

# PARTY

PRECISE ADVERTISER REPORT FOR TEENS & YOUTH

The complete picture of  
**video consumption for  
Gen Z teens in the US  
2023**

# Audience Research



This research explores the key media platforms and content Gen Z teens are watching and therefore, where is best to reach and engage them.

- Video consumption across Broadcast TV, VOD, Connected TV and Social Media
- Device, platform & streaming services
- Top shows, purchasing, video games & vloggers
- Parents purchasing behaviors
- 1000 US Gen Z teens aged 13-17 and their parents

Precise TV & Giraffe  
Insights Media Panel

**“PARTY”**

*(Precise Advertiser Report - Teens & Youth)*

is integrated into our  
contextual intelligence AI  
platform



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# The complete viewing picture

## How it works...



1000 teens  
aged 13-17 and their  
parents



Online survey



To understand how to best reach and engage the younger audience in a fragmented viewing world.

Questions aimed at both teens and their parents:

Teens



Parents



Discover **where, when and how** best to reach teens and their parents, cross-device and by platform, facilitating the planning process.



Understand **content viewing**, top shows, drilling down to specific platforms e.g. YouTube and Netflix.



Track trends in viewing behavior **over time** identifying **new platforms** and **behaviour** as they emerge to inform future strategies.

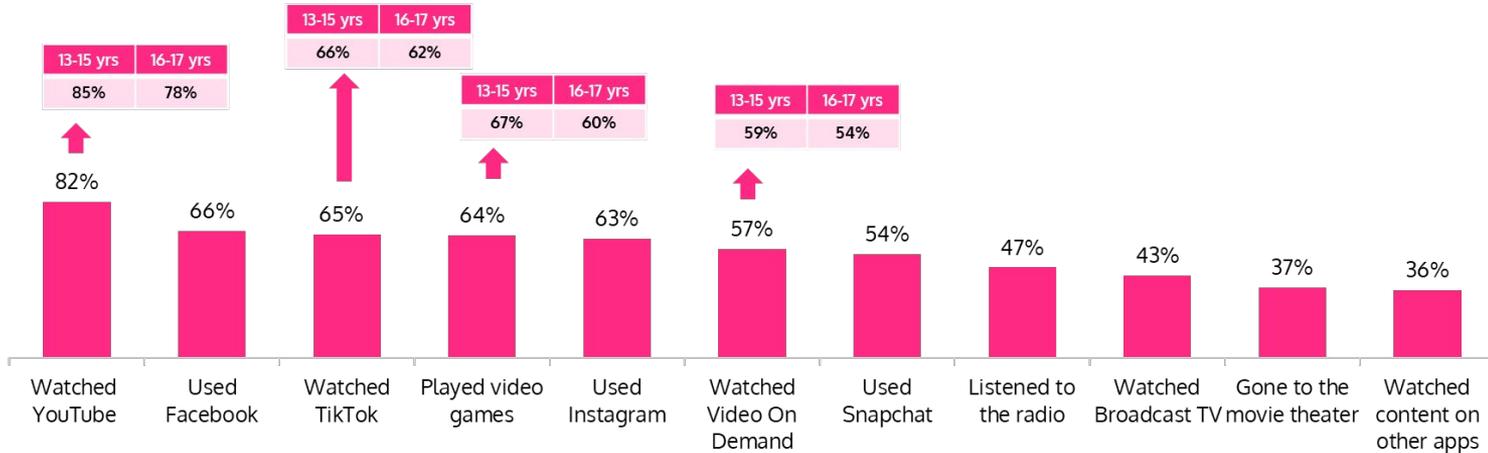
YouTube is the  
***#1 platform***  
Among Gen Z teens in the US

# Almost 8 in 10 teens watch YouTube



Kids aged 13-15 are driving content viewing on YouTube, TikTok and gaming platforms

## How are they consuming content?



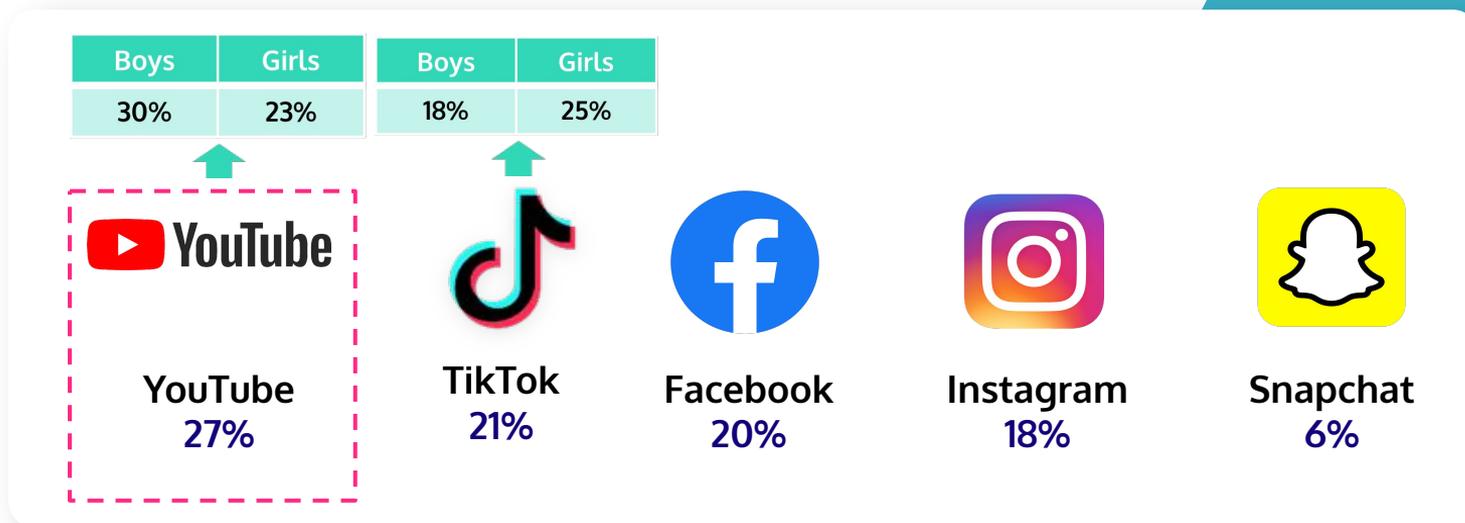
Q1. Which of the below ways have you consumed content recently?  
Base: US teens aged 13-17 March/April 2023 (1000)



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# YouTube and TikTok are teens favorite social media apps

What is your favorite social media platform or app?



