**Report: Gen Z Embraces Interactive App Experiences**

An Agora survey revealed that 87% of Generation Z members in the US are increasing their use of interactive video and calling apps, and that 69% want those features in gaming apps. Augmented reality trial tools also appealed to 70%.

***VentureBeat 8/27/21***

[*https://venturebeat.com/2021/08/27/90-of-gen-z-now-using-apps-with-interactive-live-video/*](https://venturebeat.com/2021/08/27/90-of-gen-z-now-using-apps-with-interactive-live-video/)

*Image credit:*

[*https://broadsuite.com/wp-content/uploads/2016/10/Generation-Z-Teens-Tech-and-What-the-Future-Holds.jpg*](https://broadsuite.com/wp-content/uploads/2016/10/Generation-Z-Teens-Tech-and-What-the-Future-Holds.jpg)