Digital Natives: Video Strategies for Millennials and Gen Z

Description: The Internet has changed the way young consumers watch video content, placing similar values on low-cost digital video and big-budget professionally produced video. Content companies have struggled to effectively capture and monetize the digital native audience given the wealth of video content available through any device.

This report examines video viewing habits of millennials and provides strategic insight into building content brands that resonate with the digital-first audience.

"Video content industry professionals see millennials as natives to the Internet and connected technology, unwilling to pay for content, possessing tastes that change on a short cycle, and nostalgic about past video and television content," said Glenn Hower, Senior Analyst.

Contents:

1.0 Report Summary
1.1 Purpose of Report
1.2 Scope of Report
1.3 Research Approach/Sources

2.0 Understanding Digital Natives: Millennials and Generation Z
2.1 Millennials
2.2 Generation Z

3.0 Creating and Distributing Content for Digital Natives
3.1 Trends in Content Creation for Digital Natives
3.1.1 Microcontent Platforms Emerge
3.1.2 Dominance of the YouTube Space
3.1.3 Digital First Strategy
3.1.4 Reboots, Relaunches, and Re-imaginings
3.2 Trends in Distribution for Digital Natives
3.2.1 Mobile Partnerships Alleviate Data Stress
3.2.2 Disrupting Episodic Distribution
3.2.3 Repackaging Content for Distribution
3.3 Conclusions and Implications

4.0 Monetizing Content with Digital Natives
4.1 Trends in Subscription-based Services
4.1.1 Millennials: Pay TV vs. OTT
4.1.2 Shift from Broad Markets to Targeted Markets
4.2 Trends in Third-party Funded Services
4.2.1 Measurement in the Digital Native Space
4.2.2 Sponsored and Branded Content
4.3 Trends in Transactional Services
4.3.1 Children and the Transactional Window
4.4 Conclusions and Implications

5.0 Forecast
5.1 Forecast Methodology
5.2 Forecast: Social Video Chat App Users
5.3 Forecast: Professionally-produced Social Video Viewers

6.0 Recommendations
6.1 Studios and Producers
6.2 Advertisers and Ad Solutions Providers
6.3 Service Operators
6.4 Social Video Platforms
7.0 Appendix

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