

# PLURALS

## The Future Of Content Consumption

### A Generation Hardwired For Choice And Control

Plurals (ages 2-17) are the most **culturally and racially diverse** population in America's history. Often from households of mixed backgrounds, they challenge the very notion of one-size-fits-all mass media.

Plurals are also the first generation of **mobile natives**, not merely digital natives. Touch screens enable them to explore content **on their own terms** even before they can speak a full sentence. Between 2011 and 2013 mobile usage doubled and tablet usage more than quadrupled among children under the age of 8. At this rate, access will shortly be ubiquitous.

### Mobilize To Meet The Needs Of Plurals Now To Prepare The Business For The Future

Plurals have only known a reality that includes multiple screens, social media, content from independent creators, on-demand and OTT distribution, and ad-free viewing options.

As a result, Plurals expect and thrive on **choice** and **control** of what, when, and how to consume content. Plurals are adept **mission-based searchers**, they gravitate to **visual communications** over text, and they **instantly move on** if dissatisfied. Commercials, premieres, and TV schedules all have less relevance in this context.

In today's world, the behaviors of the younger audiences **trickle up** to the older generations. Plurals' current expectations will shape tomorrow's reality.



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### Proliferate Ways To Be A Fan At Any Moment

Children are driven to grow from who they are to who they want to be through an engine of **exploration** and **self-expression**. Today, this engine is largely fueled by content and is accelerated by the vast amount of franchises to explore and the proliferation of ways to express tastes and feelings (memes, posts, CP, etc.). Plurals carefully curate their digital footprint as part of this process.



### Enable Plurals To Grow Up With Your Content, Or They Will Grow Out Of It

High priority franchises must provide **age-appropriate entry points** that allow Plurals to explore and express within the story world at each stage to maintain relevance and create life-long fans.



### Provide A Constant Stream Of Fresh Content

Plurals crave the choice and control to be fans 365 days a year. To maintain their engagement and prevent loyalties from drifting elsewhere, priority franchises must **never go dark** and constantly **fuel fandom with fresh content and experiences** between new seasons or movie releases. Development cycles need to accommodate by harvesting content to be packaged and distributed in new ways throughout the year.





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### Let Every Moment Be A Content Moment

Plurals do not distinguish between content, media brands, marketing, distribution channels, and devices – they are all sources of entertainment.

They chose the entertainment option that best suits their **mood, occasion, and timeframe**—whether three minutes or three hours. They expect to participate in stories they love anytime and everywhere in the form of:

#### Long-form full meals

to immerse in the characters and stakes

Movies (at home or in theater)

TV shows (live, time-shifted, or streamed)

Books

Comics

Video games

Opportunities to create their own content within the story world

In-person experiences with other fans, at theme parks, etc.

#### Short-form snacks

to sample or go deeper into the story world

Apps

Best-moments clips

Behind-the-scenes glimpses

Related content (e.g., mythology, backstory, fashion, synopses, character bios)

Content created by other fans

Social media: following celebs, connecting with other fans, expressing their fandom

Kids' favorites  
frozen hulu  
cartoon network apple  
disney adventure time youtube  
mtv instagram nickelodeon marvel  
netflix spongebob  
itunes kindle fire



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### Plurals' Reality

### Business Implications

1 Are culturally and racially mixed and diverse

Reflect diversity as well as people of mixed backgrounds in all content

2 Are mobile natives and constantly connected

Need to deliver strong and satisfying mobile experiences for all franchises

3 Are adept mission-based searches

Ensure content is easy to find through searches, not only menus

4 Are highly visual (Instagram, Tumblr, Emojis, GIFs, etc.)

In communications, leverage images as powerfully as text

5 Grow into and out of kid content faster

- 2-4/5: preschool content
- 4-9: big kid + gen market
- 10+: gen market content

Follow the new realities of kid's viewing patterns rather than the traditional Nielsen age breaks

6 Will grow out of a franchise quickly unless it offers additional entry points as they mature

Provide entry-points for:

- 2-5, 4-9, 10+, adults

7 Want broad and deep ways to engage with stories

- 71% search for related content before, during, and/or after watching

Proliferate broad choice of entry points to learn more about characters, share favorite moments, play the stories, immerse in lore, etc.

8 Expect to be fans on their own terms, all year, in between TV seasons or movie release dates

Give control to access content anytime, everywhere; never let a franchise go dark, and provide a stream of fresh content

9 Choose content by mood, occasion, and timeframe

Provide long-form and short-form experiences

10 Have little patience for commercials given they were raised on streaming and VOD

- Perceived irrelevant content triggers them to move on

Maximize non-advertising revenue streams

- Necessary to ensure any ads are as engaging and relevant as the content

