



PRECISE TV



PARTY

PRECISE ADVERTISER REPORT FOR TEENS & YOUTH

The complete picture of
media consumption
for **US Gen Z**
teens
2024



Audience Research

Our insights explore key media platforms and content Gen Z teens are watching and uncovers the best ways to reach and engage them.

- **Video consumption** across Broadcast TV, VOD, Connected TV and Social Media
- **Device, platform & streaming services**
- **Top shows, purchasing, games & vloggers**
- **Parents' purchasing behaviors**
- **1,000 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

The complete viewing picture

How it works...



1000 teens aged 13-17 and their parents



Online survey



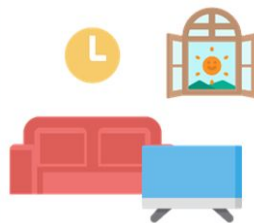
To understand how to best reach and engage the younger audience in a fragmented viewing world.

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 **behavior** as they emerge to inform future strategies.

YouTube is the #1 platform with Gen Z

8 in 10 teens watch YouTube

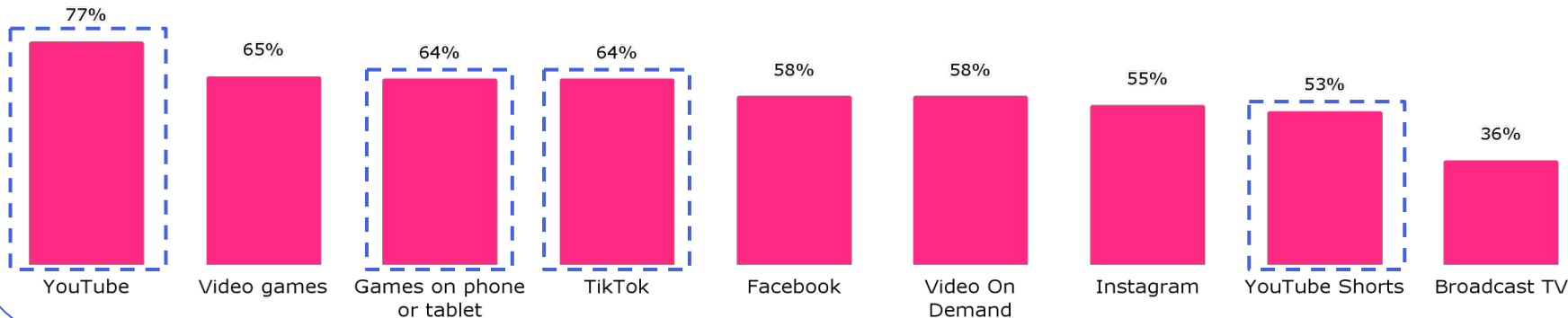
Which of the below ways have you consumed content recently?

YouTube	
Girls	Boys
76%	79%

Games on phone/tablet	
Girls	Boys
64%	66%

TikTok	
Girls	Boys
69%	61%

YouTube Shorts	
Girls	Boys
50%	57%



Q1. Which of the below ways have you consumed content recently?
 Base: US teens aged 13-17 March/April 2023 (1000), US teens aged 13-17 June 2024 (1007)

Teens like to watch Cartoon Network and SpongeBob on YouTube

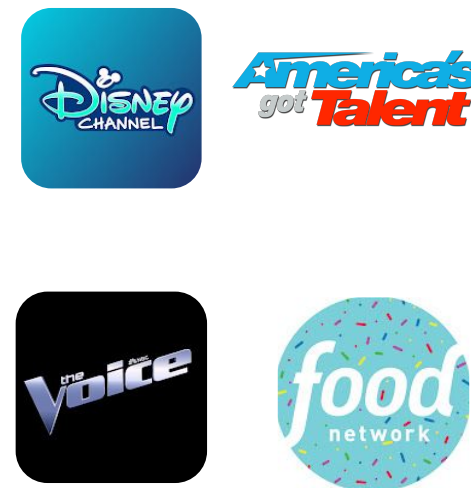
Boy's favorites



Favorites of Girls & Boys



Girl's favorites



Mr. Beast, 5-minute Crafts & Disney Music are top YouTube Channels watched by teens

