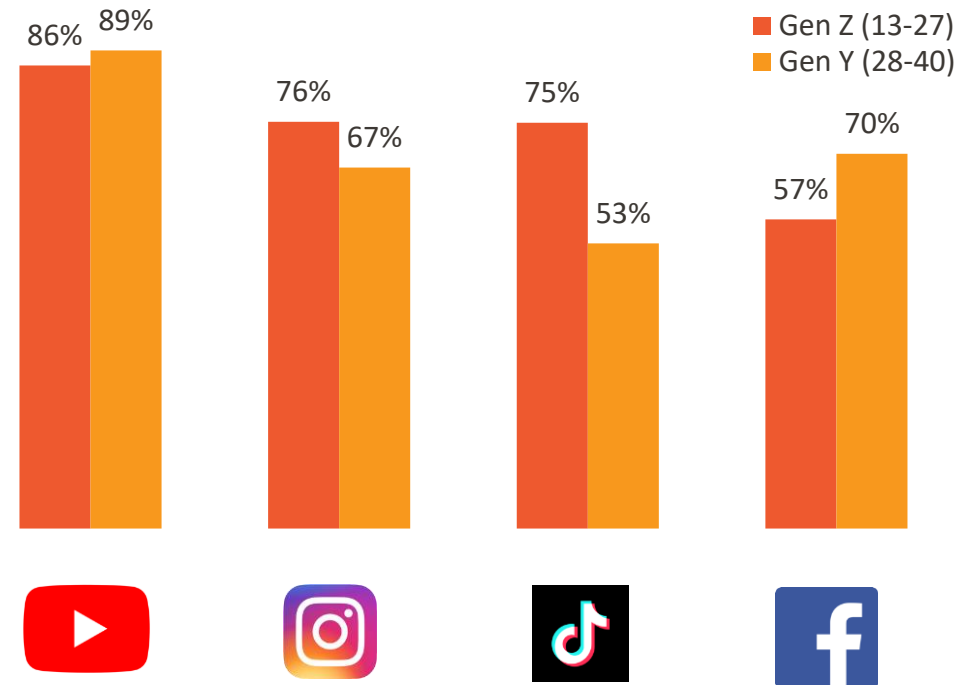


YouTube, Instagram, TikTok, and Facebook are locked in a race for attention.

Gen Z prefers TikTok, using it for quick, engaging entertainment, while many in Gen Y still migrate to Facebook for more traditional video content consumption.

YouTube and Instagram serve as the common ground, but with distinct roles—YouTube offering more depth, Instagram for quick-hit engagement

WHAT SOCIAL PLATFORMS DO YOU USE TO WATCH VIDEOS?



