

**SUPER
AWESOME**

Gen Alpha and Gen Z: In control of the family remote

Why young audiences are crucial
for driving household subscriptions



Gen Alpha and Gen Z: streaming decision-makers



When it comes to household streaming choices, young audiences' voices are key in influencing what platforms families subscribe to, as well as what content they watch.

Though cost is a factor in motivating subscription purchases, parents are most likely to subscribe if a platform offers content that their children are specifically interested in, or that they can watch as a family.

Brands looking to drive and retain OTT subscriptions need to understand not only the influence Gen Alpha (ages 4-15) and Gen Z (ages 16-24) have over these decisions, but also how to best engage and provide value to these audiences.



This ebook will showcase how parents make streaming decisions for the household, what is most important to Gen Alpha and Gen Z streaming audiences, and how young people find out about new content they're excited to see.

Methodology

SuperAwesome conducted a comprehensive quantitative study in the US and UK with 1010 families of children aged 4-15 and 440 young adults aged 16-24.

Parents of kids aged 4-15 (Gen Alpha)

US: n=1010
UK: n=1016

16-24 year olds (Gen Z)

US: n=440
UK: n=450

Key Takeaways



1

The streaming needs of the whole family outweigh cost considerations, even amidst uncertain economic times.

2

Kid-related and family content needs have become even more important in parents' decisions to stay subscribed to a platform – up by 31% in the US and 24% in the UK since 2021 – outpacing subscription cost which lessened by 9% and 17% respectively.

3

Kids' and family content needs are the top reason a parent will subscribe to a streaming service for the family, keep subscribing, or unsubscribe, making Gen Alpha and younger Gen Zers (who value family time almost as much as content) crucial for gaining and retaining subscriptions.

4

Half of Gen Zers aged 16-24 say they're involved in family streaming platform decisions. While some Gen Zers are making their first entertainment purchases at this age, they are still invested in the streaming choices at home.

5

YouTube is the most effective channel for reaching Gen Alpha and US Gen Zers. Social media is also key for brand awareness with Gen Z in the US and the UK.

About SuperAwesome

Founded in 2013, SuperAwesome is building a safer internet for the next generation. Used by hundreds of brands and content owners, our award-winning technology enables safe, authentic digital engagement with Gen Alpha and Gen Z.

To learn more about how we can help your streaming brand safely engage with young audiences

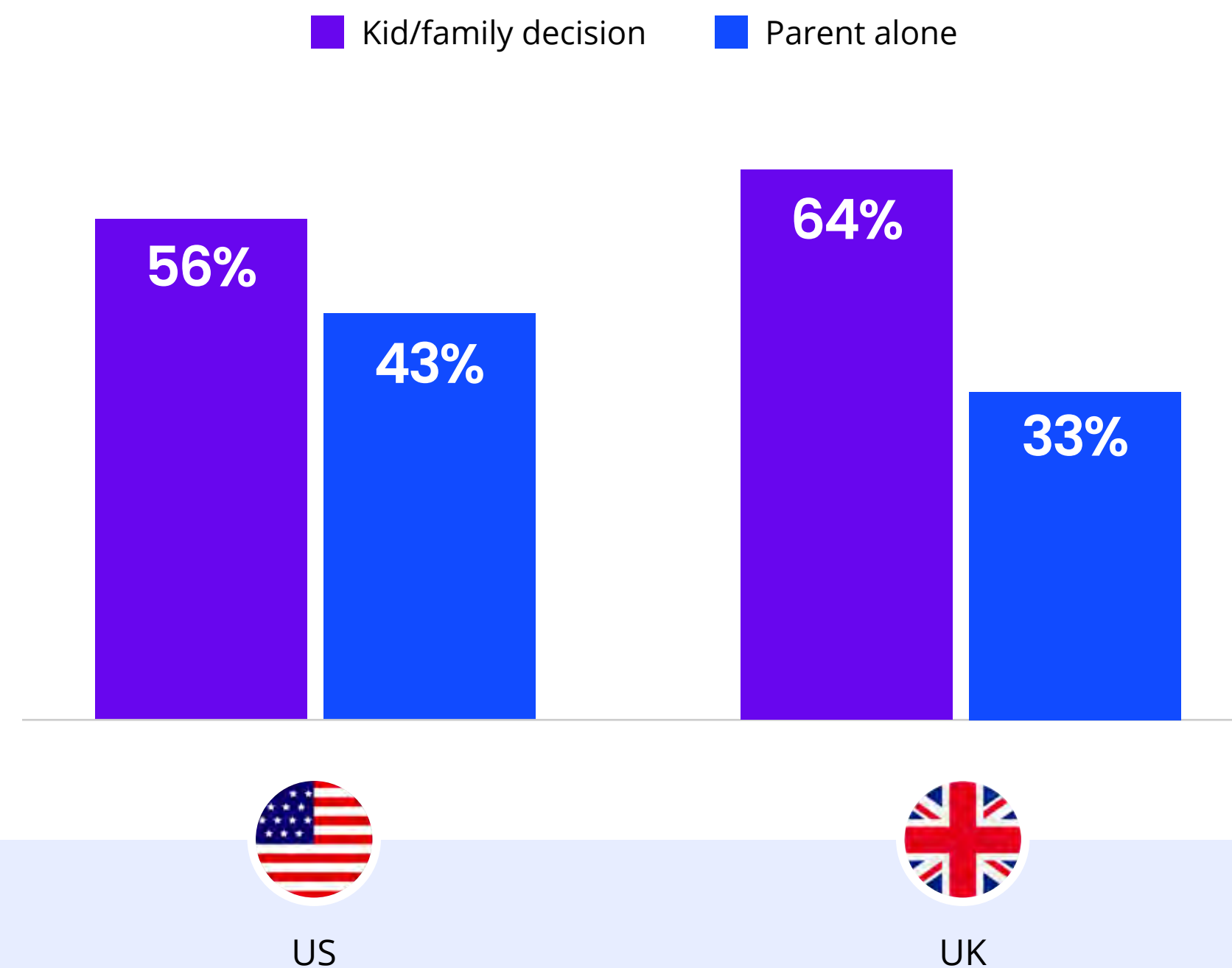
Contact us

Children living at home control the family remote control



Parents defer to their kids when it comes to what to watch, which informs the services they subscribe to.

Who in the family makes the decision about what content to watch?



Who makes the final call?

1/2 of parents in the US and UK include their kids in the final decision of what streaming platforms to subscribe to.

To succeed with families, a brand strategy focused around kids and family content will help drive awareness with young audiences and their parents.

Questions:
When it comes to these family streaming platforms, who makes the decision about which platform to subscribe to?
When it comes to these family streaming platforms, who makes the decision about what content to watch?

