

# Streamin' It New School

From DIY home hacks to learning about culturally impactful moments in time, streaming has become an accessible form of comprehensive knowledge-sharing, and families are taking full advantage.

**Meet the new school of learning, where families turn to streaming to both educate, and entertain.**

# Generation STREAM

**FAMILY EDITION**  
Presented by Disney Advertising



## ▶ Families Are Leaning Into Content That “Teaches”

**83%** say they **prioritize educational experiences** in their day-to-day

**72%** of families named **“educational content”** and **“cultural stories and documentaries”** as the top types of content they like to stream

**1 in 5** families reported that their favorite, recent TV show or movie was fulfilling because **“I learned something new or important.”**

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There are many times where a topic comes up during dinner and my kids and I will stream content to learn more about it.

— David, 42, Portland, OR

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My wife and I use media as a jumping-off point for learning.

— Jarred, 36, Lincoln, NE

## ▶ Content That Builds Multicultural Literacy is Valued by Families

**67%** of families say they like content that represents or showcases **diverse races and ethnicities**

**53%** of families say **diversity and representation is the top benefit of streaming content** for their family

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When my son was around two or three [years old], I wanted him to watch shows that had young black protagonists. Streaming allowed me to discover a ton of shows that he could watch and see himself in.

— Marco, 29, Washington, DC

## Advertiser Takeaways



Embrace themes of stepping outside of comfort zone and/or **exploring something new in life and as a family.**



Brands (especially travel and restaurants) can introduce products and services that **align to new experiences or passions seen within content.**

For more information on Generation Stream: Family Edition and to read the full report, please visit [insights.disneyadvertising.com/generation-stream/generation-stream-family-edition](https://insights.disneyadvertising.com/generation-stream/generation-stream-family-edition).