







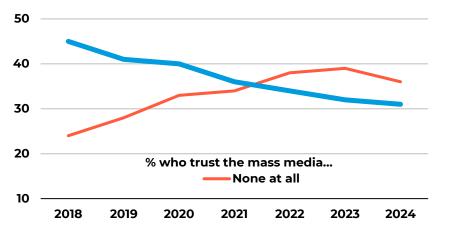
STREAMING

has overtaken traditional TV

50 % of time spent watching... Cable Streaming 30 2025 20 2021 2022 2023 2024 202!

TRUST

in traditional media has fallen

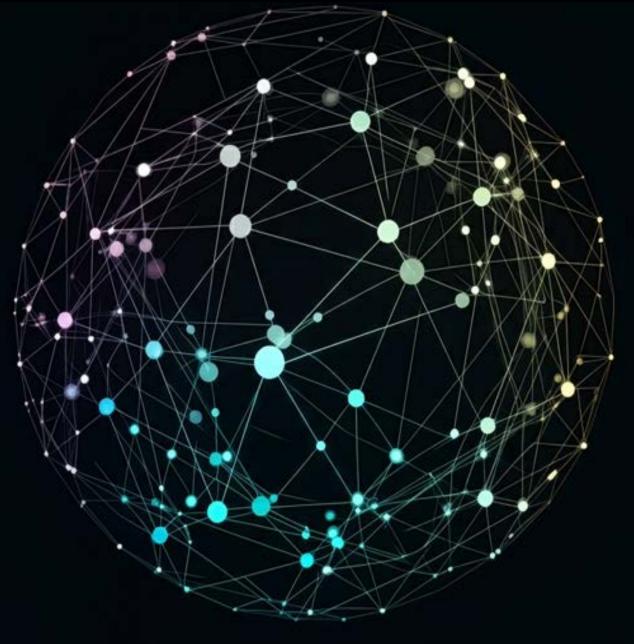




There is a

GENERATIONAL SHIFT IN HOW

Americans get news

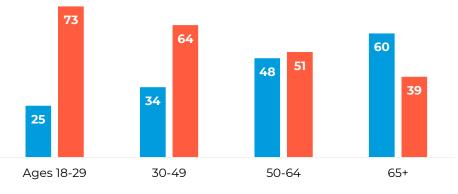




Younger generations aren't actively seeking out political news — IT IS COMING TO THEM

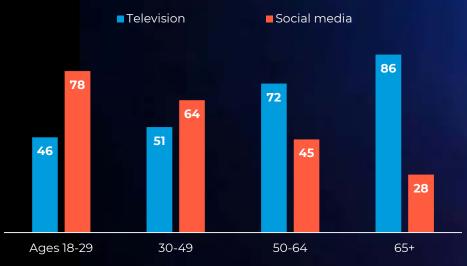
% of U.S. adults who say...

- I mostly get political news because I'm looking for it
- I mostly get political news because I happen to come across it



And for all news, SOCIAL MEDIA IS THE NEW TV

% of US adults who get news at least sometimes from...







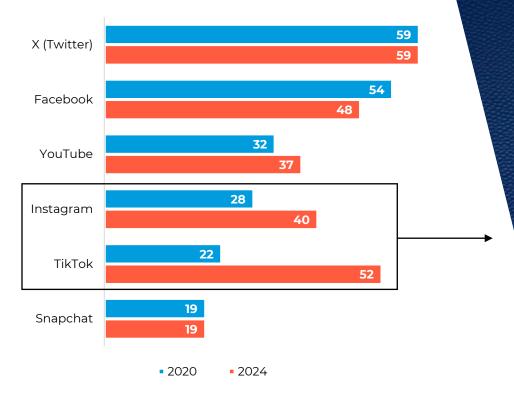
Social media is

DISRUPTING NEWS

& elevating independent creators



% of each social media site's users who regularly get news there 2020 vs 2024



21% of Americans and 37% of 18-29 year olds regularly get news from creators on social media

TikTok news consumers are just as likely to get news from creators or celebrities (68%) as new outlets or journalists (67%)

Social media is also **disrupting the search industry** – Gen Z is increasingly turning to apps like Instagram, TikTok, and YouTube over traditional search engines like Google



