

TECHNOLOGY

TV consumption down, streaming on the up

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IN a technologically advanced world, the internet has changed how television is consumed. There are more options now instead of sifting through traditional TV channels for the best show.

Because Gen Z seeks instant gratification, convenience and options in content, online streaming platforms have become popular.

There has been a fast growth of YouTube, Netflix, Showmax and Disney Plus content consumption by Gen Z and young millennials, said Leslie Adams, the sales director of Reach Africa.

Such behaviour is consistent with a Market Research Foundation report of a massive decline in TV viewership over the past two years.

Adams cited the Broadcast Research Council of South Africa indicating that a third of TV consumption occurs online, with an estimated eight million South Africans having access to a string of streaming channels.

Adams said Gen Z accounted for 42% of streaming platform consumers, where they mostly use mobiles.

Millennials followed at 41%, whereas boomers made up only 4%.

"This evolution away from traditional TV makes sense. Gen Z's life is lived on demand. If they want something to eat, they can order a takeaway via Uber Eats with a simple tap. If they want to listen to music, Spotify will not only find them the exact song they're after, but will also curate playlists for them based on their demonstrated preferences.

"There are now more than 30 streaming services available locally, which they can toggle between to their heart's content on any device of their choosing, earning them the title of 'Net Fickle'," said Adams.

Gen Z have experienced an optimistic era, yet they encountered hardships such as Covid-19, driving them to instant gratification.

"They prioritise happiness and experiences over stability. They might not prioritise owning property; they may prefer renting and rather spending their money on something that brings them status and joy now. They want experiences over luxury items; fulfilment over stability; they believe in multiple ways – not only one way."