# Teens prefer to game and watch video content alone

YouTube		
	By myself	63%
	With siblings	27%
	With parents	26%
	With friend(s)	17%
	With Aunt/ Uncle	9%

Video On Demand		
	By myself	52%
	With parents	44%
	With siblings	35%
	With friend(s)	19%
	With Aunt/ Uncle	9%

TikTok		
	By myself	64%
	With siblings	26%
	With parents	22%
	With friend(s)	18%
	With Aunt/ Uncle	13%

Gaming		
	By myself	55%
	With friend(s)	32%
	With siblings	30%
	With parents	23%
	My cousin(s)	9%

# YouTube and TikTok provide teens with their favorite content

YouTube		
	It has my favorite content	28%
	Spend time alone	24%
	It's part of my daily routine	20%
	Gives me ideas of things to watch	17%
	Something to do while I eat	15%

Video On Demand		
	Spend time with family	27%
	It has my favorite content	24%
	To binge watch	20%
	To spend time alone	20%
	It's part of my daily routine	19%

TikTok		
	It has my favorite content	25%
	Spend time alone	22%
	It is part of my daily routine	20%
	Keep up with friends	18%
	Something to do while I eat	18%

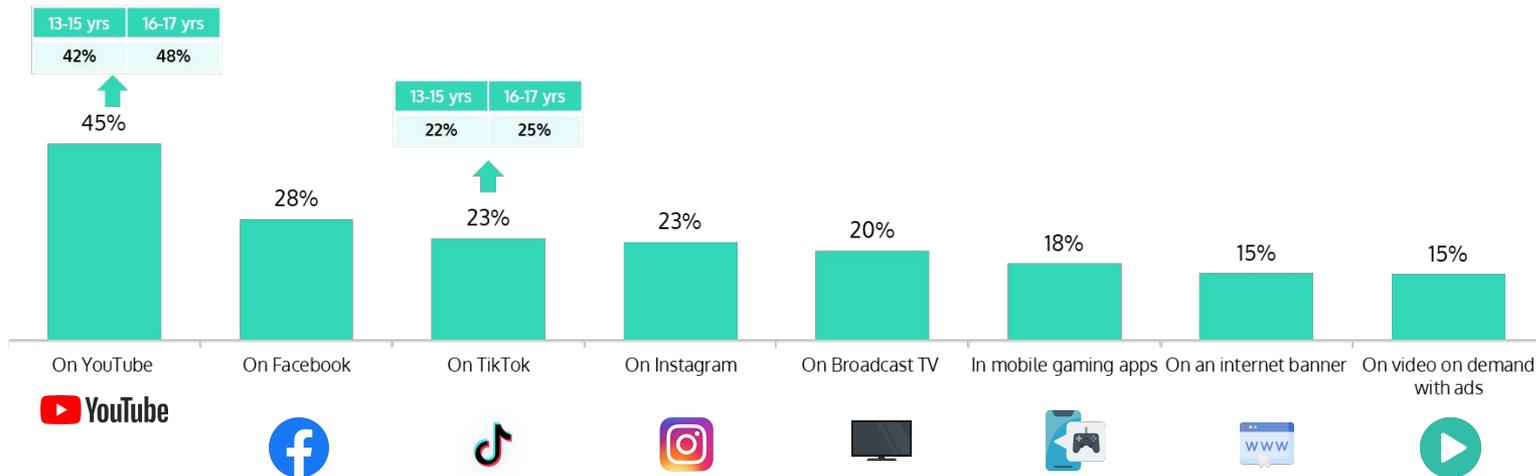
Gaming		
	Spend time alone	28%
	Spend time with friends	28%
	It is part of my daily routine	23%
	It has my favorite content	19%
	Keep up with friends	19%

\*Green highlights represent significant differences in motivations to watch across platforms

**Gen Z teens are twice as likely to recall an ad on YouTube than TikTok**

# 45% of teens are likely to recall an ad seen on YouTube

Where have you recently seen any ads?