Platforms like YouTube are rewriting the DEFINITION OF TV

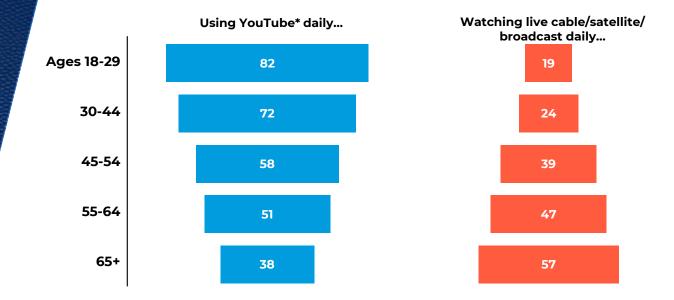


YouTube is the #1 TV channel in the U.S. according to Nielsen, with 11.6% of total watch time

Disney is second with 10%

As of 2024, most U.S.
YouTube
watch time happens on TV

*Respondents asked, "Approximately how often do you use YouTube?"; may include YouTube or YouTube TV





Streaming is **TAKING OVER** LIVE TV with more voters relying on it than traditional linear platforms

Which of the following describes how you watch live TV with commercials?

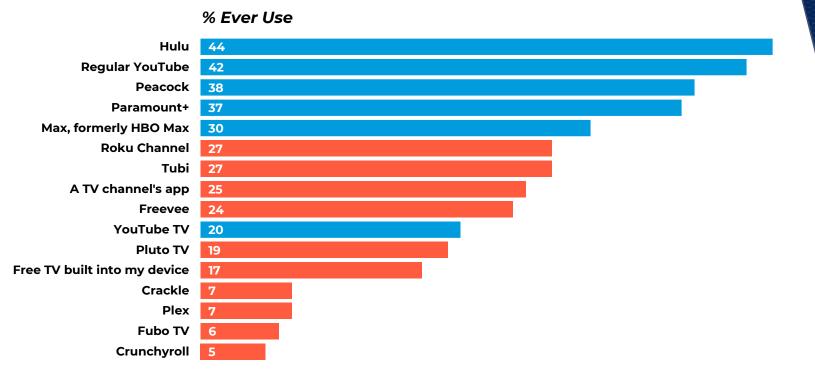








Streaming Service Usage among 2024 Voters



66% use at least one of the non-major ad-supported apps (denoted in orange)



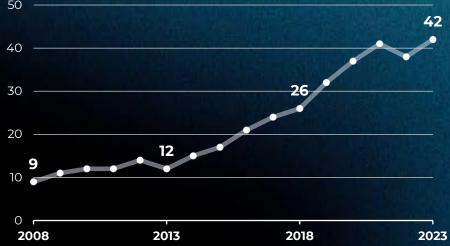


PODCASTS ARE ON THE RISE

as viewership outpaces traditional coverage

More Americans ARE LISTENING

% of Americans ages 12 and older who have listened to a podcast *in the past month*



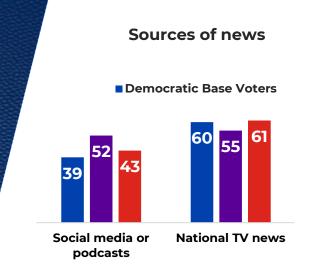
Major podcasters are GOING POLITICAL

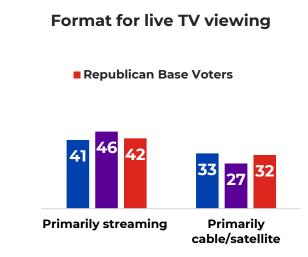
GOP Convention final night: **25 million viewers** Dem Convention final night: **26 million viewers**

Rogan-Trump podcast interview on YouTube: 45 million viewers



Media consumption trends intersect with political trends – 2024's swing voters were especially likely to be using NON-TRADITIONAL FORMATS FOR NEWS AND ENTERTAINMENT





Ideology and party are still most important, but

THERE'S A NEW DIVIDE

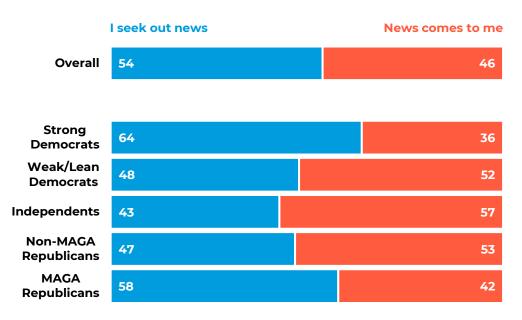
among voters around attention and information



