

Marketer's Guide

Innovative thinking to make a lasting impact on your business growth.

Unite, Empower, Reflect, Shop

How TV & Streaming Cultivate Richer Interactions with Black Audiences Than Social Media





TV & Streaming deepens connections with Black audiences more than social

Black consumers seek culturally relevant content with authentic representation and storytelling that reflects their experiences. This type of content creates deep emotional connection, enriches engagement and inspires action.

Recent **custom research from VAB** shows that Black audiences are more engaged with the high-quality content on TV and streaming than with content from top social media platforms.

Why does this matter?

To build and establish a deep emotional connection with Black audiences, brands should align with content that truly resonates and spurs action.

What you'll learn:

- How Black audiences' **emotions and reactions** to their favorite TV & streaming content differs compared to content on leading social platforms
- Why TV and streaming creates **stronger connections** with Black viewers than social media content
- How marketers can leverage the influence of TV & streaming content to **inspire action** across key categories among Black audiences

*See appendix for full details on methodology behind custom survey.

The rising impact of the Black community makes them an increasingly valuable and desirable audience for marketers



The size and economic buying power of Black Americans is expanding, making them an increasingly valuable and culturally influential segment



~48 million

Black Americans are currently
in the U.S.

(+32% in 2022 vs. 2000)



\$2 trillion

U.S. Black population estimated
buying power by 2026

(vs. an estimated **\$1.8 trillion** by 2025)*

Source: Pew Research Center, 1/18/2024. * Nielsen, *Nielsen report shows growing demand for investment in more diverse media content to engage Black America*, February 2024.

Marketers can reach this key segment by investing in content that features diverse representation and stories that resonate personally

*“Black viewers are among the **most valuable** for media brands because historically they are much more likely to **spend more time** with **media and entertainment.**”*

- Adriana Waterston, Executive VP of Insights & Strategy, Horowitz Research

90%

of Black audiences agree that having diverse representation is important to them when choosing what content to watch*

Source: Horowitz, *FOCUS Black: State of Media, Entertainment & Tech: Viewing Behaviors*, 2024. *SambaTV, *State of Diversity*, June 2024.

Black audiences dedicate more time to media than the general U.S. population, with over half of that time devoted to TV

Weekly time spent with media (hrs:mins)

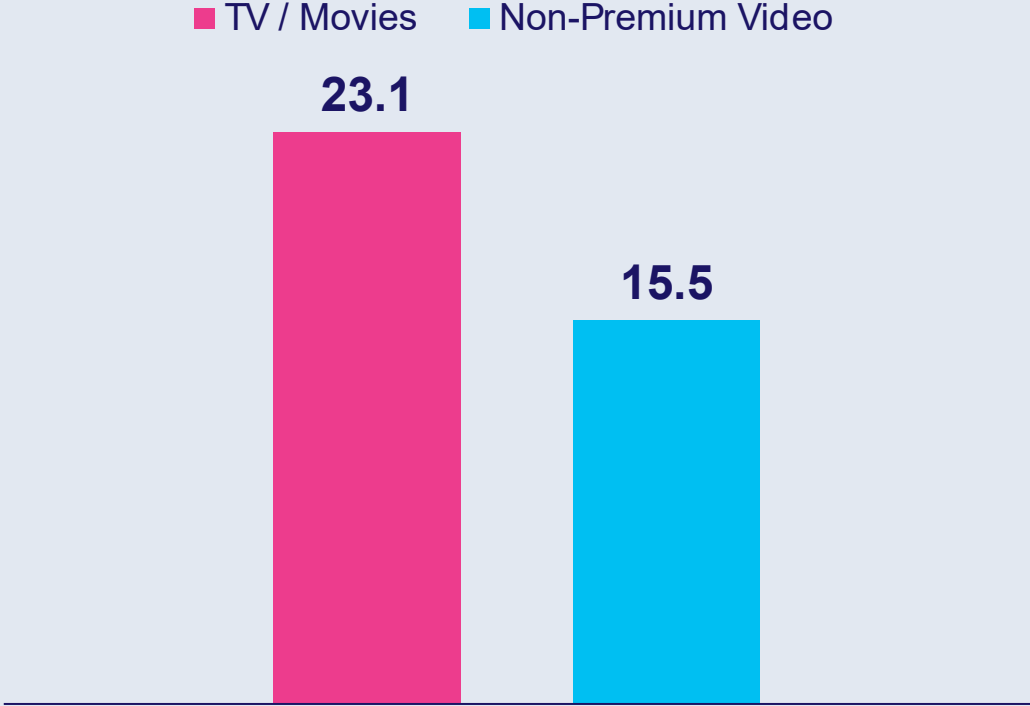
	<u>Black 18+</u>	<u>Gen Pop 18+</u>	<u>% Diff</u>	<u>Black 18-34</u>	<u>Gen Pop 18-34</u>	<u>% Diff</u>
Total Media	81:13	69:22	+17% vs. gen pop	60:02	52:16	+15% vs. gen pop
Total Use of TV* (live, time-shifted, CTV)	44:32	32:18	+38% vs. gen pop	25:13	18:14	+38% vs. gen pop
TV % Share of Total Media	55%	47%		42%	35%	

