

Generation STREAM

FAMILY EDITION
Presented by Disney Advertising

TREND 1 OF 6

The New Nuclear

The 'modern family' in America continues to evolve, introducing new viewpoints and storytelling opportunities. Yet at the same time, the traditional notion of 'family togetherness' around TV has remained constant.



▶ TV brings families together in new ways

Central to family life are the shows, movies, and other content they consume. Content provides the conversation starters, nightly rituals, and seasonal traditions families are seeking.

▶ #1

The most important branch of family life is Downtime, which includes relaxing and TV time

▶ Families are craving good, old-fashioned fun

As simple as it seems, families are looking for ways to get back to uncomplicated connections, laughter, spontaneity, and times to appreciate one another.

▶ “We love the traditional holidays and our made-up ones. In October we all watch [a cartoon series]. We enjoy it so much that it allows us to decorate the house, cook a themed dinner, and have more quality time. It’s our own, crazy endeavor that will one day be given to the next generation from our self-made chosen family.”

— Casey, 25, Jacksonville, FL

▶ Modern is the new traditional

While families shared that family constructs have evolved, the aspiration for family traditions and togetherness remain evergreen. Among Families...



agree families in America today look nothing like they did a generation ago



describe their family life as “traditional”



say traditions are extremely important to them

Advertiser Takeaways



Family today is both modern and traditional. When talking to families, it’s important that brands understand that family is a broad and dynamic term.



Lean into family fun. Brands should look for ways to support families that are looking for opportunities to have a fun, shared experience.

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.