Parents list “content to watch as a family” as the top factor driving subscription decisions

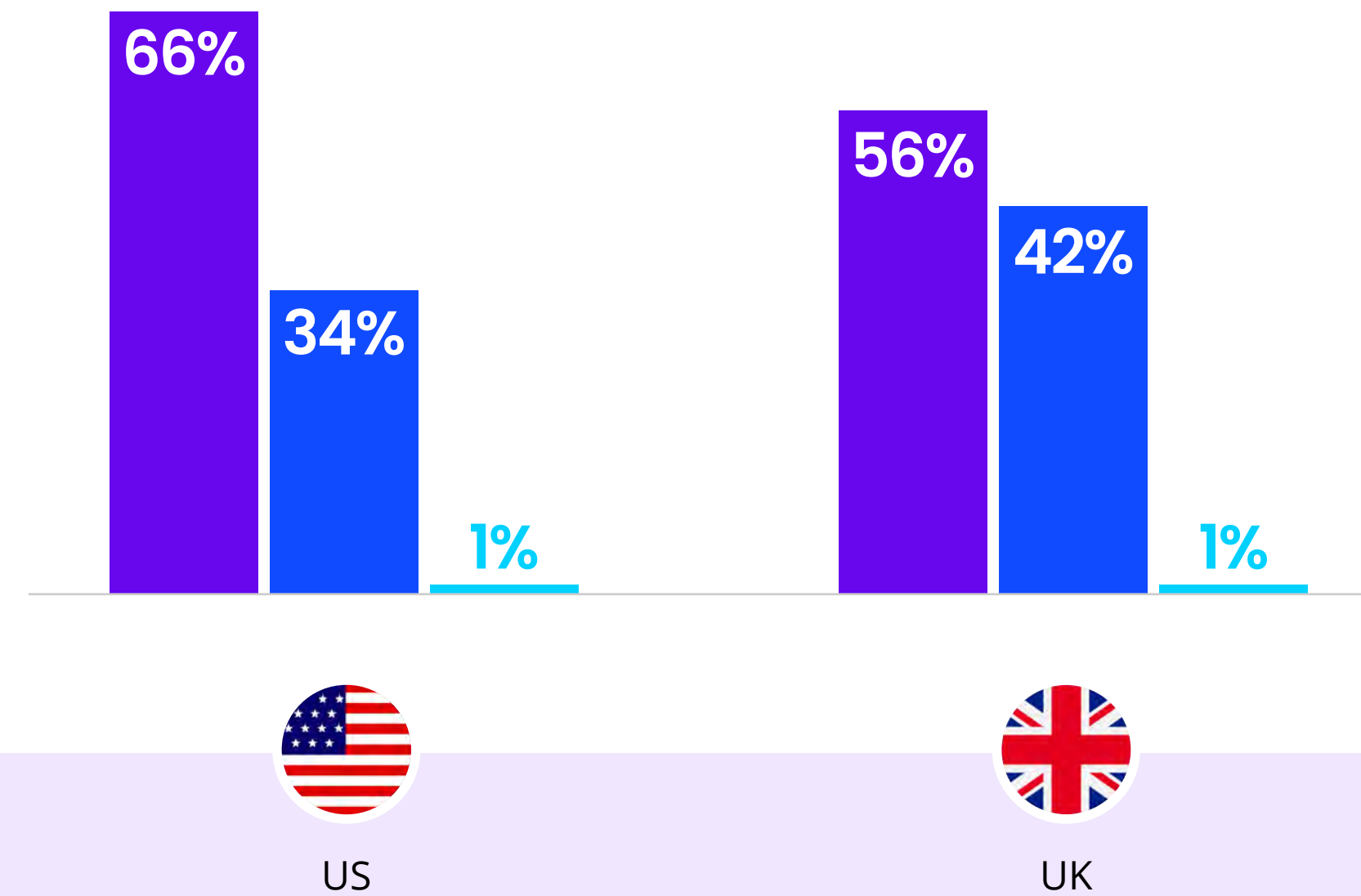


Age-appropriate messaging about kids content is more likely to resonate with families than pricing.



Factors in parents' subscription decisions

- If it provides enough content for the whole family/my kid
- If it fits within our budget
- If it provides enough content for me



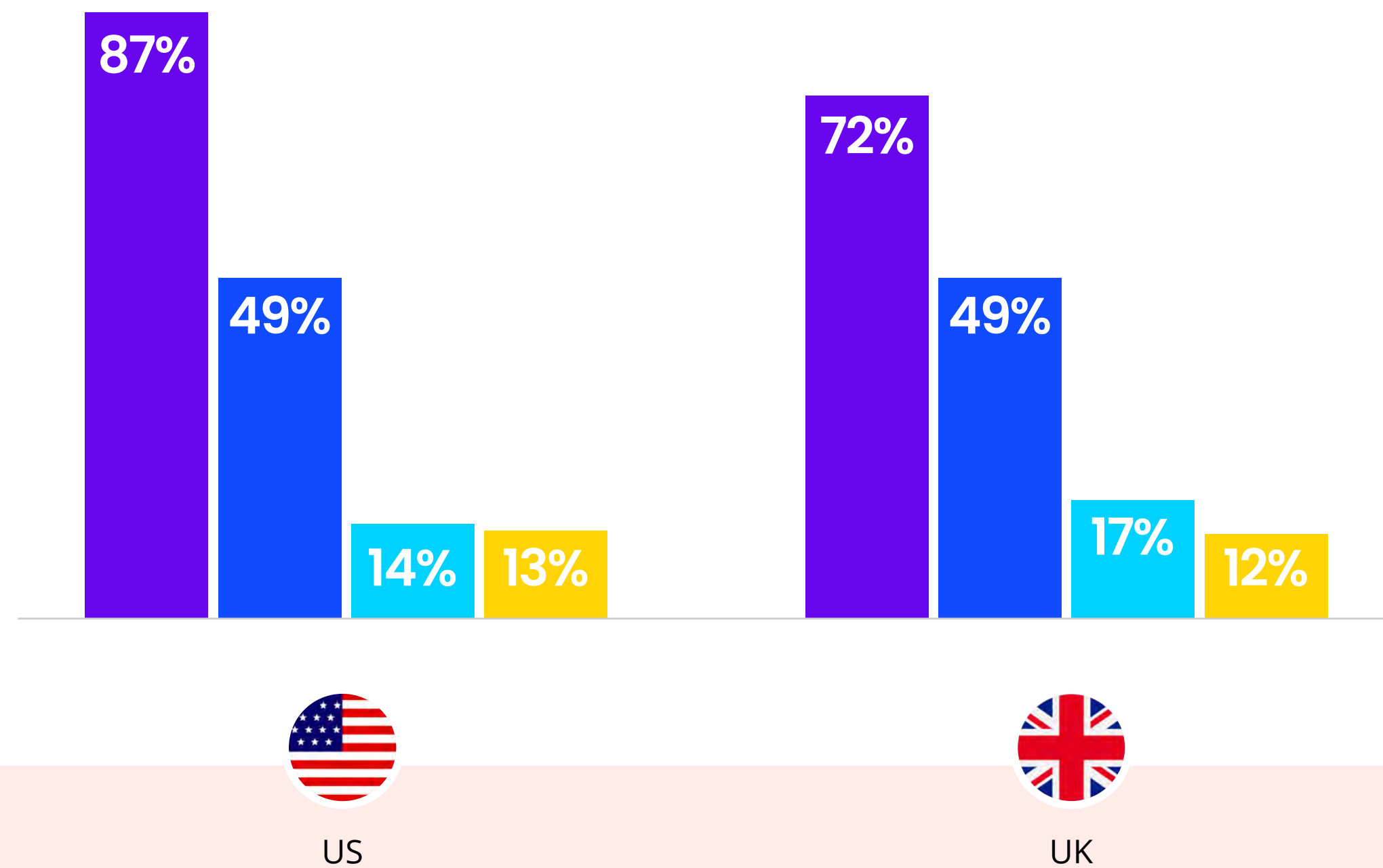
Questions: You mentioned you decide whether you have the right amount of subscriptions based on the below factors. Which of these are you most likely to decide on?