Source: Nielsen, *Creating connections with Black Americans across media*, February 2024. *Total use of TV includes live programming, time-shifted viewing and CTV.

Black audiences spend more time with TV & streaming than other video platforms due to their focus on authentic stories and cultural depictions



Hours per week spent watching TV & Movies vs. Non -Premium Videos
Among weekly non-premium video content viewers (Black 13+)



Source: Hub Entertainment Research, *Video Redefined*, January 2024. Based on survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. 'Non-premium video' includes short-form or user-generated video on YouTube, influencer video content, etc.

TV & streaming resonates with Black audiences because of its high-quality environment and ability to create richer interactions

▶ **Aligning ads with emotional content can quadruple their effectiveness** in creating impact and building brand equity*

‘Emotion’ is the new ‘Premium’

‘Premium content’ – industry shorthand for advertising impact – has primarily been related to the cost of production, with more expensive programming being deemed more premium.

However, research suggests that ‘premium’ has more to do with the **emotional connection** viewers have with their favorite content, which can be significantly impactful at **driving ad receptivity**.

What differentiates premium video content found on TV in all its forms from user-generated content (UGC) on digital platforms?



**High
Production
Quality**



**Complex
Character
Development**



**Emotional
Storytelling**



**Brand Safe
Environment**



**Content
Duration**

Download VAB's [‘What Is TV’](#) to learn more. *Source: Kantar, *Harness the power of emotion in digital advertising*, 3/13/2023.

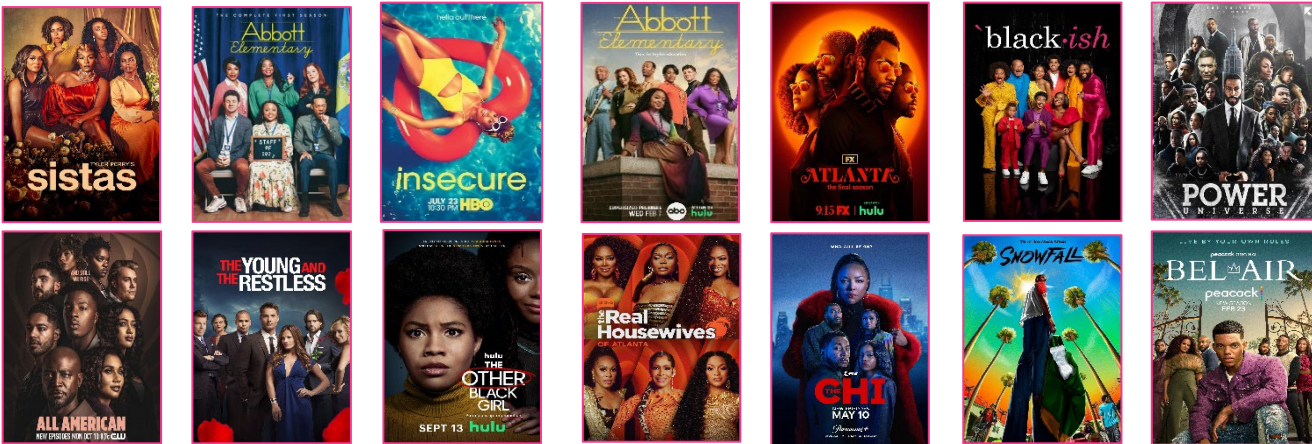
VAB conducted custom research to understand how 'emotion' **cultivates richer interactions** with Black audiences