# YouTube is where teens see the best and most engaging ads



YouTube  
25%



Facebook  
19%



TikTok  
18%



Broadcast TV  
19%

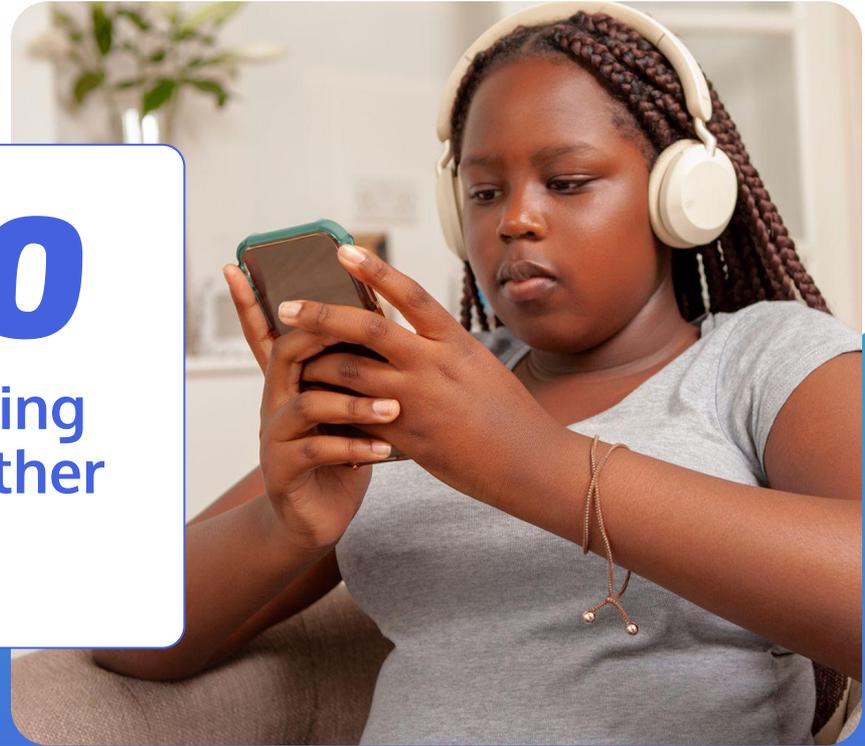


Instagram  
16%

# Teens choose to watch ads on YouTube

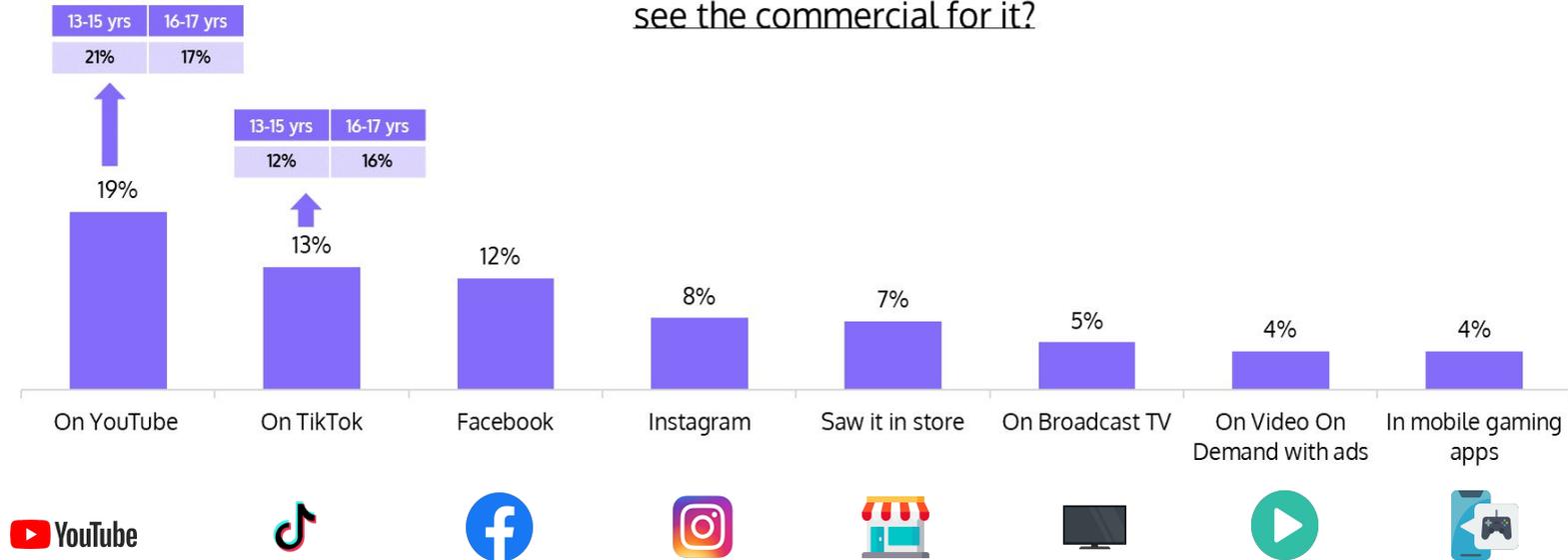
**6 in 10**

Consider watching  
YouTube ads rather  
than skipping



# YouTube drives purchase power due to high ad recall

Thinking about the last thing you asked your parents to buy you, where did you see the commercial for it?



Q12: Thinking about the last thing you asked your parents to buy you, where did you see the commercial for it?

Base: US teens aged 13-17 March/April 2023 (1000)

# TikTok is also a key platform to reach teens

**7 in 10**

Have bought or asked for something they have seen on TikTok

Q150: Have you bought or asked your parents for anything after seeing ads or trends on TikTok?  
Base: US teens aged 13-17 March/April 2023 (1000)



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# YouTube Shorts offer an opportunity to increase commercial reach on YouTube

**8 in 10**

Teens know what YouTube Shorts are

**6 in 10**

Teens know what YouTube shorts are and watch them

**4 in 10**

Teens who watch YouTube Shorts also see ads on the platform



# 9 in 10 Gen Z teens play video games

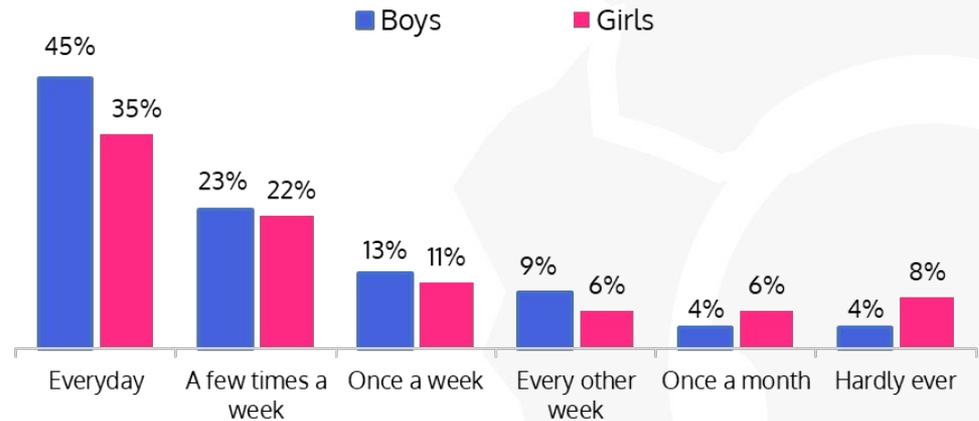
# 9 in 10 teens play video games, with two thirds playing at least once a week