YouTube channels watched:



Mr. Beast



5-minute Crafts



Disney Music



Dude Perfect



Xong POP



Crafty Panda



FV Family



Good Mythical Morning



The King Of Random



Preston

YouTube is the hub for music consumption

Artists teens like to listen to



Taylor Swift



Beyoncé



Drake



Jelly Roll



Justin Bieber

74%

of teens watch music videos on YouTube

79%

of teens listen to music on YouTube

Teens' favorite apps



YouTube
(includes Shorts)

Girls	Boys
51%	58%



TikTok

Girls	Boys
63%	54%



Facebook

Girls	Boys
43%	44%



Instagram

Girls	Boys
38%	33%



Snapchat

Girls	Boys
32%	25%



X

Girls	Boys
7%	13%

**YouTube is the
#1 place to
reach teens**

Teens think the best commercials are on YouTube

Where do you see the best ads?



YouTube

27%



Broadcast
TV

23%



TikTok

19%



Facebook

12%



YouTube
Shorts

11%



Gaming

11%

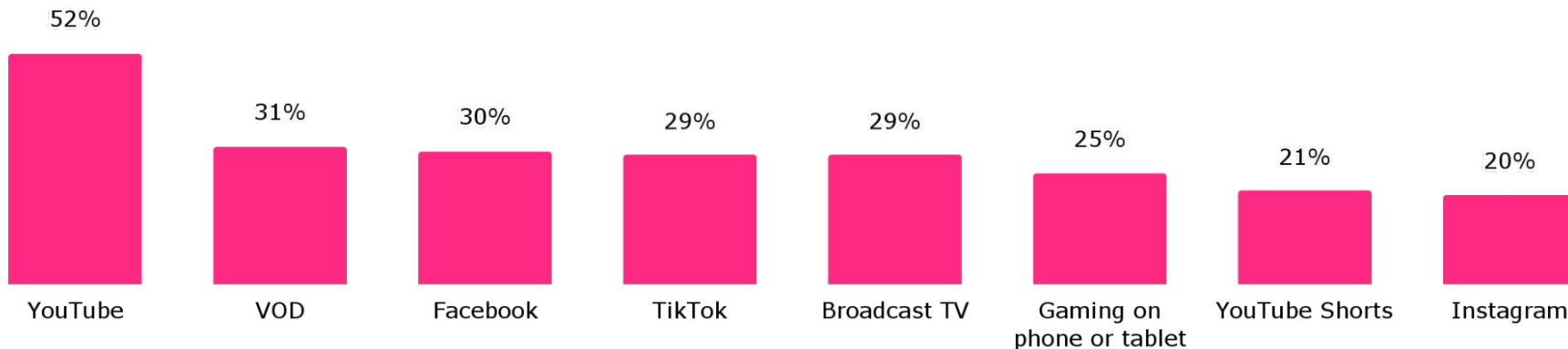


Instagram

10%

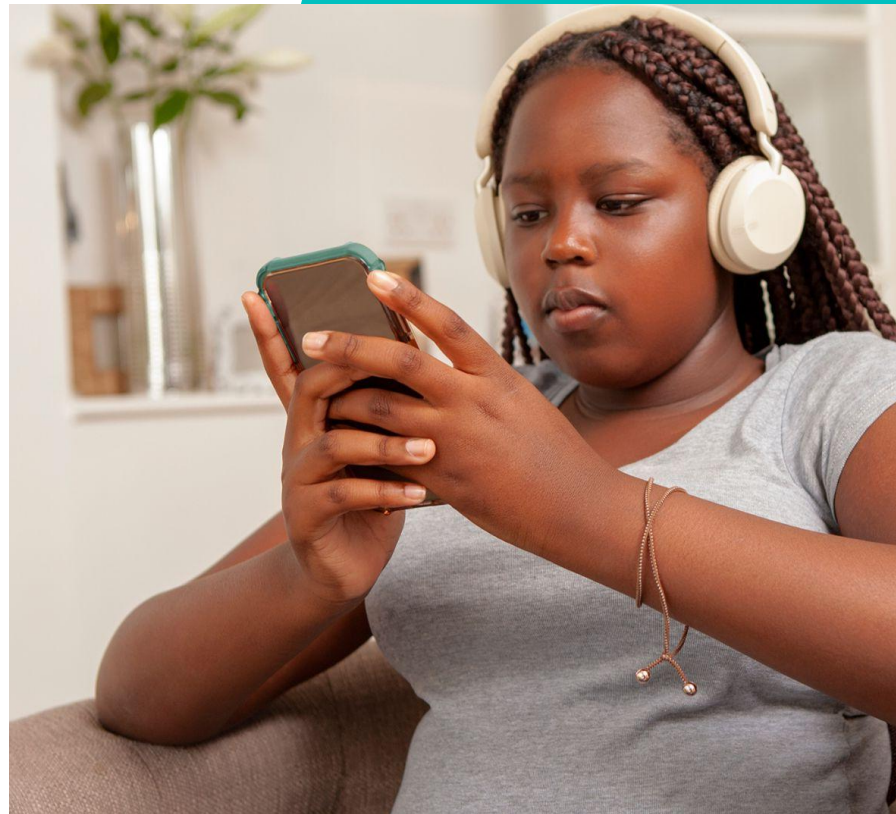
Teens recall ads on YouTube more than any other platform

Where have you recently seen any commercials?



16% of teens surveyed
don't skip and watch all
YouTube Shorts Ads

Only **25%** of teens
skipped all ads on TikTok
and YouTube Shorts



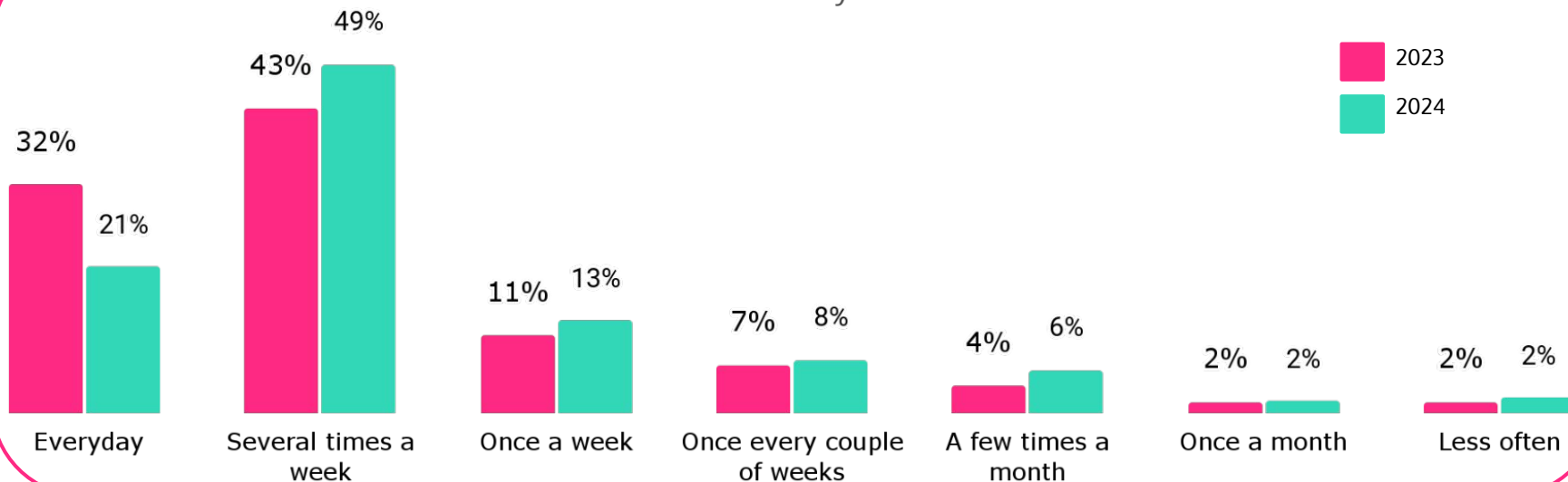
Co-viewing is an
effective way to reach
the decision maker



8 in 10
parents watch
content with their
teens

70% of families co-view with their teen several times a week or more

How often do you co-view?