In our custom research, we sought to understand the impact that TV and streaming has on Black audiences vs. the leading social media platforms

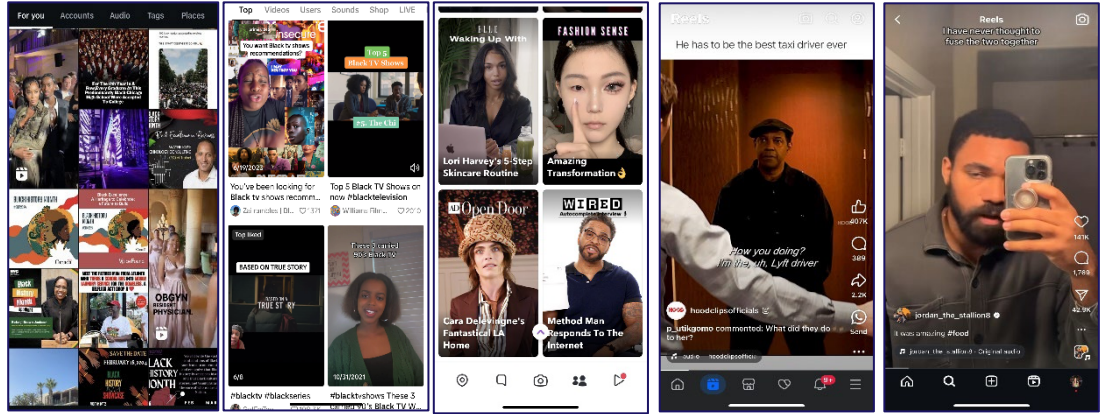
Examples of TV & Streaming Content

High-quality, professionally-produced content on trusted and brand-safe linear TV networks or streaming services




Leading Social Media Platforms

Typically, short-form videos on social networks which are produced by digital-native creators, online and offline media brands or 'everyday' social media users



Among Black audiences, TV & streaming fosters deeper **emotional connections**, **engagement** and **actions** compared to social platforms


Emotional Reactions



Black audiences have strong emotional responses to TV and streaming content that **resonates with their experiences, highlights their resilience and represents their rich communities and identity**

- Stronger Emotional Reactions
- Deeper Personal Connections
- Influencers

Enriched Engagement



Black audiences engage deeply with TV and streaming content that **authentically portrays their journeys, promotes cultural pride and emphasizes relevant stories**

