

New Research Reveals Generational Divides in Video Watching Behaviors

Consumers are watching more videos – but differences in how they watch have major implications for marketers.



We surveyed **1,000 consumers across Canada** about their video consumption behaviors. The results paint a picture of modern video watching behaviors that often differ greatly between demographics.

Video is The Preferred Medium



Of Canadian consumers rank video first as the content they most consume. Web articles come in second place and podcasts come in third for those under **35 years old**.

Hours Upon Hours of Video



Of consumers said they watch between **2-3 hours of video a day** with Gen Z more likely to watch over **3 hours**.

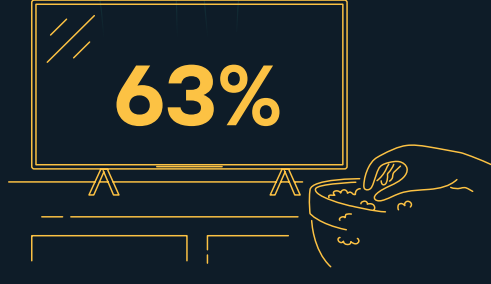
The Long or The Short of Video?



Of consumers prefer to watch **longer** movies or TV shows **at home** over shorter videos on TikTok, YouTube or other parts of the web. **52%** of those under **35** prefer **short-form** video at home versus just **30%** of those older than 35.

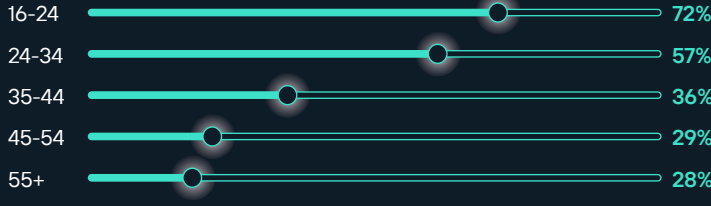
CAN YOU TURN ON THE CAPTIONS PLEASE?

Younger Generations Need TV Captions



Of consumers under **35** said they usually watch TV with captions, a **19% growth** from our previous 2021 video behavior study.*

Age-Related Preferences for Watching TV with Captions



*Source: Caption & Video Ads Comprehension Study by Sharethrough, June 2021

The Same Goes For Other Devices



Of consumers are more likely to watch a video on mobile if it has captions and **60%** more likely on computers. Using Sharethrough's **Dynamic Captions**, viewers are **56%** more likely to comprehend the messaging of your video ads.

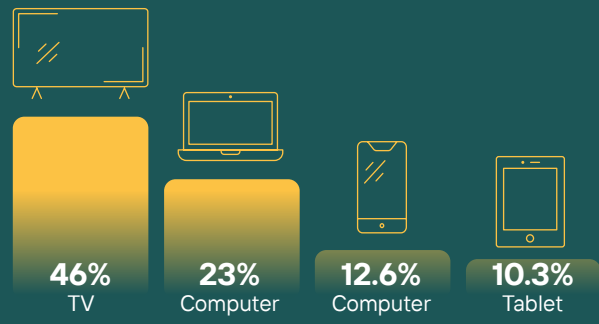


Pause, Freeze Frame

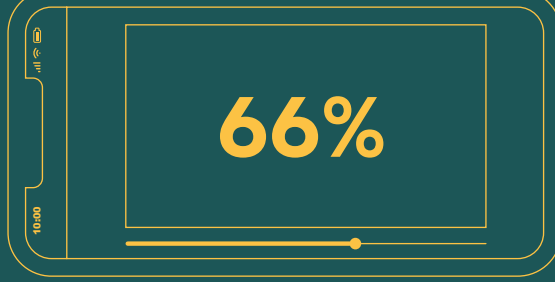
Smartphones are changing how people watch TV.

Combined, All Age Groups Prefer TV for Videos Over 5 Min

All age groups combined



But Consumers Under 30 Prefer Long-Form Video on Smaller Devices



Of consumers under the age of **35** prefer to watch movies or TV shows on the **smaller screen** of their **phone, tablet or computer**.

First Impressions Matter

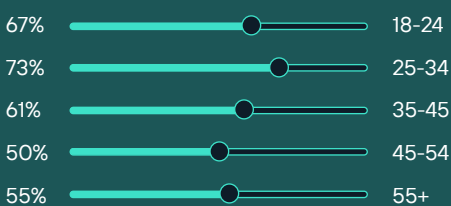


Of people give videos **30 seconds or less** before deciding whether to watch or not.

