**Streaming Video, Music Among Gen Z’s Most Popular Media Activities**

Gen Z is less likely to consume traditional media like linear TV and AM/FM radio than older generations. Among US Gen Zers, 86.6% will watch YouTube this year, according to our Gen Z Technology and Media Preferences report.

***Insider Intelligence 10.3.23***

[*https://www.insiderintelligence.com/content/streaming-video-music-among-gen-z-s-most-popular-media-activities?utm\_source=Newsletter&utm\_medium=Email&utm\_campaign=COTD%2010.3.2023&utm\_id=COTD%2010.3.2023&utm\_term=eMarketer%20Daily&utm\_content=COTD%2010.3.2023*](https://www.insiderintelligence.com/content/streaming-video-music-among-gen-z-s-most-popular-media-activities?utm_source=Newsletter&utm_medium=Email&utm_campaign=COTD%2010.3.2023&utm_id=COTD%2010.3.2023&utm_term=eMarketer%20Daily&utm_content=COTD%2010.3.2023)

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[*https://deveney.com/wp-content/uploads/2018/07/GENz-Blog-2000x1200.jpg*](https://deveney.com/wp-content/uploads/2018/07/GENz-Blog-2000x1200.jpg)