- Appointment Viewing
- Shared Quality Experiences
- Online Communities

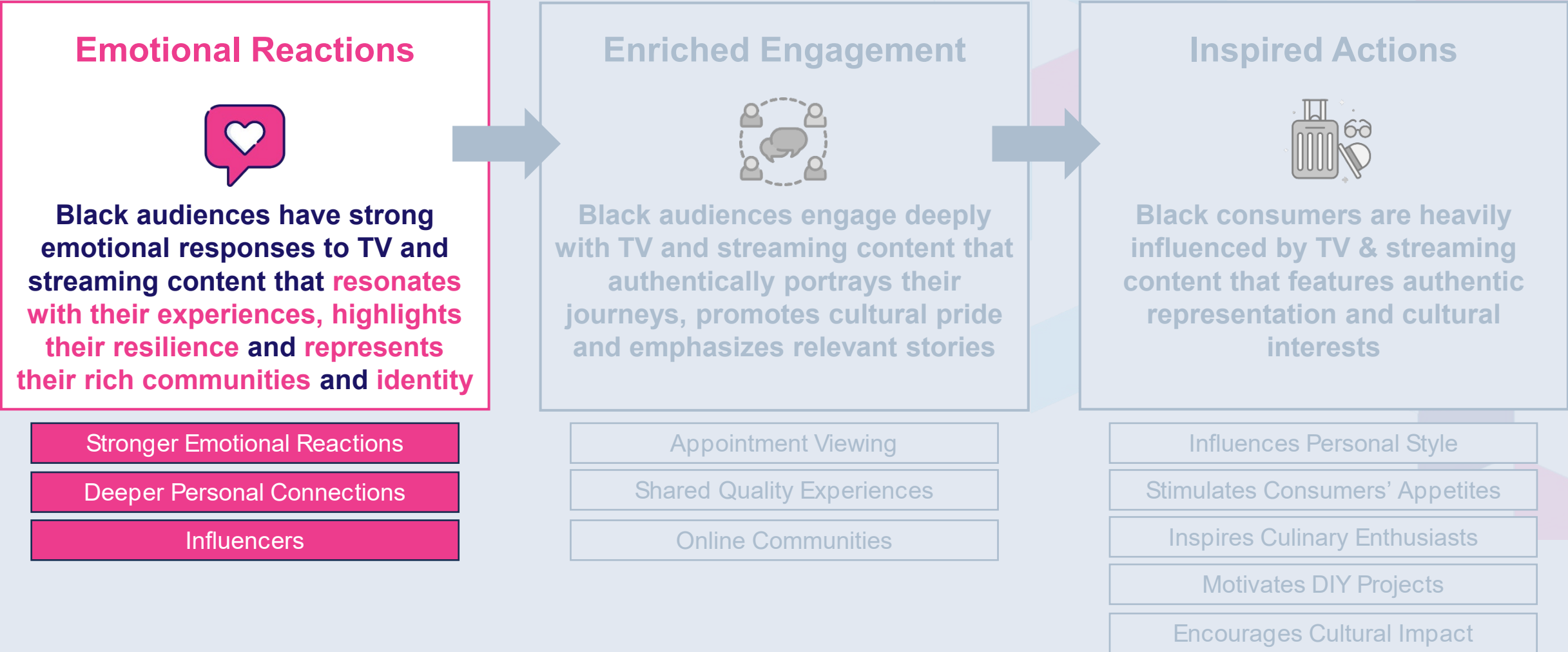
Inspired Actions



Black consumers are heavily influenced by TV & streaming content that features **authentic representation and cultural interests**

- Influences Personal Style
- Stimulates Consumers' Appetites
- Inspires Culinary Enthusiasts
- Motivates DIY Projects
- Encourages Cultural Impact

Black audiences **experience deeper emotions** and greater communal enjoyment from TV and streaming content that reflects their identity



TV and streaming shows that reflect Black experiences with humor resonate culturally and evoke more laughter than short social content

52%

of Black viewers say something they watched on TV or streaming has 'made me laugh out loud'



VS.

% of Black viewers who have laughed out loud because of something they watched on the following platforms

TikTok 37%

Snapchat 19%

Instagram 35%

facebook 35%

YouTube 51%

TV / Streaming vs. Social Media*
% more likely

+42%
+175%
+50%
+51%
+3%

***How to read: Black viewers are 42% more likely to have laughed out loud because of something they watched in TV or streaming content vs. TikTok content**

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Black audiences feel a greater sense of joy when they see characters and stories in TV & streaming that reflect their personal identities



30%

of Black viewers say something they watched on TV or streaming has 'made me feel overjoyed'



VS.

% of Black viewers who have felt overjoyed because of something they watched on the following platforms

TikTok 21%

Snapchat 12%

Instagram 18%

facebook 29%

YouTube 31%

TV / Streaming vs. Social Media*
% more likely

+42%
+159%
+65%
+3%
-4%

***How to read: Black viewers are 159% more likely to feel overjoyed because of something they watched in TV or streaming content vs. Snapchat content**

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Black viewers are more likely to be moved to tears by TV & streaming shows that reflect triumphs and struggles that they can relate to personally

28%

of Black viewers say something they watched on TV or streaming has 'brought me to tears'



VS.