Nearly half of male teens play video games daily

**93%** Of teens play video games

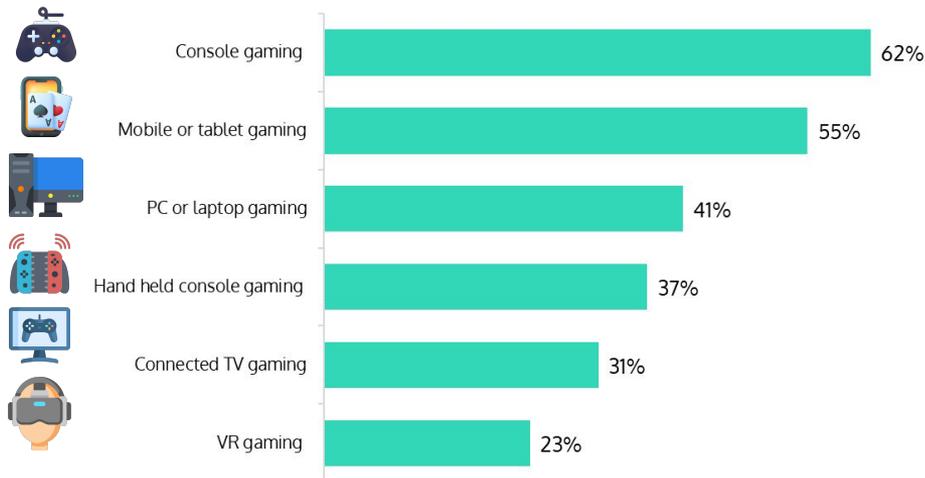


### How often do you game?



# Console and mobile gaming are the top modes of gameplay

## What types of gaming do you take part in?



## TOP VIDEO GAMES PLAYED



# Gaming is a space to connect with friends



**8 in 10**

Teens play video games online



**Three Quarters**

Of teens say gaming platforms are a space to socialize with friends



**Three Quarters**

Of teens agree gaming is better when playing with others

Q185. How much do you agree or disagree with the below statements?, Q181: Do you play video games online?

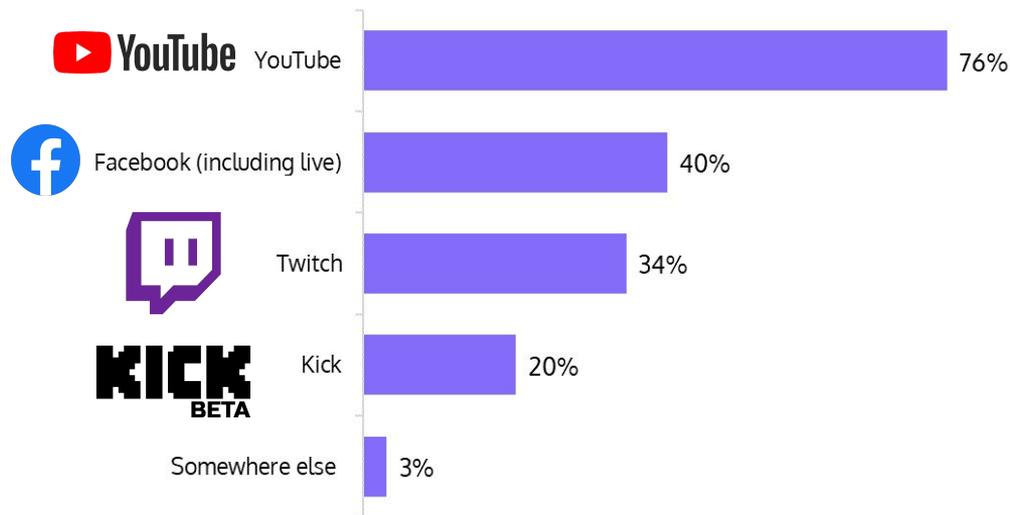
Base: US teen gamers aged 13-17 March/April 2023 (932)



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# Teens who watch other gamers are twice as likely to watch them on YouTube

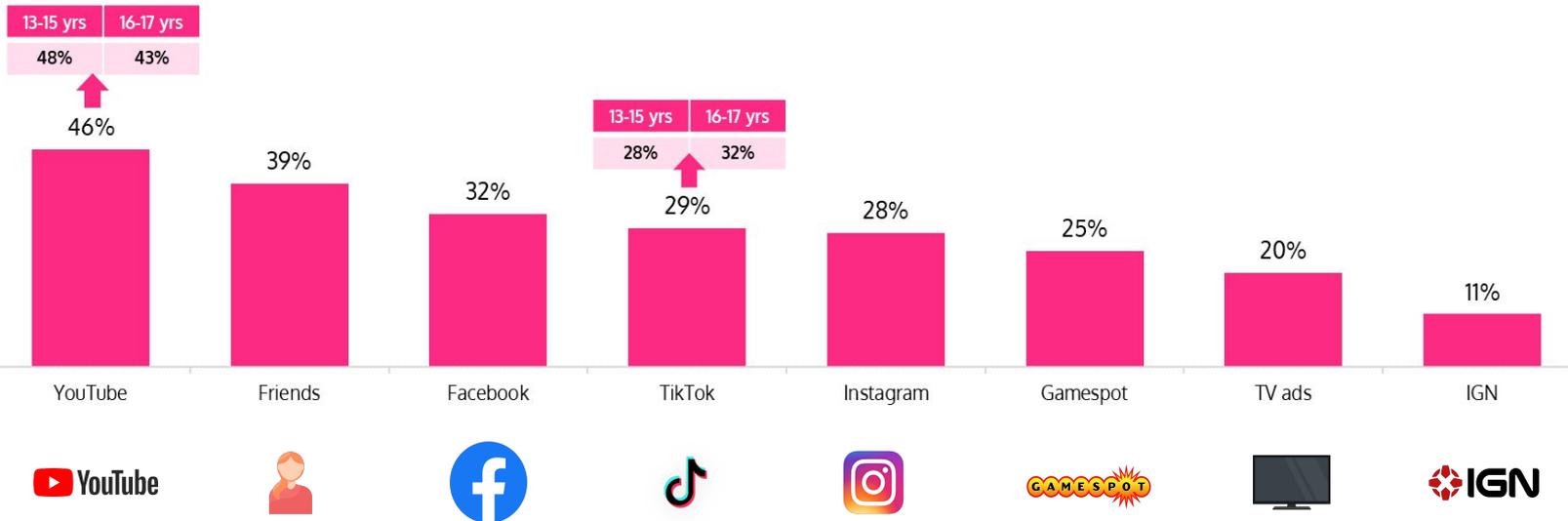
You said that you do watch other people play video games.  
Which platforms do you watch them on?



**YouTube drives 2x the commercial reach among gamers compared to any other platform**

# Almost half of teens use YouTube to learn about new video games

Where do you go for information on new video games?