6 in 10
parents remember
seeing ads when
they co-view with
their teens

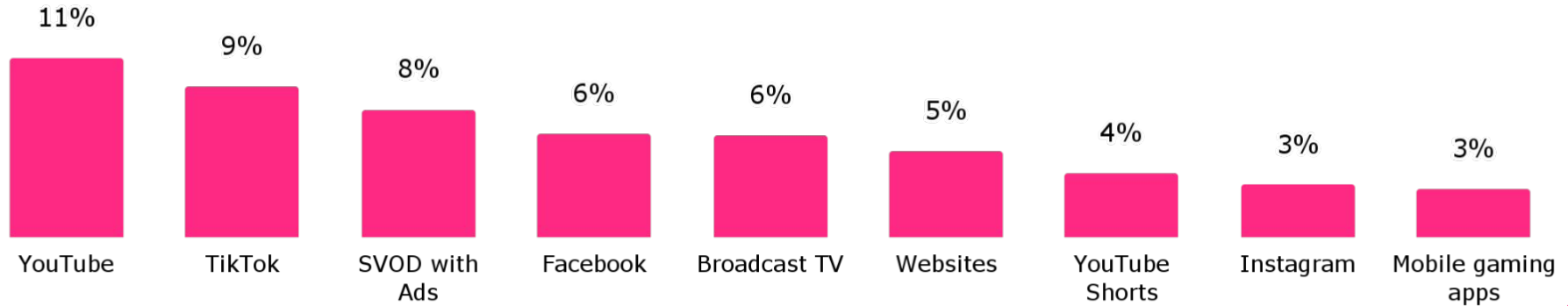


Q91_W2: Thinking about the last time you watched content with your tween/teen, do you remember seeing any ads or commercials?

Base: US teens aged 13-17 June 2024 (838)

Parents buy things for their teens after seeing ads on YouTube

Thinking about the last thing you bought for your teen, where did you see the commercial for it?





Nearly 50%
of teens co-view
when watching
YouTube on TV

Q209: When you watch YouTube on a TV Screen (i.e a TV with internet), how many people do you typically watch it with or are in the room with you?

Base: US teens aged 13-17 June 2024 (776)

Gaming apps offer brands a way to reach an engaged target audience

Roblox, Subway Surfers and Among Us are some of the most popular teen phone and tablet games

Which of these phone and tablet games do you play?

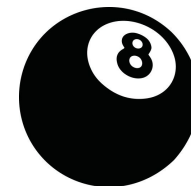
ROBLOX



Disney



AMONG US



More than 60% of teens like to play video or App games and boys spend more time gaming

64% of teen girls and boys like to play gaming apps on their phone or tablets

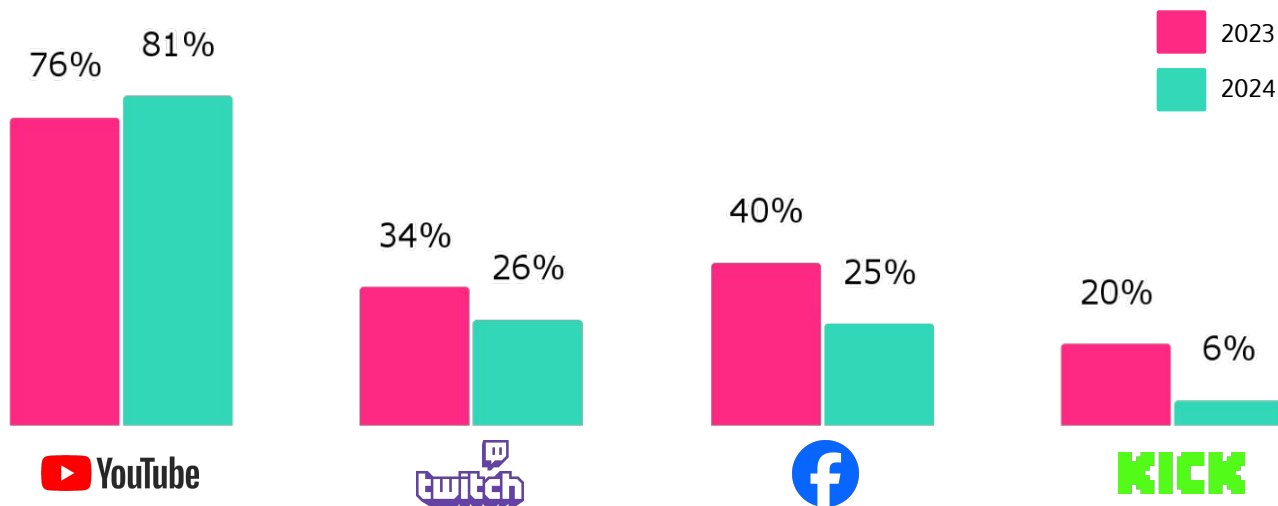
Daily time spent playing gaming apps on phones or tablets			
Hours	Teens	Teen Boys	Teen Girls
< 1 Hour	31%	27%	34%
1-2 Hours	34%	36%	33%
2-3 Hours	19%	21%	18%
3+ Hours	16%	16%	14%

