

# Immersive, interactive, and personalized experiences **GAIN TRACTION**

**Key insights from Deloitte's 2022 Digital Media Trends survey** As Gen Z and Millennial entertainment choices are adopted across generations and across the globe, social and gaming experiences compete head-to-head with streaming video for consumers' attention.

## WHAT'S THE STORY?

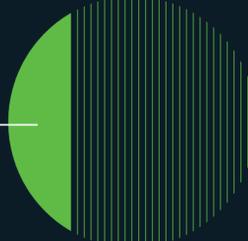
In the United States, consumers still say watching TV shows and movies at home is their No. 1 favorite entertainment activity, and streaming video on-demand (SVOD) penetration is up overall.

But many consumers—especially younger ones—are experiencing choice overload and have become increasingly cost-conscious, willing to add and drop services to meet their evolving preferences.



**51%**  
OF US GEN Zs  
have canceled or both added and canceled a paid SVOD service in the last six months

**25%**  
OF US CONSUMERS  
canceled and then renewed a streaming video service within the last 12 months



## A KEY QUESTION FOR STREAMING PROVIDERS? HOW TO KEEP CONSUMERS ENGAGED—AND SUBSCRIBED.

Some people say they'd be willing to stay if the cost of the service was reduced. Some are open to an annual subscription, while others would be willing to watch more ads.

**34%** OF US CONSUMERS

say they could be enticed to stay with an SVOD service if a loyalty program were included that offered discounts on other services and products.

But in many ways, the sands are shifting in the entertainment landscape, led by younger generations, who gravitate toward highly snackable, user-generated content (UGC) and gaming.



**41%**  
OF US CONSUMERS

spend more time watching user-generated content online than they do streaming video shows/movies

## VIDEO GAMES NO. 1 FAVORITE ENTERTAINMENT ACTIVITY

for Gen Zs (more than 80% of all US consumers play video games)



These emerging platforms draw people in through the promise of new and personalized content and immersive, inspirational, and social experiences...



**70%**  
OF US CONSUMERS

say they follow an influencer online

**1/3**  
OF US CONSUMERS

say social media influencers influence their buying decisions

**82%**  
OF US GAMERS

who went to a live in-game event say attending prompted them to buy digital or physical merchandise

...and they offer a glimpse into what may be coming in the metaverse.

In the integrated marketplace of the future, streamers, social media, and gaming companies could see their business models further disrupted.

To thrive in the future, media and entertainment companies should consider:

**How can they find new ways to collaborate and elevate the customer experience to create a future where they remain at the center?**

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## Survey methodology

Number of respondents surveyed per country



Source: Deloitte's 2022 Digital Media Trends survey, 16th edition.

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