# Did you know...

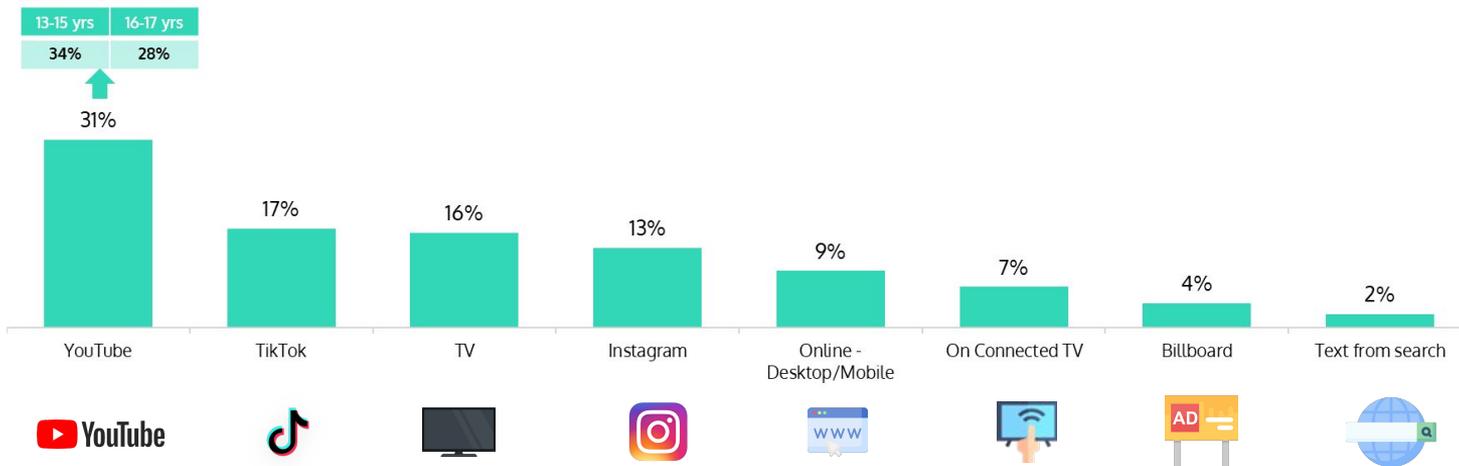


# 86%

of gamer teens  
remember recently  
seeing ads for  
video games

# Teens are almost twice as likely to remember seeing an ad for a new video game on YouTube

Where do you last remember seeing an ad or commercial for a video game?



# There is opportunity to engage directly with the gaming audience via the metaverse



**Two thirds**

of teens are likely to remember ads they have seen while gaming



**Two thirds**

of teens say if they see a brand doing something cool in a game, they would tell friends



**7 in 10**

teens tend to ask for video games that they have seen in an ad



# Teens want to see competitions, giveaways & celebrity takeovers in the metaverse

In which of the following ways would you want a brand to communicate with you in the metaverse or on gaming platforms?



In game challenges/  
competitions

30%



Something for free in  
game

29%



Bring a celebrity/influencer  
into game

24%



Branded merchandise

23%



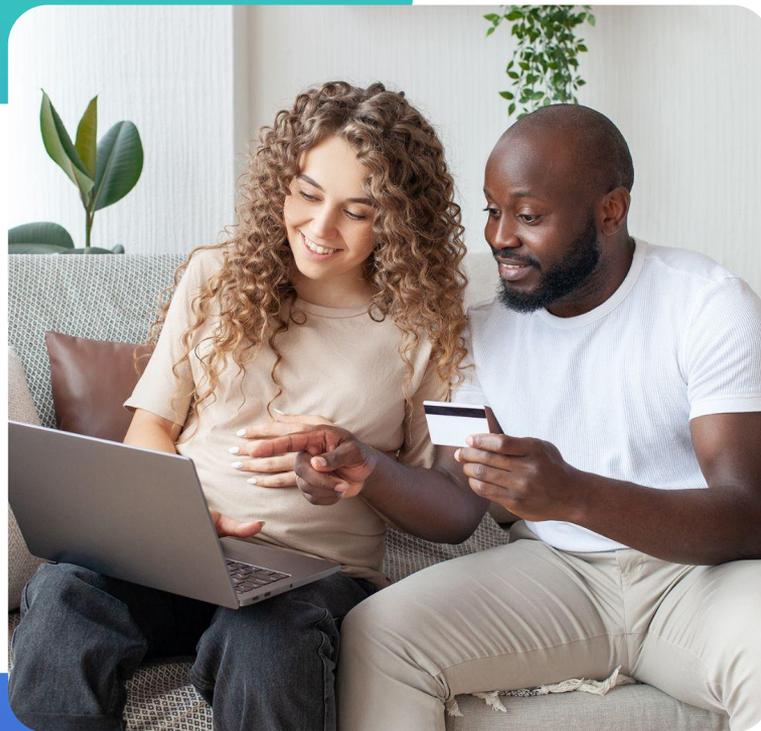
Product/character  
placements

23%

# Did you know...

## 6 in 10

parents are buying  
video games at least  
once a month for their  
teens



# Teens are watching a variety of gaming influencers on YouTube



Mr. Beast



ESPN



PewDiePie



Dude Perfect



Jake Paul



Markiplier



The Game  
Theorists



Veritasium



Jacksepticeye



Smosh



Mrwhosetheboss

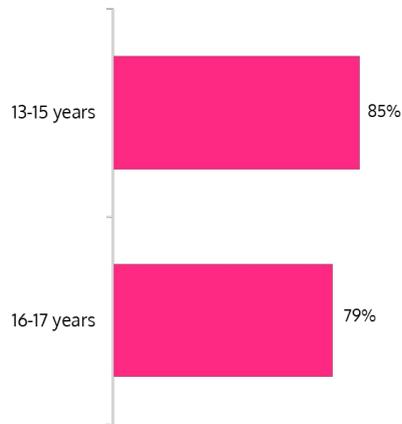


Max Resinger

**Video games are the number one  
purchase category among Gen Z teens**

# 8 in 10 teens get a monthly allowance

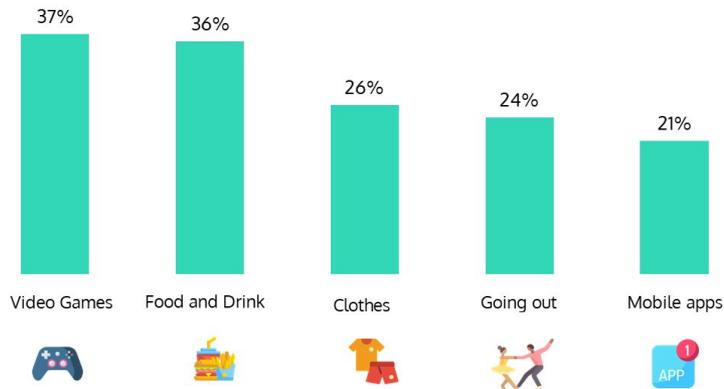
Do you get a monthly allowance?