Less Patience For Ads

60%

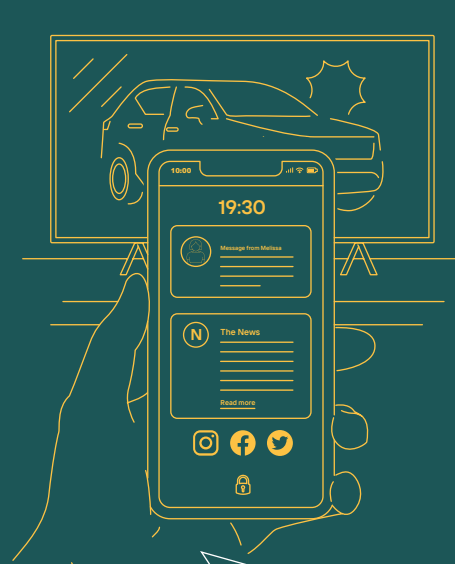
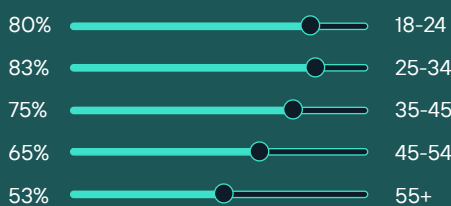
Of consumers would skip all ads no matter what.



When They Can't Skip Ads

68%

Of TV watchers take out their phone during commercial breaks. Millennials and Gen Z are the most focused on their phones.



TIME TO CHECK THE SMALL SCREEN!

*Research: Understanding Consumer Behaviors During TV Commercial Breaks, Sharethrough, 2021

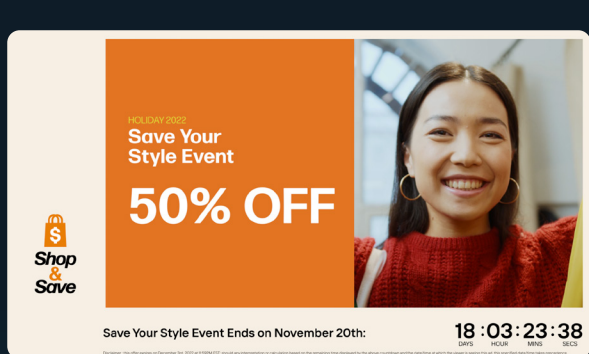


Capture the Moment

Clock's Tickin

85%

Of consumers purchased a product on impulse because the sale would soon end.* And **57%** of Canadian consumers would consider purchasing a product or service **directly from a video** if it was an option.

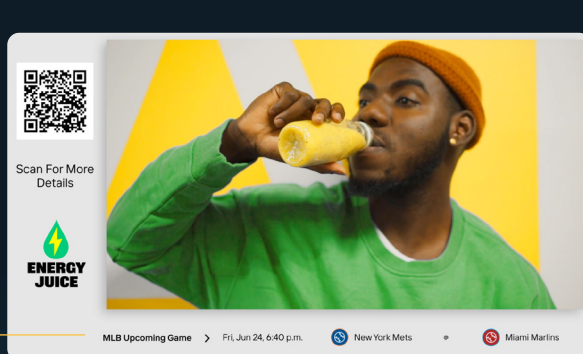


Discover our CTV Countdown Overlay →

Interactive Engagement

66%

Of consumers are ready to engage with interactive video ads if given the option and are **52%** more likely to pay attention to TV ads if they have useful content with them like Sharethrough's **CTV Sports Ticker**, which has a **91%** likelihood of capturing the attention of sports fans.**



84%

Also know how to scan a QR code, which is a **7%** increase from 2021.***

Learn more about CTV QR Codes →

*Research: Impact of Countdown Timers on Consumers, Sharethrough, 2023

**Introducing New Research-Backed CTV Ad Enhancements, Sharethrough, 2022

***Research: Understanding Consumer Behaviors During TV Commercial Breaks, Sharethrough, 2021



Be Kind Rewind

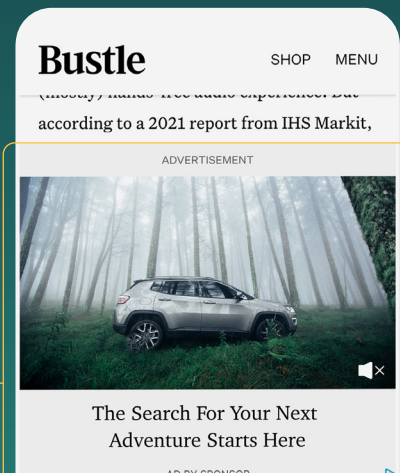
Phones are taking center stage and web articles trail just behind videos as the content most consumed. Advertisers can take advantage by adapting their video ads for the web.

A More Accessible Web

And since more consumers are watching TV with captions, they expect captions elsewhere too. Consumers can easily add captions to their videos on social platforms. Now the rest of the web with Sharethrough's **Dynamic Captions**.

Explore Dynamic Video Captions →

Source: Sharethrough Research on Consumers' Video Behaviors, August 2023.



Get started with Sharethrough today