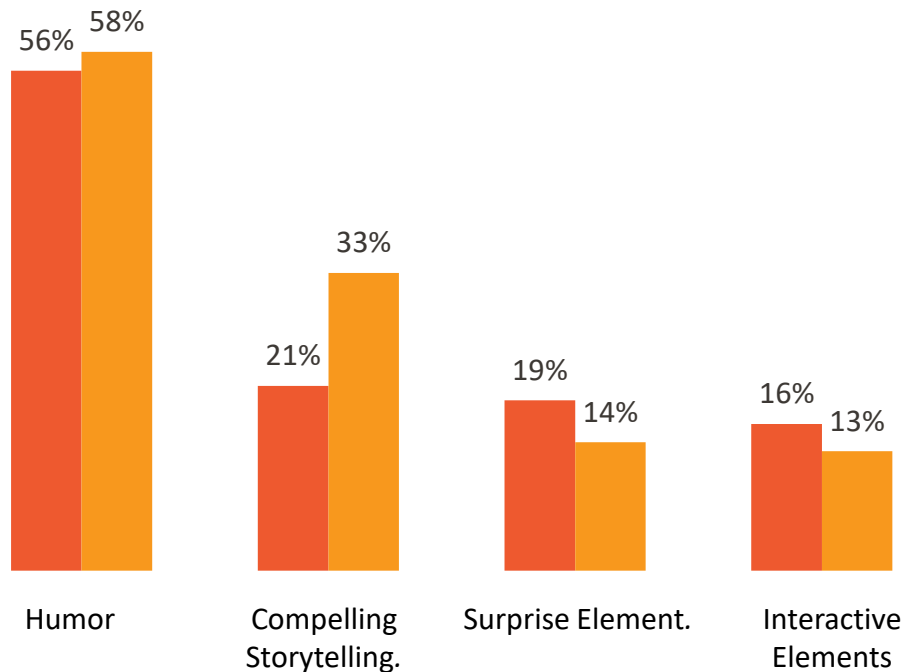
03

*The "SHARES"
Engagement Formula
is Key for Brands
Improving Video
Content*

Storytelling
Humor
Authenticity
Raw
Engagement
Surprise

Storytelling Humor Authenticity Raw Engagement Surprise

WHAT ABOUT THE CONTENT MAKES YOU WANT TO SHARE THE VIDEO?



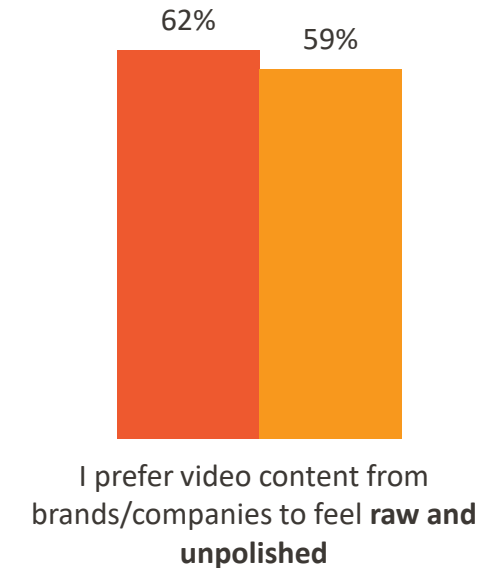
■ Gen Z (13-27)

WHAT QUALITIES DO YOU LOOK FOR MOST IN VIDEO CONTENT AND CONTENT CREATORS?



■ Gen Y (28-40)

WHAT ARE YOUR PREFERENCES FOR VIDEO CONTENT FROM BRANDS OR COMPANIES?



Platform Expertise

01

Entertainment is the Universal Currency – But Not All Platforms Entertain the Same Way

- Across all platforms, the #1 reason people watch videos is to be entertained and pass time.
- However, each platform delivers entertainment differently:

TIKTOK → Snackable, trend-driven, fast-paced entertainment

YOUTUBE → Longer deep dives, episodic video content, and analysis

INSTAGRAM → Visually polished, aspirational, and curated entertainment

FACEBOOK → Lean-back, nostalgia-driven

OPPORTUNITIES FOR MEDIA BRANDS

Brands can align their video content style with how audiences consume entertainment on each platform. A one-size-fits-all approach won't work.

02

The Four-Platform Showdown is Real and It's Splitting Generations

- YouTube, Instagram, TikTok, and Facebook are locked in a fierce competition for attention.
- Gen Z prefers TikTok, using it for quick, engaging entertainment, while many in Gen Y still migrate to Facebook for more traditional video content consumption.
- YouTube and Instagram serve as the common ground, but with distinct roles—YouTube offering more depth, Instagram for quick-hit engagement

Use a platform-native approach—align tone, pacing, and visuals with each generation's preferred platform to maximize relevance and retention.

03

The "SHARES" Engagement Formula is Key for Brands Improving Video Content

The most successful videos nail the six engagement drivers:

- **Storytelling** – Emotional connection keeps audiences hooked.
- **Humor** – Entertaining through laughter
- **Authenticity** - Gen Z and Gen Y crave real, unfiltered video content .
- **Raw** – Uncut, unpolished video content .
- **Engagement** – Polls, Q&As, interactive features drive participation.
- **Surprise** – Unexpected twists keep people watching and sharing.

Build with SHARES in mind—design every piece of content to include at least one of the six drivers (Storytelling, Humor, Authenticity, Raw, Engagement, Surprise) to boost shareability and emotional connection.



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