Teens receive an average of \$45 each month for allowance



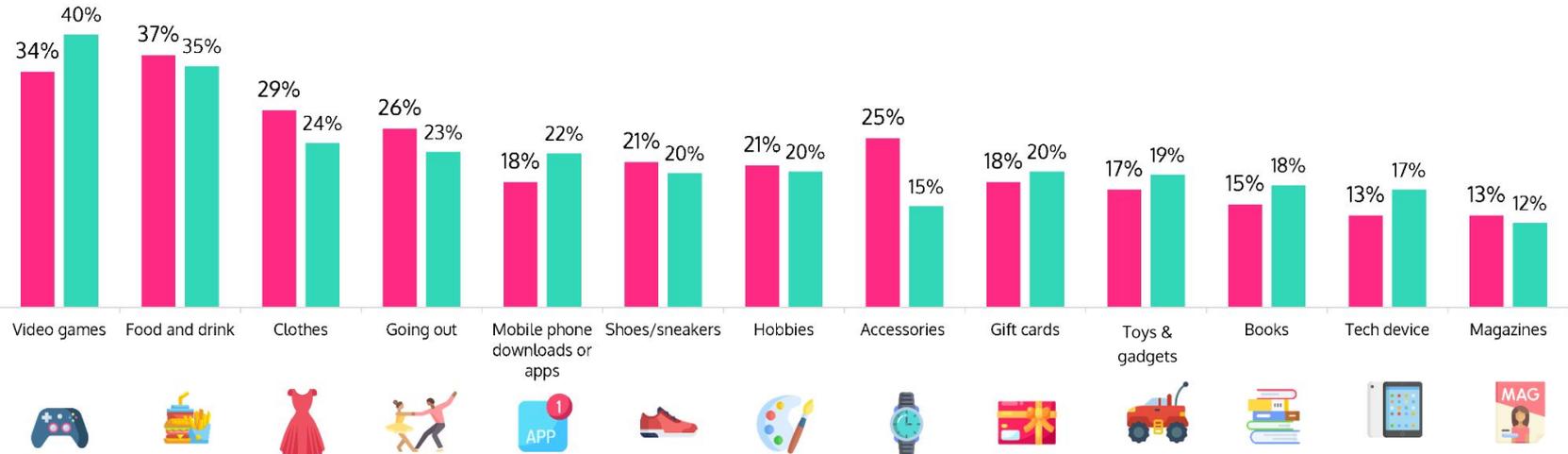
What do you spend your allowance on?



# Teen spend their allowance on video games and food

What do you spend your allowance on?

■ Girls ■ Boys



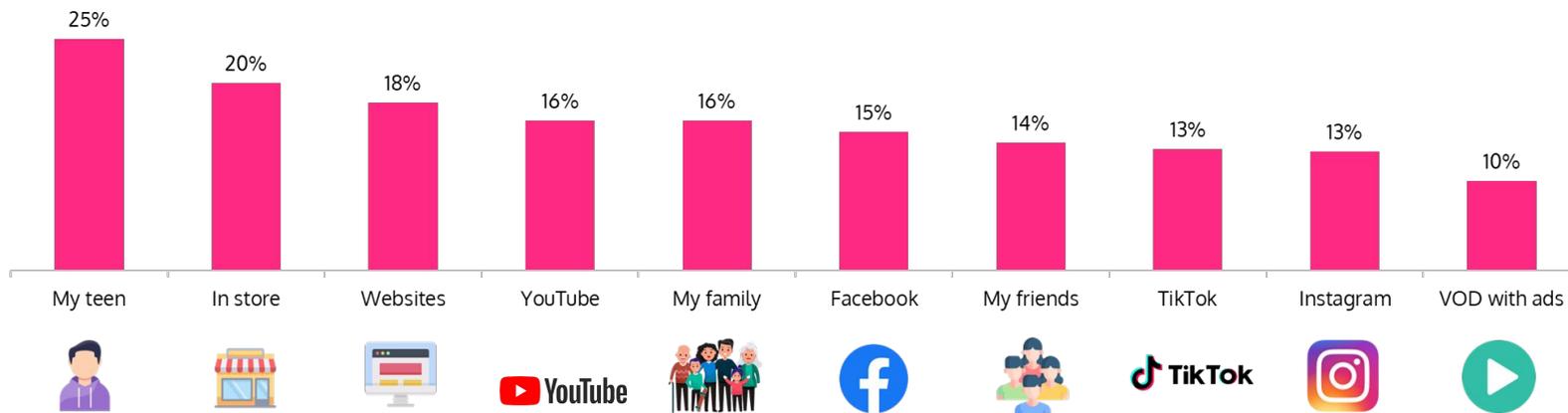
# PlayStation and Nike are some of the top brands teens are asking for



FOREVER 21

# Pester power is key for driving parents purchase decisions

Where do you get inspiration for things you might want to buy your teen?