Kids have sole or joint decision-making power when it comes to household OTT subscriptions



What made you subscribe to this platform?

■ Kid/family needs ■ Parent-related needs ■ It was popular/trendy ■ A recommendation



Questions:
What made you decide to subscribe to this platform?

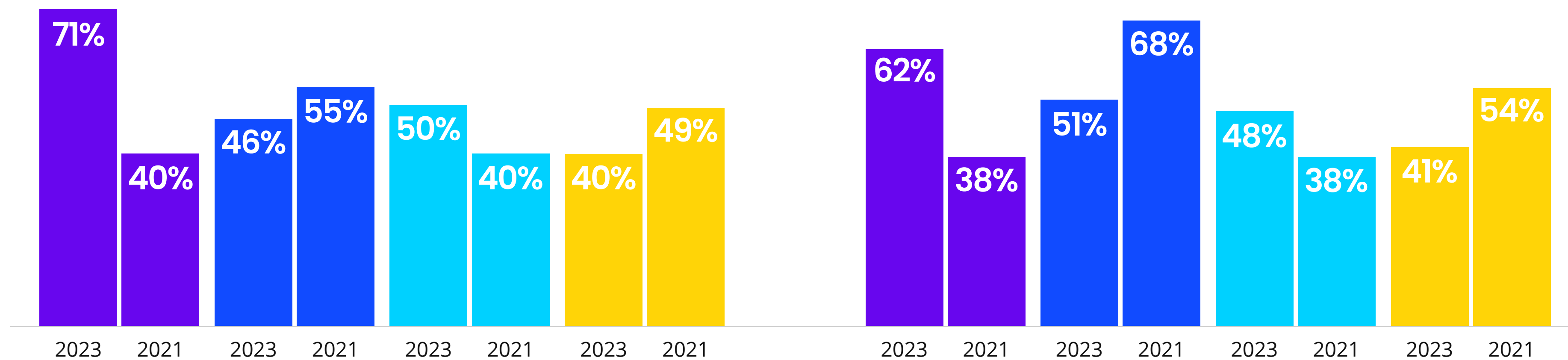
Content that young audiences want to watch is the #1 reason parents add and keep OTT subscriptions



Which factors ensure your family keeps subscribing to a streaming platform?

- Kid-related (e.g. new content for my kid, if it shows my kid's favorite franchise)
- Cost of the service
- My kid is a fan of the platform-specific series/franchises, if they offer first run/blockbuster releases
- Family-related (e.g. if we would watch content on it frequently as a family)

The importance of kids' needs in decisions to keep subscribing to streaming services has increased since 2021 and is now the top factor for parents.



US



UK

Question: Which factors ensure you keep subscribing to a streaming platform?

To avoid churn on subscriptions, platforms need to provide value to young audiences