Gaming consoles and PC/laptops top how teens like to play video games

Daily time spent playing video games on consoles and other devices			
Hours	Teens	Teen Boys	Teen Girls
< 1 Hour	20%	16%	24%
1-2 Hour	34%	31%	37%
2-3 Hours	25%	27%	20%
3+ Hours	22%	25%	19%

YouTube is the #1 place for teens to watch others play video games

What platforms do you watch people play video games on?



Gaming channels teens like to watch on

YouTube

YouTube Gaming Channels



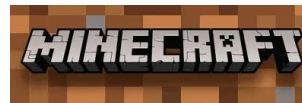
Mr Beast Gaming

CALL OF DUTY

Call of Duty

ROBLOX

Roblox



Minecraft

FORTNITE

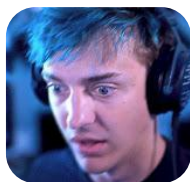
Fortnite



FGTeeV



Sssniper



Ninja



Brianna Playz



Markplier



Dream

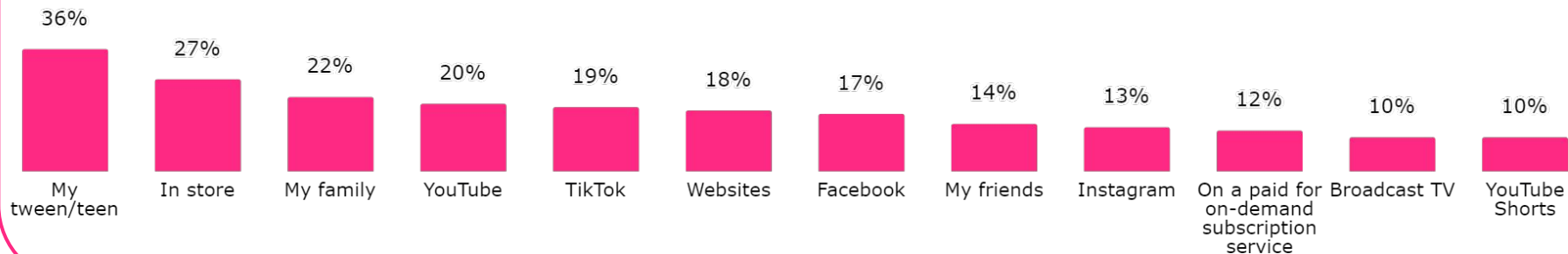


Typical Gamer

Teens influence parents' purchasing decisions

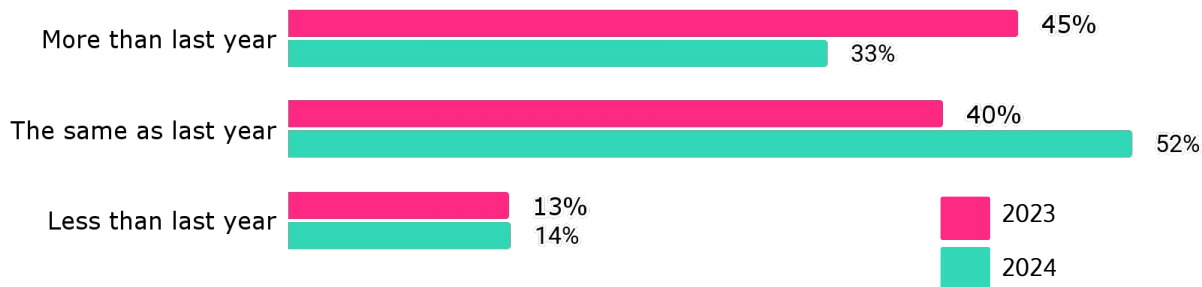
Pester power is key for driving parent purchases

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