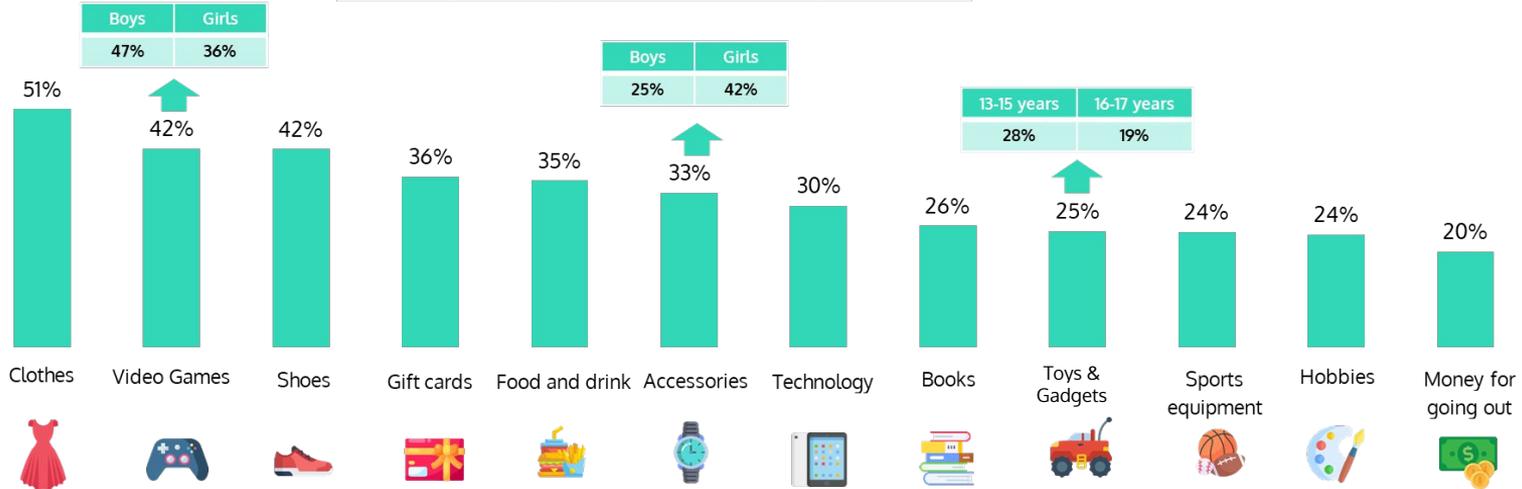


Q34. Where do you get inspiration for things you might want to buy your teen?

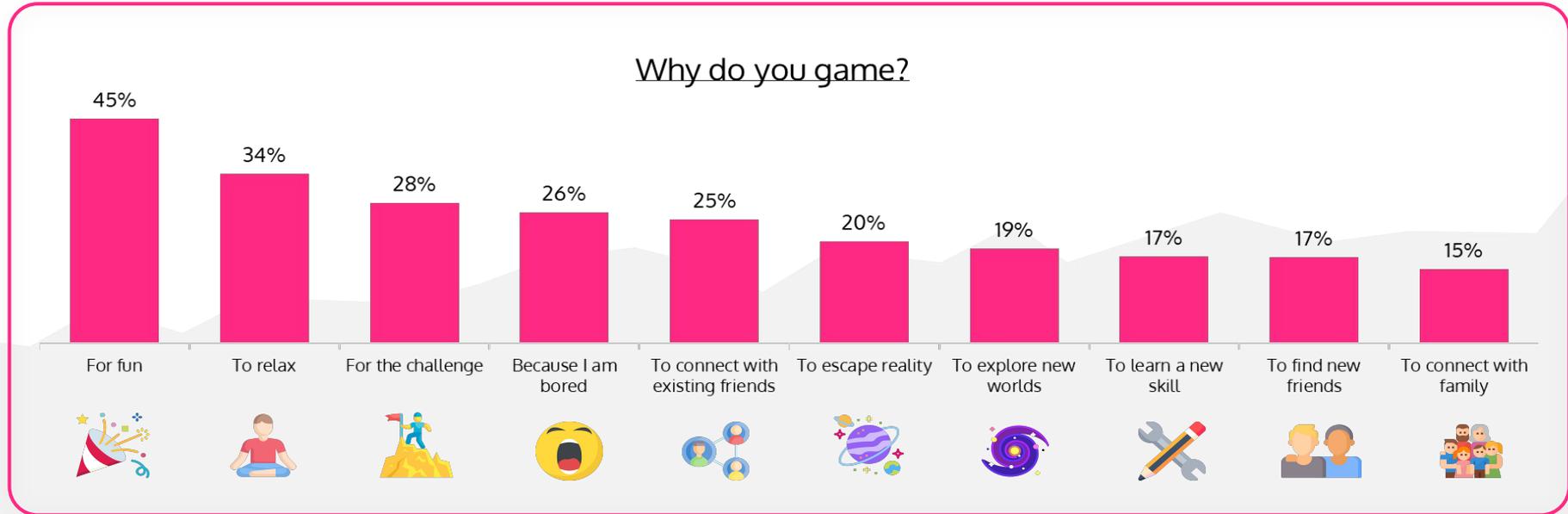
Base: US teens aged 13-17 March/April 2023 (1000)

# When shopping for gifts, parents are most likely to buy their teen clothes and video games

What types of gifts do you buy for your teen?