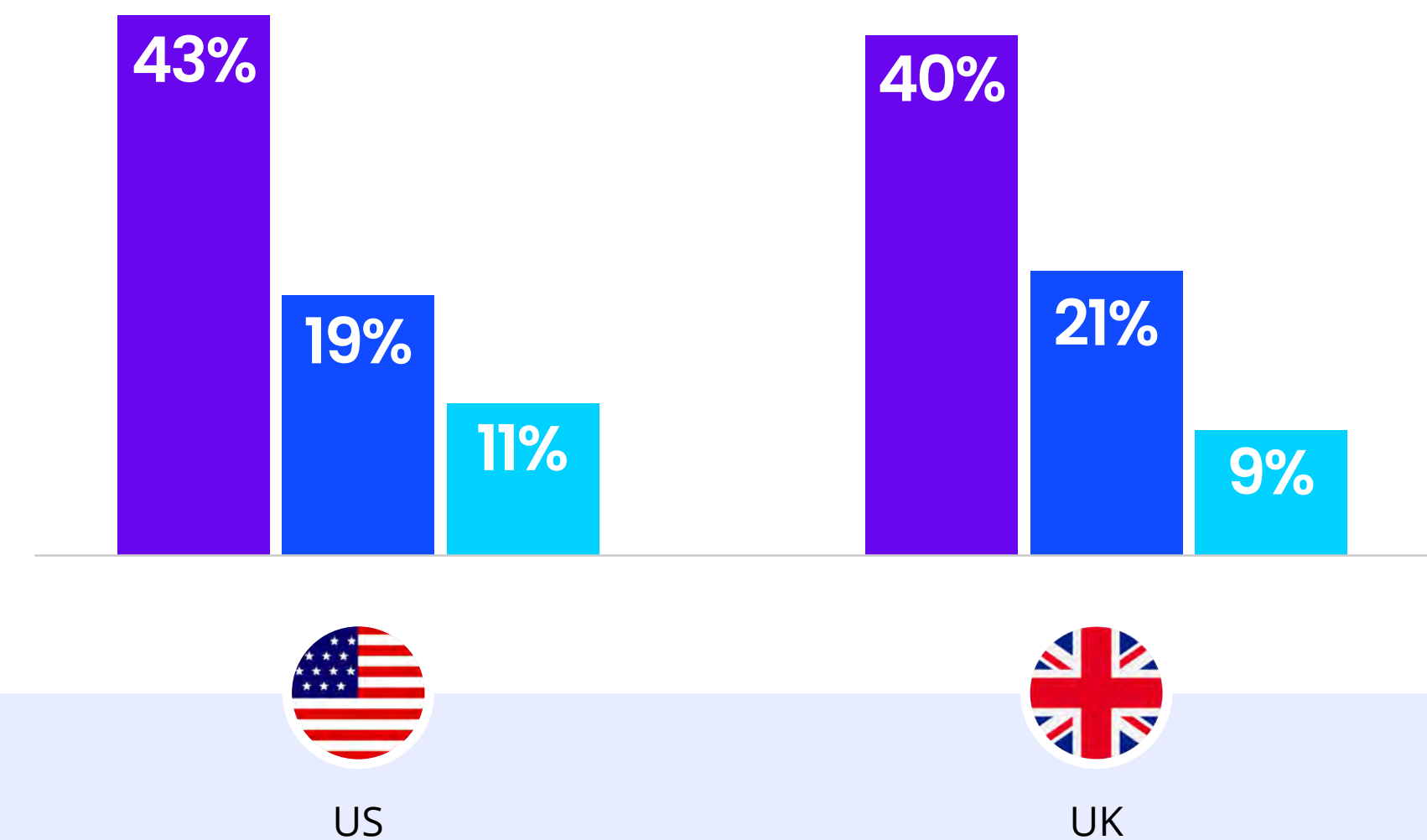


Parents of Gen Alpha are **2x as likely to unsubscribe from a platform** if it isn't satisfying their kid's content needs (compared to the cost of the service).



Why parents unsubscribe from a streaming platform?

- Kids/family needs (e.g. not enough content for my kid/family, my kid doesn't watch it enough, my kid has asked to subscribe to a different platform)
- Cost
- Not enough content for me



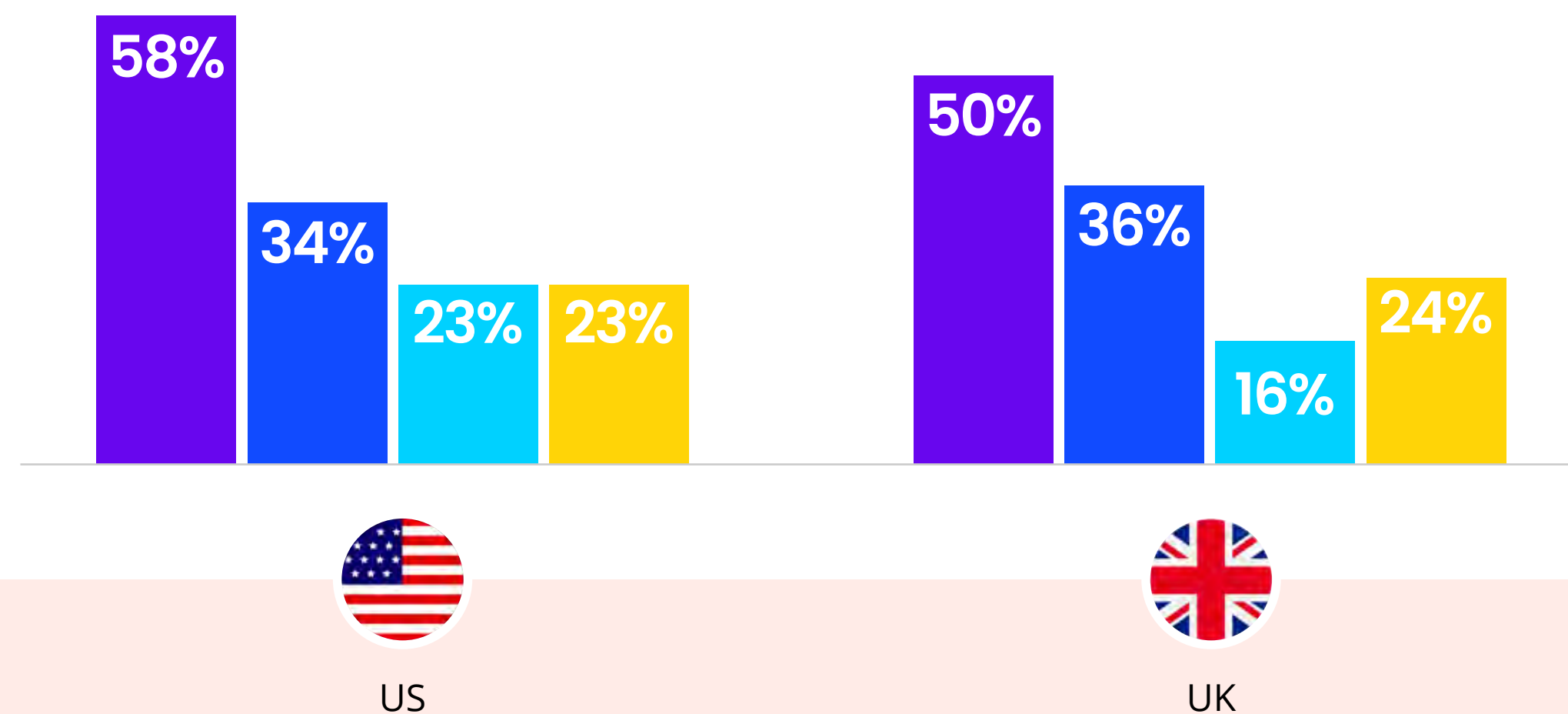
Questions: You said you plan to unsubscribe from this/these platforms. Why is this?

YouTube is essential for driving awareness of kids and family titles



Where do you find out about new TV shows, films, or other content you might want to watch?

■ YouTube (videos, ads, YT Shorts) ■ My friends ■ Browsing a streaming platform ■ Live TV



While YouTube is the top awareness channel for Gen Alpha, **utilizing multiple media channels is vital** for driving awareness and consideration of new titles with kids and their friends.

Questions:
Where do you find out about new TV series, films, or other content you might want to watch?

But Gen Alpha isn't the only group living at home and influencing household streaming decisions...

