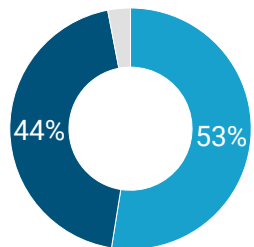
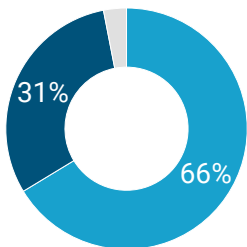


Has the use of streaming services peaked?

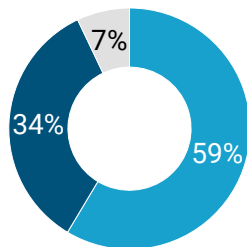
Survey Question: If you had to pick, which of the following do you spend more time watching in a typical week?



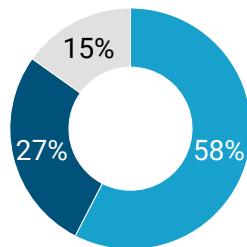
Gen Z Adults (Ages 18-26)



Millennials (Ages 27 - 42)



Gen X (Ages 43 - 58)



Boomers and Above (Ages 59+)

■ Streaming services (e.g., Netflix, Hulu, Disney+, Max) ■ YouTube ■ Don't watch either