**Report: Gen Z Viewers Like Both Short-Form And TV Content**

Gen Z viewers, those aged 13 to 24, watch long-form TV programming as much as short-form videos, Horowitz Research reports. Over 90% of Gen Z use their phones daily or almost daily, with 60% having a TV set in their bedrooms, while regularly streaming an average of 5.5 services compared to 7.5 for older viewers.

***Advanced Television (free registration) 3/3/22***

[*https://advanced-television.com/2022/03/03/research-gen-z-favour-both-tv-and-short-form-video/*](https://advanced-television.com/2022/03/03/research-gen-z-favour-both-tv-and-short-form-video/)

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[*https://i.insider.com/5b22aafb1ae6623f008b5179*](https://i.insider.com/5b22aafb1ae6623f008b5179)