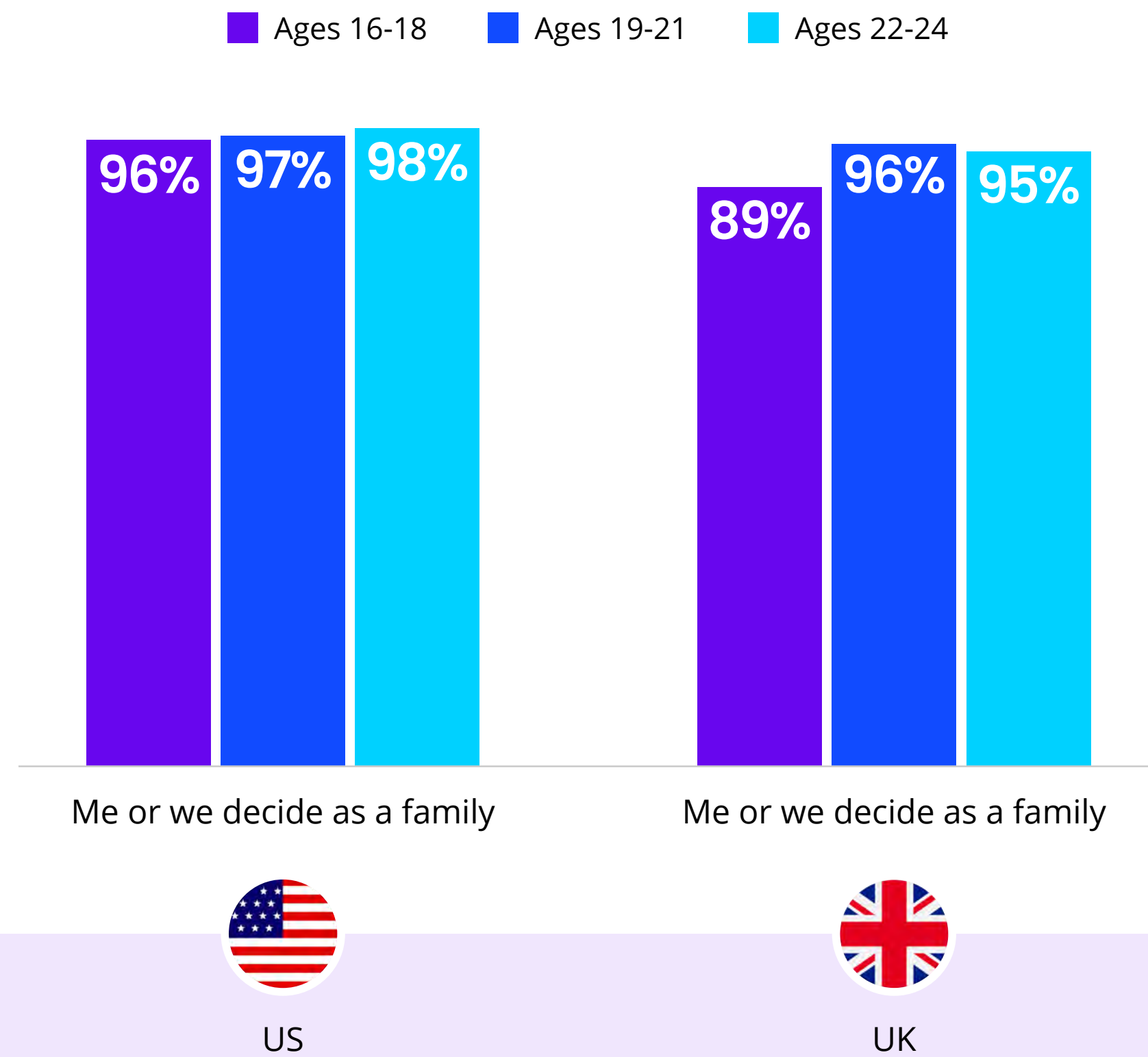
Gen Z audiences (aged 16–24) are in a period of significant change from childhood to adulthood, with two thirds living in the family home, informing family decisions.

Though many 19-24 year olds are making their first entertainment purchases on their own, 16-18 year olds are especially invested in household streaming decisions and should be addressed in family messaging.

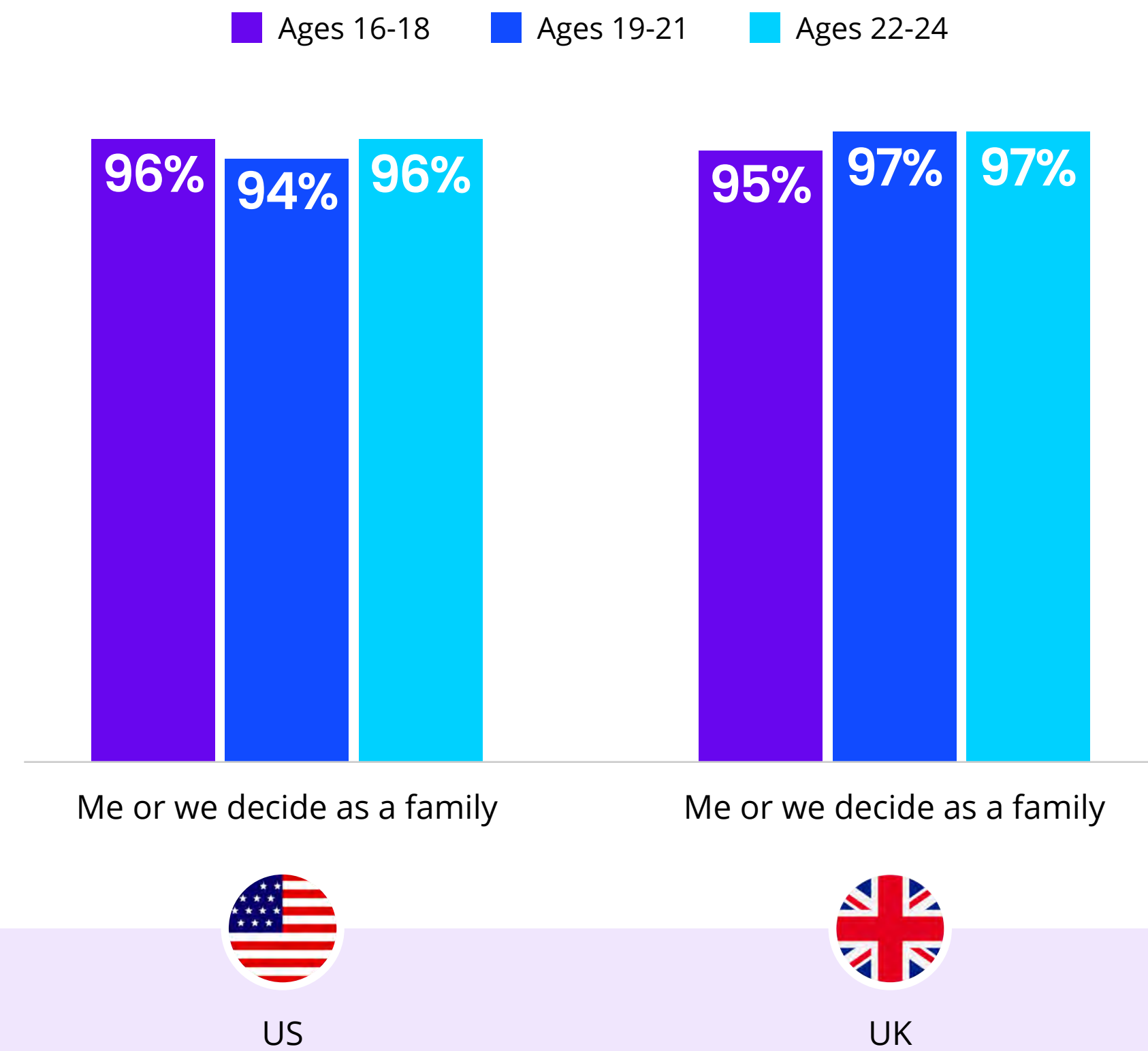
Gen Z is extremely involved in family streaming choices