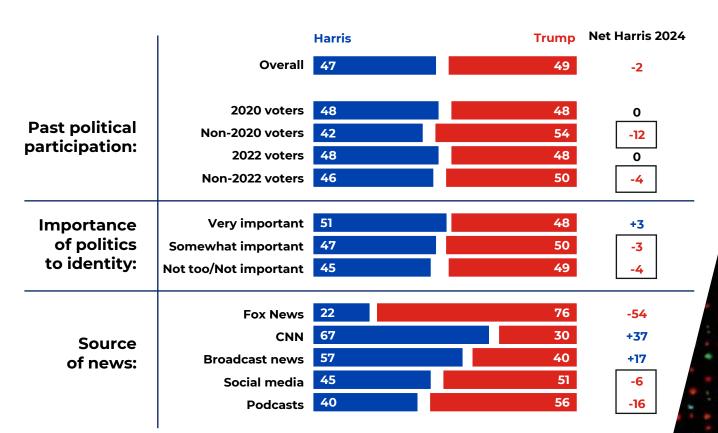
News Seekers Daily X users
CNN viewers
MSNBC viewers
Seniors (65+)
Fox News viewers
College graduates
White collar workers

Rarely watches live TV
18-34 years old
Women 18-54
POC non-college
No Covid vaccine
Small town/rural
Service industry workers

Which of the following best describes how you get news about things like current events and politics?







Trump ultimately won voters who were less politically engaged and more reliant on NON-TRADITIONAL NEWS SOURCES



The importance of politics AMONG TIKTOK USERS

How important is politics to your identity?

	Biden 2020	Harris 2024	Support Swing
Very Important	59%	55%	-4.0%
Somewhat Important	58%	52 %	-5.4%
Not Too Important	56%	49%	-7.0%
Not Important	56%	48%	-8.2%

