

MEDIA AND PUBLISHING

Social media is Gen Z's top news source: YouGov

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Amid a digital transformation, marketers must acknowledge where their consumers are and are not. Image credit: YouGov

By NORA HOWE

The COVID-19 pandemic has ostensibly had an irreversible effect on how news is collected and understood, and digital media consumption is now outpacing traditional channels.

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According to YouGov's latest global media [report](#), while television is the most popular news source for Americans 45 years and older, social media makes up nearly half, 45 percent, of news consumption for Gen Z. As consumer media consumption patterns continue to evolve, brand marketers and media planners must stay on top of shifting trends and opportunities as the digital landscape develops.

Insights are drawn from a recent global custom survey on the global media sector and exploring past media consumption patterns and the future global media landscape, covering 17 global markets of more than 19,000 respondents between Oct. 18 and Nov. 8, 2021.

Outlook for 2022

More than nine in 10, 95 percent, of all adults globally claimed to have visited websites or apps in the last 12 months, and the same proportion intends to continue doing so in the next 12 months.

YouGov found that the top media growth drivers of media consumption growth in the next year are all digital.

Video streaming services are likely to report the steepest growth in consumption in the coming year with a growth driver score of 36 percent.

As work-from-home models continue, on-demand streaming services and social media platforms are set to continue attracting consumers, presenting crucial growth opportunities for media companies and advertisers.

Despite the growth of streaming services and video-on-demand, the increase in the amount of time spent at home due to the pandemic may have also contributed to an increase in the consumption of live television. Nearly 90 percent of British adults consume live television on a weekly basis a statistic that has remained unchanged for the last four years.



Watching live television was only second to visiting a website when it came to media consumption in the U.S. and the U.K. Image credit: YouGov

Watching live television is ahead of video streaming, with annual penetration levels equal to those interacting with social media, while watching video-on-demand is still slightly ahead of services like Netflix and Amazon Prime.

In the U.S., streaming services Netflix, Hulu and Amazon Prime have all increased subscriber numbers since 2018. In the next 12 months, YouGov data shows that a higher proportion of global consumers plan to consume more streaming services than any other type of media an intention more pronounced among Gen Z.

As the popularity of streaming video services persists, competition among service providers is likely to trigger further investments in content, as well as subscription price adaptations to retain and grow audiences.

Social media platforms have expanded significantly from their simple photo-sharing origins. Today, they serve as a place for sharing information, video-based entertainment, professional networking and commerce.

The appeal of social media is likely to persist as Gen Z is most likely at 39 percent to increase their interaction with this medium.

This digital transformation, however, suggests a grim reality for print publishers, who must examine new ways to secure digital-first consumers. Diversifying revenue streams is becoming a top priority for many publishers.

When it comes to audio, more than 80 percent of consumers listened to the radio globally, whereas 75 percent streamed music. Three in five global consumers claimed to have listened to podcasts in the last year and 30 percent intend to do so in the next 12 months.



While podcasting is still behind many digital channels, its growth is rapid. Image credit: YouGov

Globally, 17 percent of consumers do not currently pay for but would consider subscribing to music streaming services in the coming year music to the ears of Spotify and Apple Music.

Looking ahead, YouGov reports that podcasts are the only media type registering a higher projected annual consumption in the next 12 months, compared to the previous year.

Sound of luxury

Podcasts present ample opportunities for brands to engage already receptive and dedicated listeners or consumers, and a number of luxury brands have already acknowledged the power of sound.

In September 2021, U.S. footwear brand Stuart Weitzman, in partnership with Dear Media, launched a podcast for its

Shine Series, an existing video program of conversations with inspirational figures and leaders about how they exude strength.

Hosted by Stuart Weitzman's chief marketing officer, Behnaz Ghahramani, the series invited viewers to step into others' shoes and hear discussions about making bold moves and lasting impressions. Each episode aims to celebrate style, comfort and self-confidence, and marks the brand's entry into the audio-based content space ([see story](#)).

French fashion label Jean Paul Gaultier used the podcasting medium to highlight how the creative community faced challenges during the COVID-19 pandemic.

Celebrating Pride Month and the LGBTQI+ community through the "Les Enfants Terribles" series, which is available on IGTV, Spotify and YouTube, the brand featured several conversations with LGBTQI+ creatives and leaders, including burlesque artist Allanah Starr and singer-songwriter Bilal Hassani, about their unique pandemic experiences ([see story](#)).

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