Who makes the decision about which platform to subscribe to?



Who makes the decision about what content to watch?



Questions:
When it comes to these family streaming platforms, who makes the decision about which platform to subscribe to?
When it comes to these family streaming platforms, who makes the decision about what content to watch?

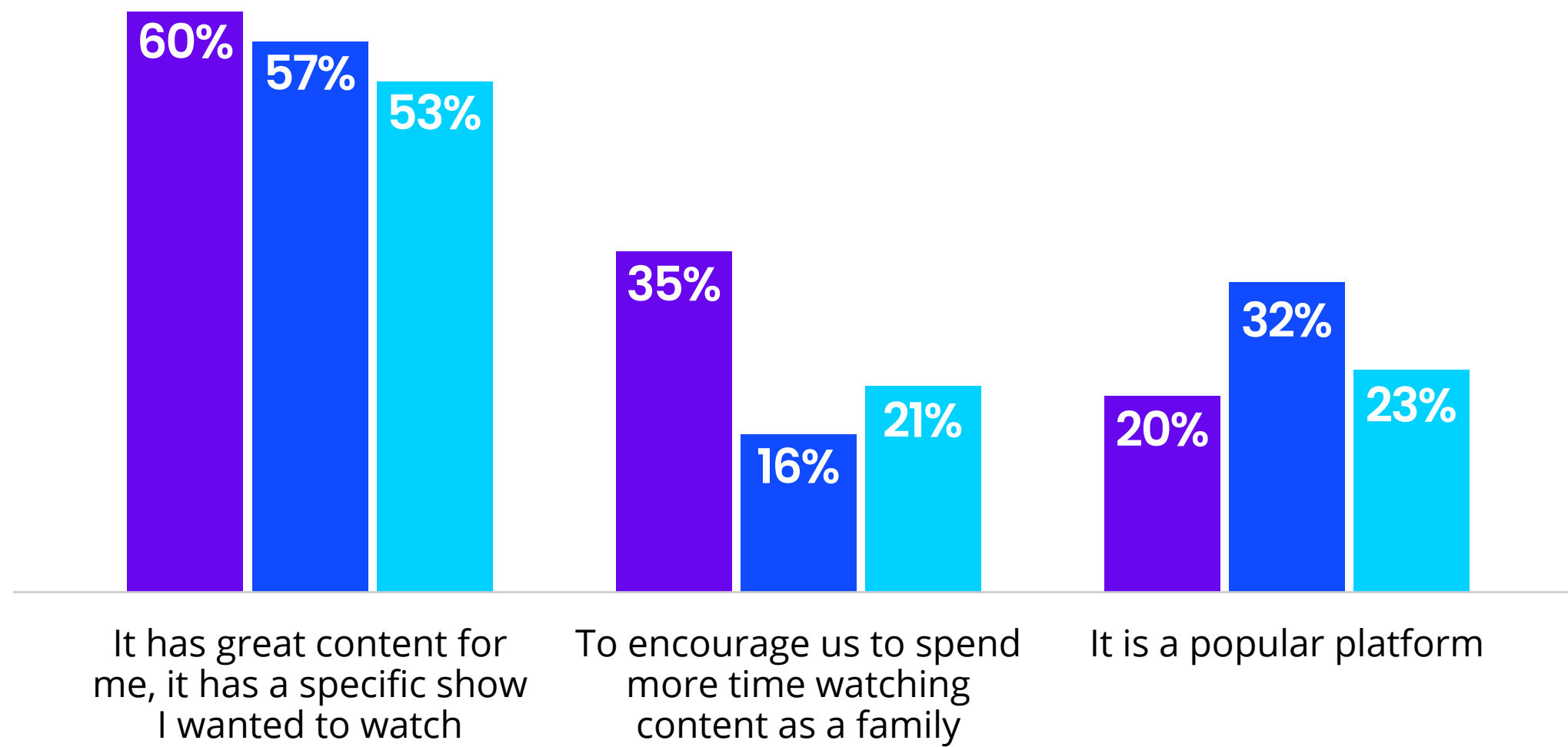
When making subscription decisions, Gen Z is loyal to the content they love



For 16-18 year olds (especially in the US), family time is more important than it is for 19-24 year olds. In streaming campaigns, this age group should be included in family messaging.

What made you decide to subscribe to this platform?