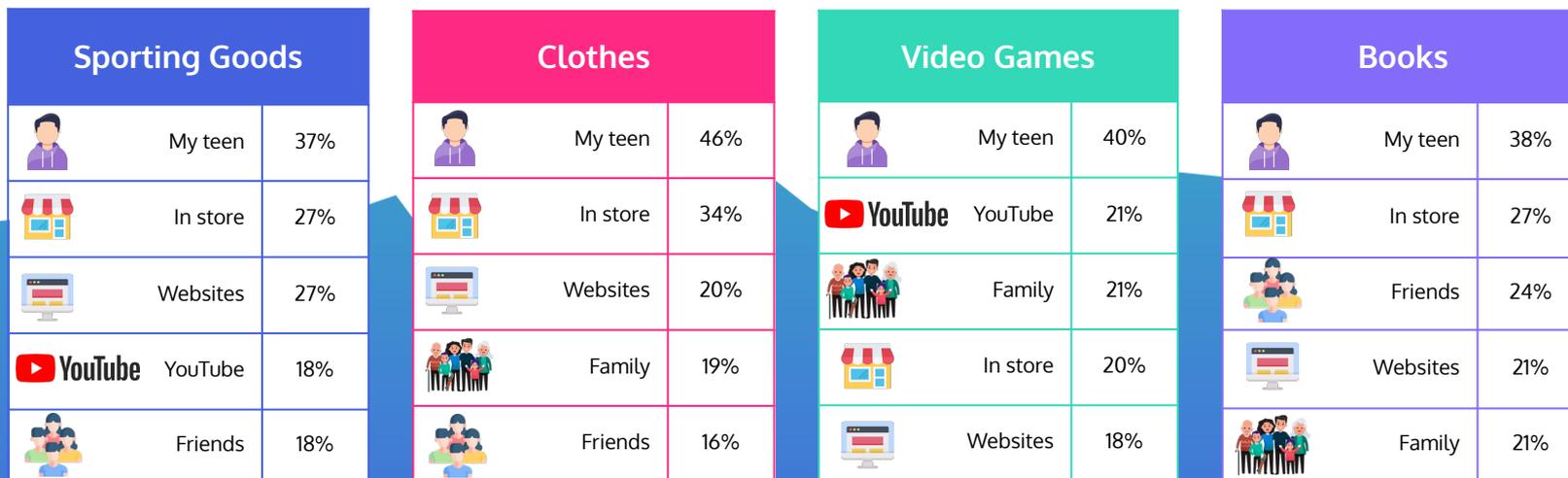


# Teens game for fun, the challenge and to connect with friends



# Teens are the #1 influence on parents when buying gifts

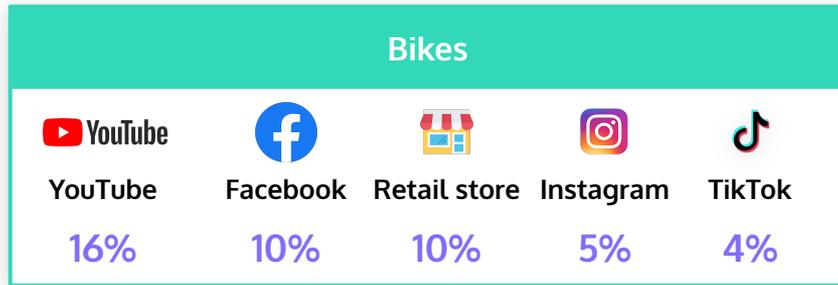
Where do you get ideas/inspiration for the below types of gifts?



# YouTube is the #1 channel for digital media



Where did you last see an ad or commercial for this product?



Q171. Where did you last see an ad or commercial for this product?  
Base: US teens aged 13-17 March/April 2023 (1000)



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# Top brands use a holistic media approach when advertising to teens

Where did you last see an ad or commercial for this product?

	Facebook	10%
	YouTube	9%
	Retail store	8%
	Snapchat	7%
	TikTok	5%

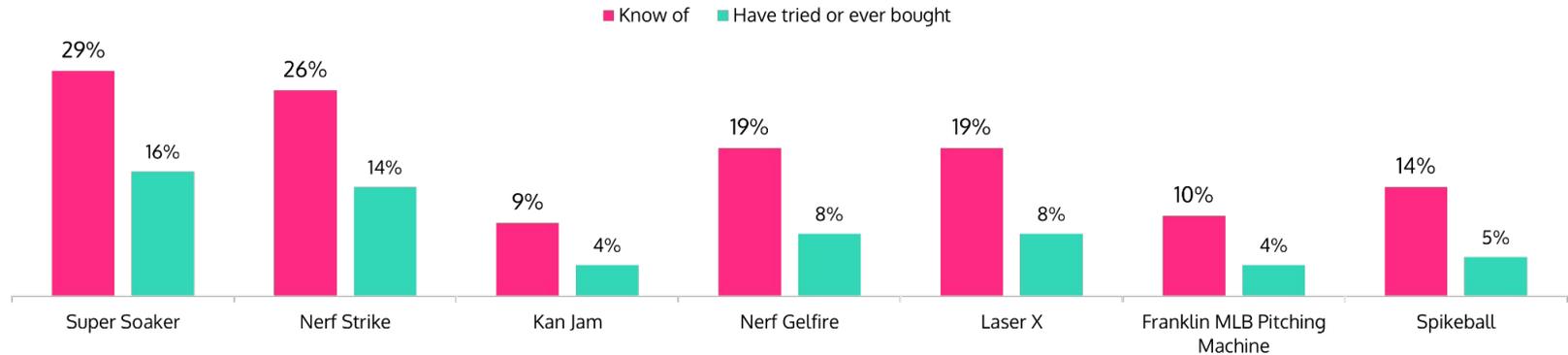
	YouTube	12%
	Retail store	12%
	Facebook	10%
	TikTok	6%
	Instagram	6%

	YouTube	20%
	Facebook	10%
	TikTok	9%
	Instagram	9%
	Snapchat	6%

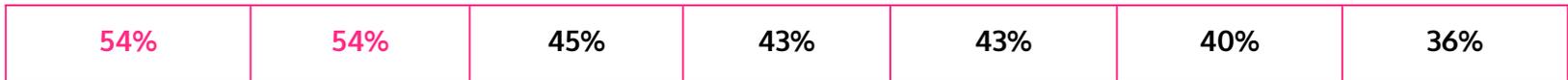
# Nerf tops brand awareness & ownership



Which of these brands do you know of/ have tried or ever bought



Awareness to ownership conversion



Q169. Which of the following do you know?, Q170. Which of the following have you tried or bought?

Base: US teens aged 13-17 March/April 2023 (1000)



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Giraffe Insights is a **leading global research agency**, specialising in **kids, youth and family audiences**. Helping brands across the globe effectively reach and engage audiences, providing insights that ensure strategies are informed rather than predicted.

Giraffe Insights conduct **bespoke research to meet individual company needs** alongside **running award winning propriety studies** to inform industry knowledge.

**Precise Advertiser Report - Teens & Youths**, was launched to provide the complete picture for Gen Z teens' video consumption across linear and online and is the first of its kind!

Contact us

[www.giraffeinsights.co.uk](http://www.giraffeinsights.co.uk)



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We are the **world's first and leading Kid-Safe COPPA certified YouTube advertising platform using contextual intelligence** to deliver brand safe, relevant and privacy-compliant video campaigns reaching young audiences and families.

Our market leading solution delivers best-in-class return on ad spend. **We can measure the true impact of your online advertising to offline sales using media mix modelling, sales lift and attribution leveraging data science-led forecasting.**

We have spent over 8 years building Precise TV's Contextual Intelligence Platform powered by advanced machine learning, Natural Language Processing and data from our: **Precise Advertiser Report - Teens & Youths.**

## Contact us

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With offices in London, Sydney, New York, and San Francisco, Precise TV is Trustworthy Accountability Group (TAG) certified, and was named 2023 Google Premier Partner after meeting the rigorous requirements of the recently revamped Google Partners program.

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