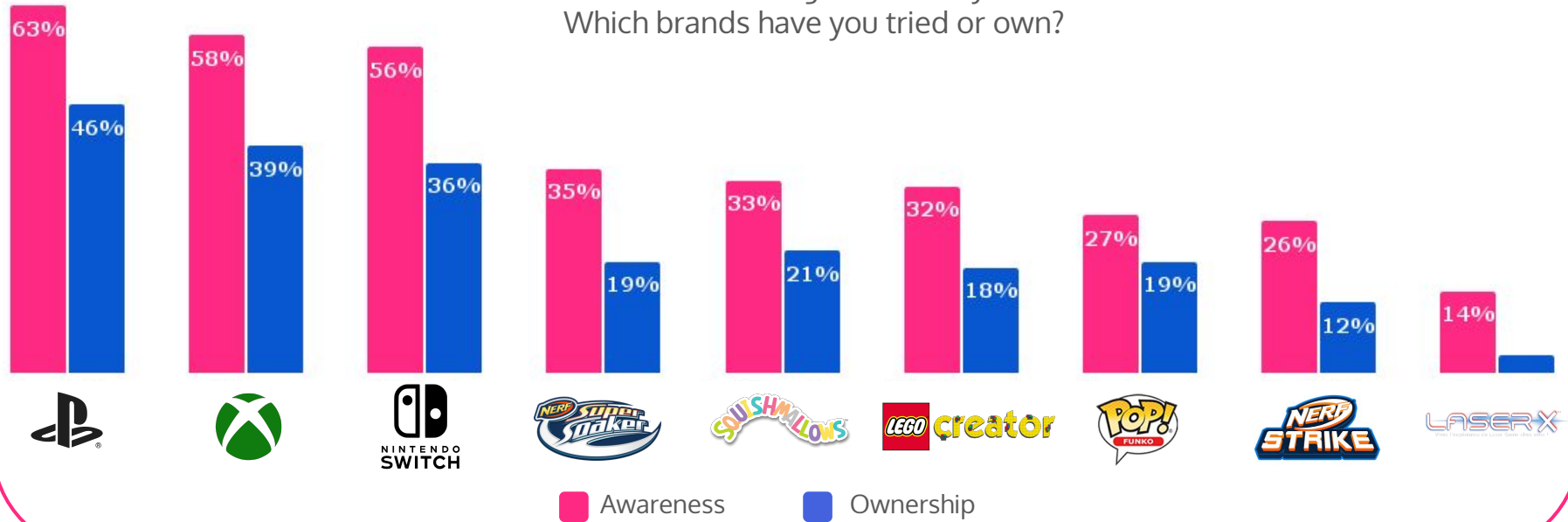
Over 80% of parents plan to spend the same or more on holidays gifts in 2024

When thinking about holiday shopping this year, do you plan on spending?



Playstation tops awareness and ownership with teens

Which of the following brands do you know?
Which brands have you tried or own?



Q169. Which of the following do you know?, Q170. Which of the following have you tried or bought?
Base: US teens aged 13-17 June 2024 (1007)



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



We are the **world's first and leading kidSAFE+ 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 9 years building Precise TV's Contextual Intelligence Platform powered by advanced machine learning, Natural Language Processing and data from our: **Precise Advertiser Report - Teens and Youth.**

Contact us

Denis Crushell
Chief Commercial Officer

denis@precise.tv

+44 (0)775 701 5055