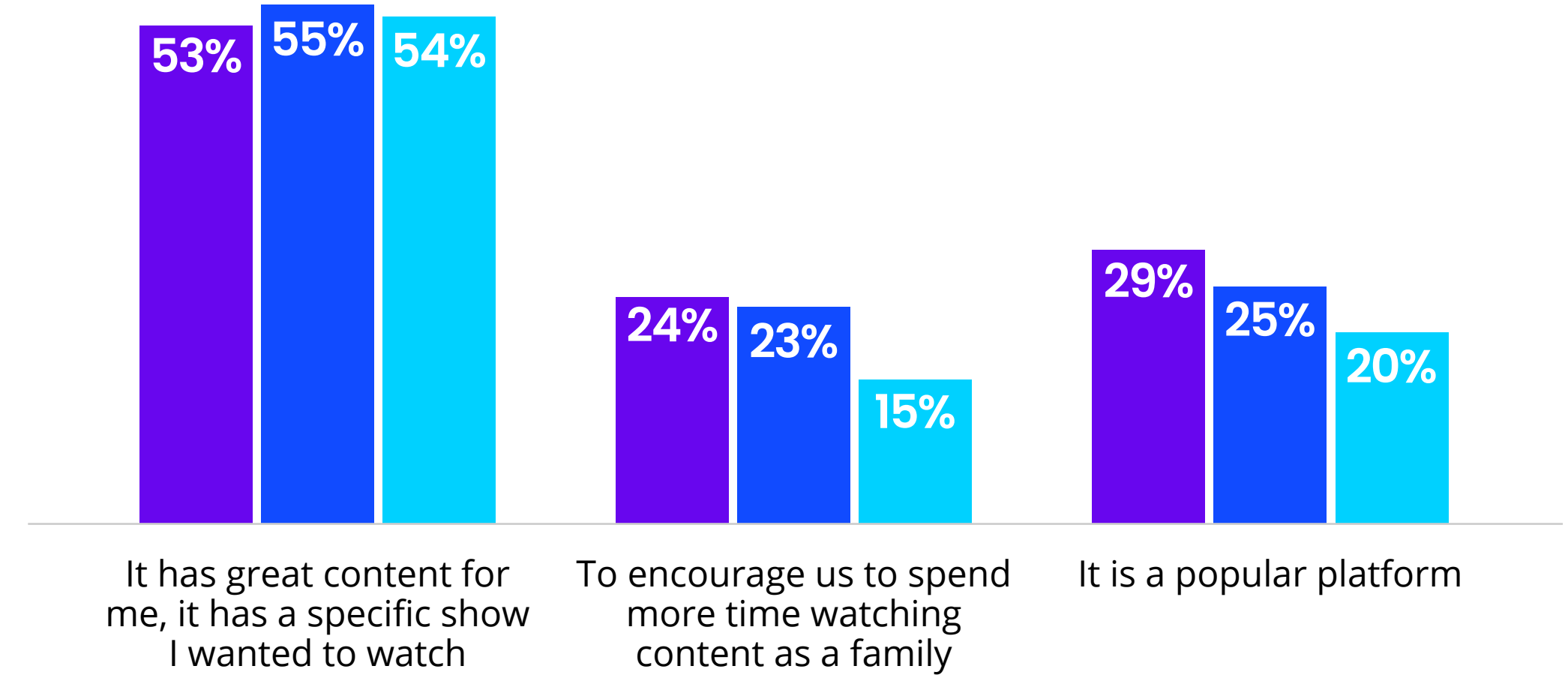
■ Ages 16-18 ■ Ages 19-21 ■ Ages 22-24



US

What made you decide to subscribe to this platform?

■ Ages 16-18 ■ Ages 19-21 ■ Ages 22-24



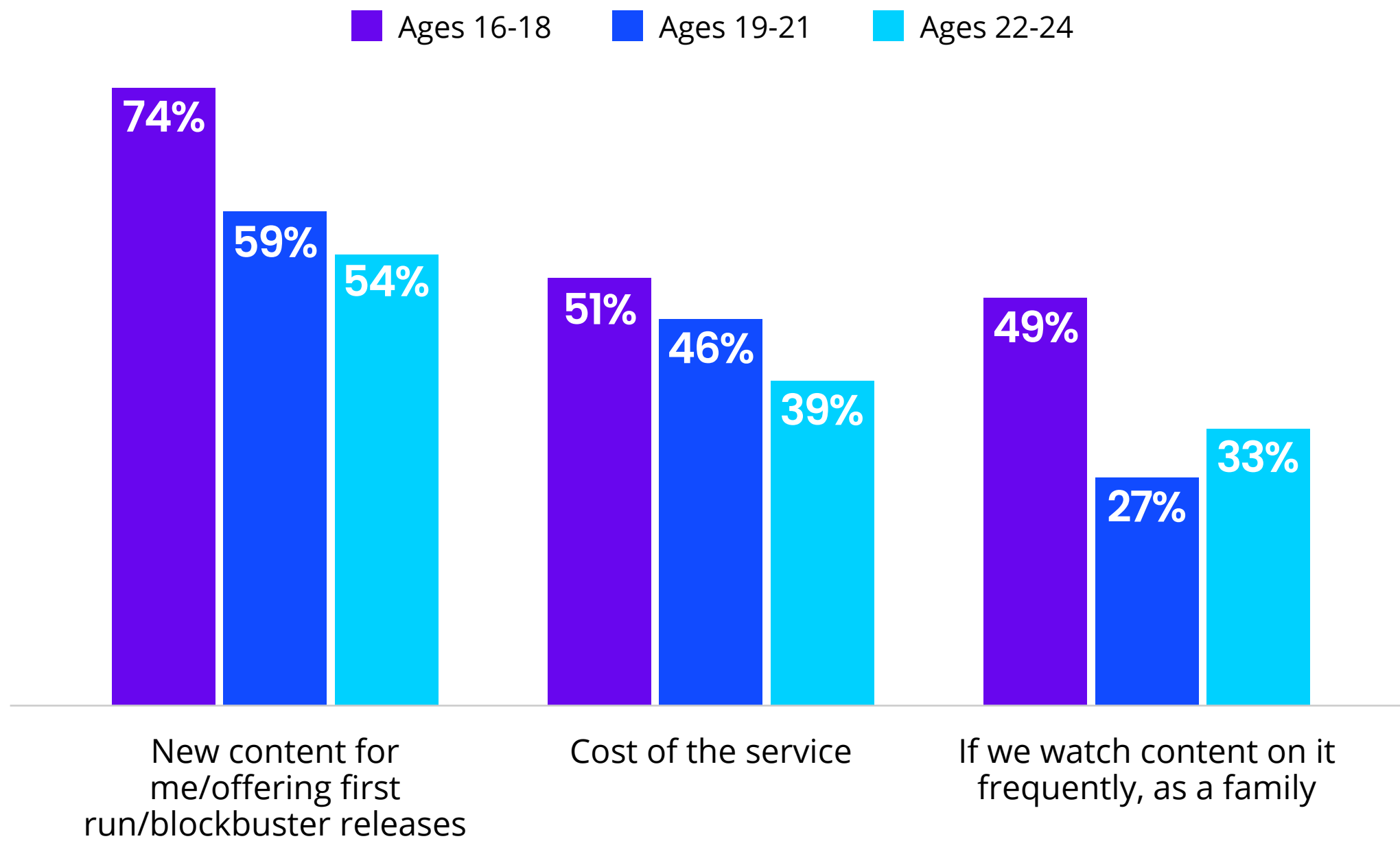
UK

Questions:
What made you decide to subscribe to this platform?

Content that Gen Z wants to watch is the top factor in their decisions to renew streaming subscriptions



What factors ensure you keep subscribing to a streaming platform?

