



Family Edition

In the latest addition to the Generation Stream research series, **Generation Stream: Family Edition** dives into the dynamics of family life among streamers, how they build new connections, the impact of streaming on family entertainment, and **what this means for advertisers.**

Access all six trends from this study and learn more about the new proprietary addressable audience segments that were inspired by Generation Stream research. **Advertisers can now activate these segments via Disney Select.**

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Generation STREAM

FAMILY EDITION

Presented by Disney Advertising

Activate Generation Stream's
Proprietary Addressable
Audience Segments



Generation STREAM

VOLUME 1

Streaming Only | Streaming Most |
Streaming Also



Generation STREAM

SPORTS EDITION

Amplifiers | Classics | Universalists |
Nichesters | Soloists



Generation STREAM

FAMILY EDITION

Active Enrichers | Ritual Relaxers |
Eclectic Connectors | Selfie Escapists

Overview of Family Trends

The New Nuclear

As family dynamics evolve, the ritual of bonding over television remains constant.

Connects to:

Active Enrichers

#1 The most important branch of family life is downtime, which includes **relaxing and TV time**

TV Together

If streaming were an American sport, families would place first. They spend the most time among all streamers, watching content across every screen.

Ritual Relaxers & Selfie Escapists

98% of families say they **binge video content**

84% of families have made streaming part of their **nighttime routine**

Streamin' It New School

Families are turning to TV and other content to expose their families to new places, cultures and experiences.

Active Enrichers

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

Connect Four

Streaming is deepening family bonds across distance, relationships, generations, and cultural divides.

Eclectic Connectors

77% of families say they have **created better connections** with their parents, or their children, by watching and bonding over content from their generation

The Decision Tree

With so much TV to stream, families find an added layer of decision-making, balancing acts and creative compromises along the way.

Selfie Escapists

#1 The top benefit of streaming according to families is **"more choice"**

Check out the [Generation Stream: Family Edition Hub](#), to access all six trends from the study and more!

Family Streaming 360

Four family viewing segments emerged from this proprietary research, further unpacking the common threads of why families stream - and what these streaming experiences uniquely fulfill for them.

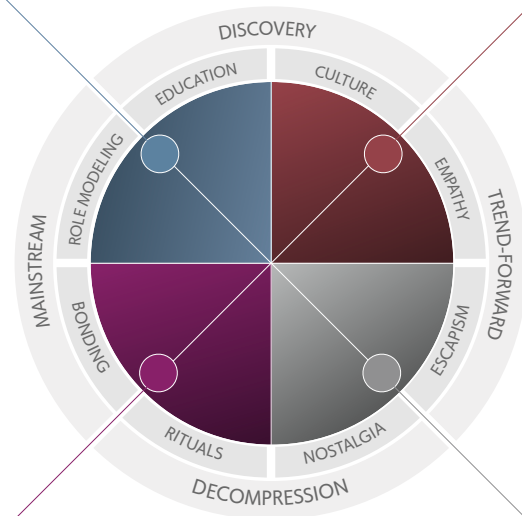
People Who Stream with Family Members:

19% Active Enrichers

Viewers who **prioritize their quality of life, quality time**, in addition to their health and wellness. They're also **more likely to stream educational content** with the hopes of learning something new.

41% Eclectic Connectors

This audience looks to **connect with communities and diverse cultures**. They value content that fuels meaningful discussion and are most likely to watch programs within a family construct.



20% Ritual Relaxers

Classic content viewers who like to **kick back, relax** and watch reality TV or sports. They're also most likely to prefer ritual viewing with their family.

19% Selfie Escapists

This **younger demographic**, often times couples, see their favorite streaming shows as a form of **escape**, tuning in to nostalgic film or series content that lets them live vicariously.