THE NEXT GENERATION CONSUMER:
The Culture Creator
SOCIAL MEDIA ECOSYSTEM
Gen Z and current affairs
How do you consume news?

- Social media: 79.7%
- Apps: 54.7%
- TV: 50.6%
- News sites and blogs: 44.3%
- Email newsletter: 19.2%
- Print: 12.7%

Most used devices (average hours/week)

- GEN Z
  - Smartphone: 15.4 hrs
  - TV: 13.2 hrs
  - Laptop: 10.6 hrs

- MILLENNIALS
  - Desktop: 16.4 hrs
  - Smartphone: 14.8 hrs
  - TV: 14.8 hrs

Weekly TV usage (average hours/week)

- GEN Z: 13.2 hrs
- MILLENNIALS: 14.8 hrs
- GEN X: 19.7 hrs
- BOOMERS: 24.1 hrs
Culture Creators have created a new Cultural Currency that values uniqueness, authenticity, creativity, shareability, and recognition.

artwork by: st. francis elevator ride
AUTHENTIC MEDIA BRAND

Vox  HUFFPOST  BuzzFeed
Nowness  VICE  Tastemade
INFLUENCE DRIVEN DIGITAL VIDEO