**Youngest Generation Flexing Digital Muscles With Video**

Generation Alpha, those under 10 years old, are "digital masters" and "critical consumers," according to a Beano Studios study. Fifty-five percent of those surveyed are creating video content regularly, and Beano CEO Emma Scott says, "Gen Alpha is the generation that will seek to bend the digital world to their needs and ambitions and not be defined or consumed by it."

***The Drum 6/19/19***

<https://www.thedrum.com/news/2019/06/19/55-under-10s-regularly-create-video-content-says-beano>

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<http://static1.businessinsider.com/image/53cea88669bedd6f2641e5fe/heres-who-comes-after-generation-z--and-theyll-be-the-most-transformative-age-group-ever.jpg>