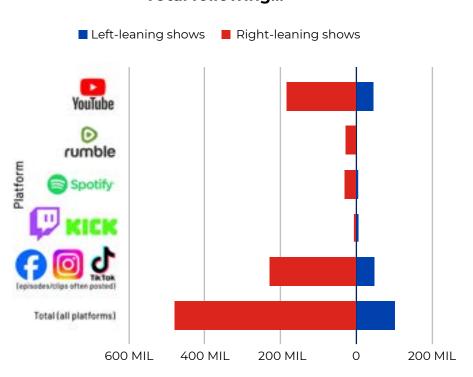


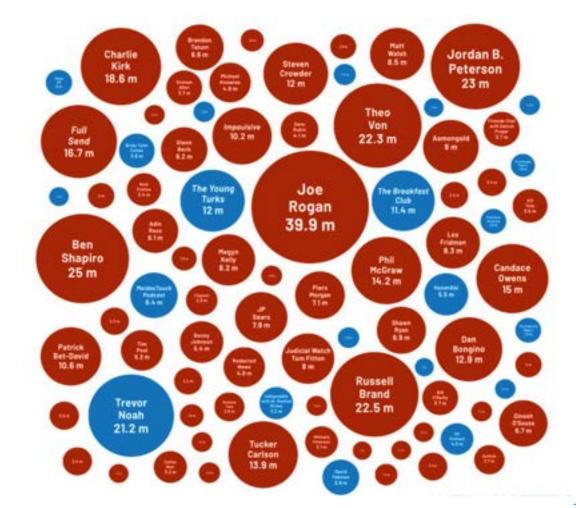




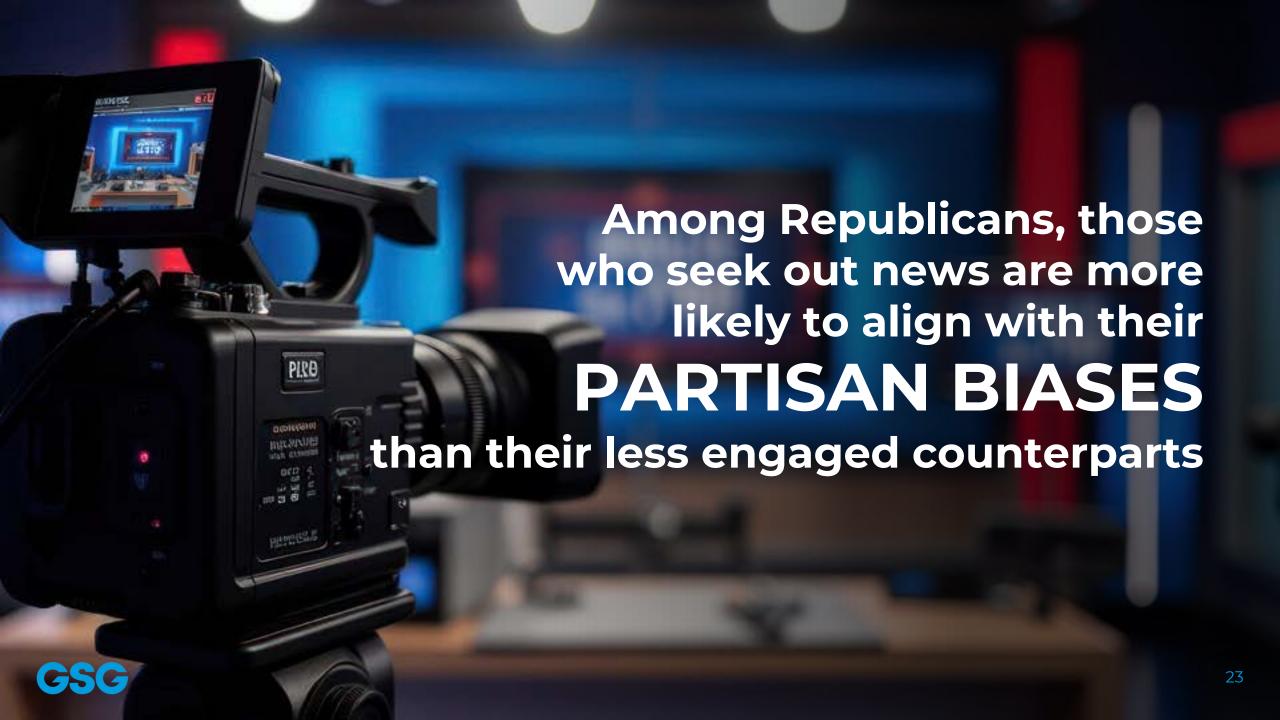


Total following...

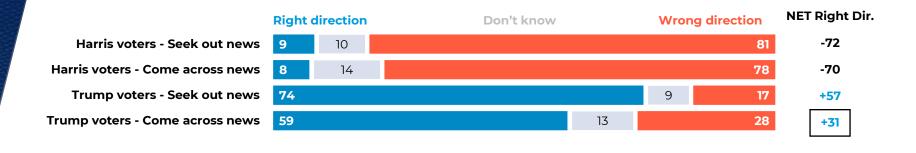




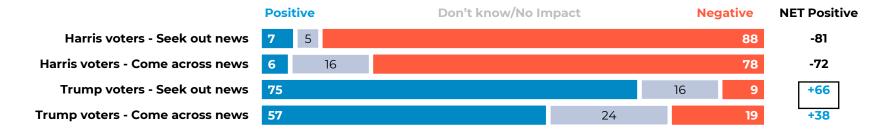




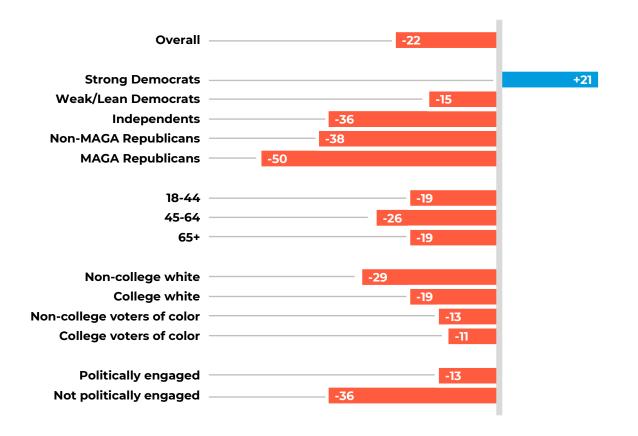
Would you say the U.S. economy today is...



What kind of impact has Elon Musk had on the economy since joining the Trump administration?



Trust in "The media" NET Trust (% Trust the media - % Distrust the media)



find a way to
SPEAK TO
AUDIENCES
that don't share
their base's trust
in the media
and institutions