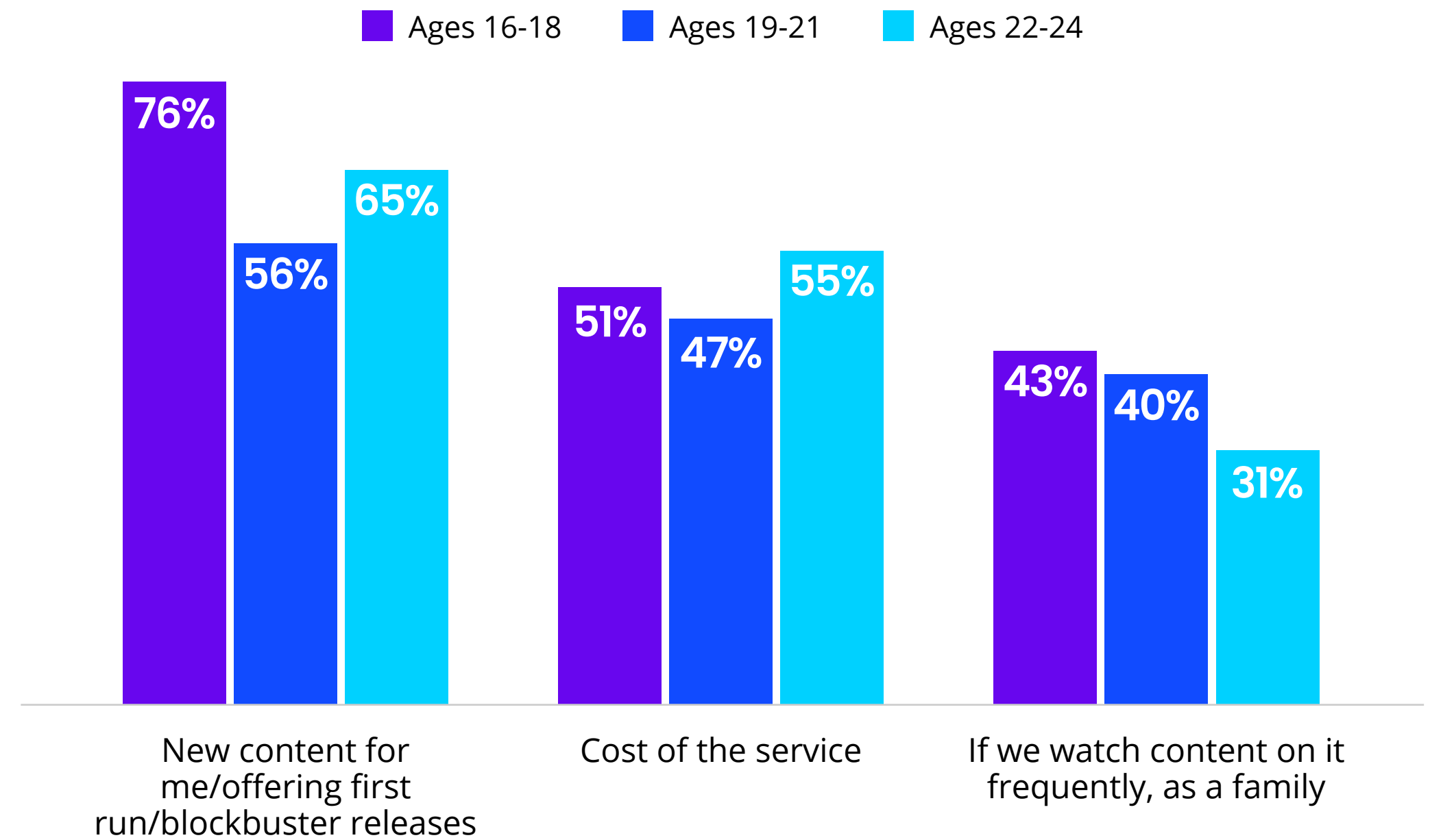


Though family content is still important to younger Gen Zers, new releases and content specifically for them should be the key focus for preventing family churn.



US

What factors ensure you keep subscribing to a streaming platform?



New content is the top factor for older Gen Zers and the importance of family content lessens as they leave the home and make their own streaming purchases.



UK



Questions: Which factors ensure you keep subscribing to a streaming platform?

YouTube and social media are the most effective channels across all Gen Z age groups, making them crucial avenues for streaming strategies





Where are you most likely to pay attention to an ad for a new TV show or film?



Ages 16–18

		
YouTube	71%	43%
Social Media	62%	54%
TV	40%	43%
VOD	36%	28%
Gaming	33%	15%

Ages 19–21

		
YouTube	75%	60%
Social Media	60%	60%
TV	28%	23%
VOD	29%	20%
Gaming	32%	20%

Ages 22–24

		
YouTube	71%	55%
Social Media	64%	58%
TV	33%	30%
VOD	27%	25%
Gaming	33%	17%

Questions:
Where are you most likely to pay attention to an ad for a new TV show or film?

How can **SuperAwesome** help your brand **safely reach** this persuasive audience?

SuperAwesome offers industry leading performance, safety, and consideration for young people's needs.



Our solutions include:



Bring your brand to life in-game

Over 3 billion minutes spent engaging with brands in SuperAwesome's custom builds and integrations.

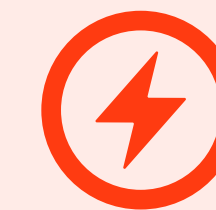
We combine youth expertise with gaming executions that enable safe, positive, and mission-aligned [in-game experiences](#).



Curate authentic connections through creator content

77%** of young audiences said they would ask a parent to buy the product or brand after seeing [SuperAwesome Creators](#) content.

SuperAwesome Creators has delivered over 1 billion social views, built on a decade of youth expertise and a diverse creator community.



Maximize reach across apps, sites, OTT, and YouTube

Over 621 billion monthly available impressions across mobile, web, OTT, in-game, and social placements.

[AwesomeAds](#) scaled media drives 97%* increase in gameplays. Our machine learning and human-reviewed placements provide unparalleled contextual accuracy in brand-safe environments.

*Gameplay was measured both with and without a SuperAwesome amplification campaign. The 97% increase is an average across all campaigns.
**Based on aggregate SuperAwesome campaign data

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We believe that providing safe, authentic experiences for Gen Alpha and Gen Z is important to your brand strategy. Not just because it's key to keep up with digital safety and privacy legislation, but because safe and authentic digital experiences are valued by young audiences.

To learn more about how SuperAwesome can help you implement a safe and engaging multi-channel streaming strategy,

contact us today.

Sources:
SuperAwesome Gen Z's Digital Discovery: Strategies for Brands to Connect (2023)
SuperAwesome Primary Research Study; Streaming (2023)
Pew Research Center Analysis of 2019 and 2020 Current Population Survey Monthly Files

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