% of Black viewers who have cried because of something they watched on the following platforms

TikTok 13%

Snapchat 5%

Instagram 7%

facebook 16%

YouTube 17%

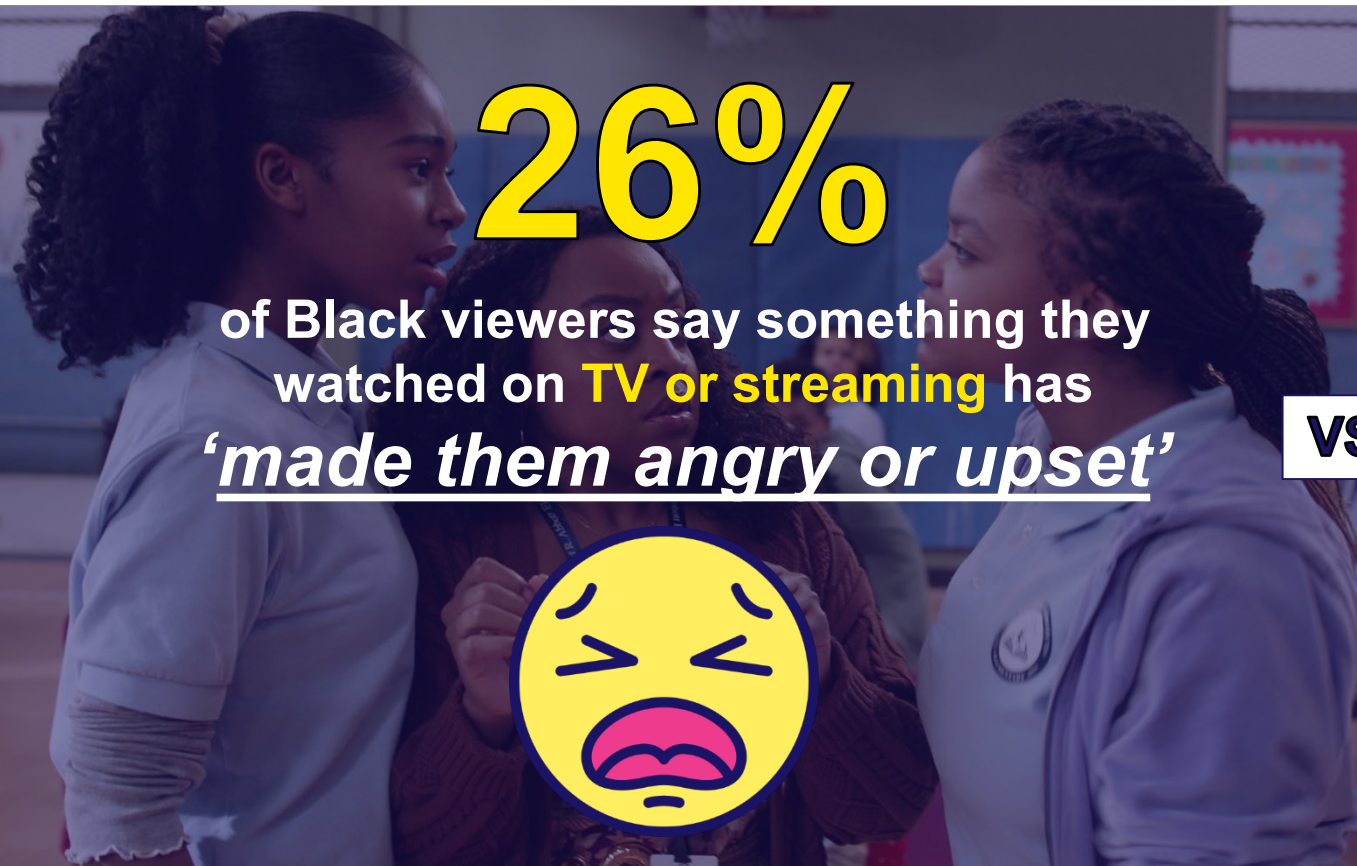
TV / Streaming vs. Social Media*
% more likely

+123%
+425%
+313%
+77%
+66%

***How to read:** Black viewers are 123% more likely to cry because of something they watched in TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Black audiences are more likely to have gotten angry or upset with the powerful and intense stories of TV and streaming than short social content



26%

of Black viewers say something they watched on TV or streaming has 'made them angry or upset'

VS.

% of Black viewers who have felt angry or upset by something they watched on the following platforms

TikTok 14%

Snapchat 9%

Instagram 14%

facebook 23%

YouTube 21%

TV / Streaming vs. Social Media*
% more likely

+95%

+199%

+91%

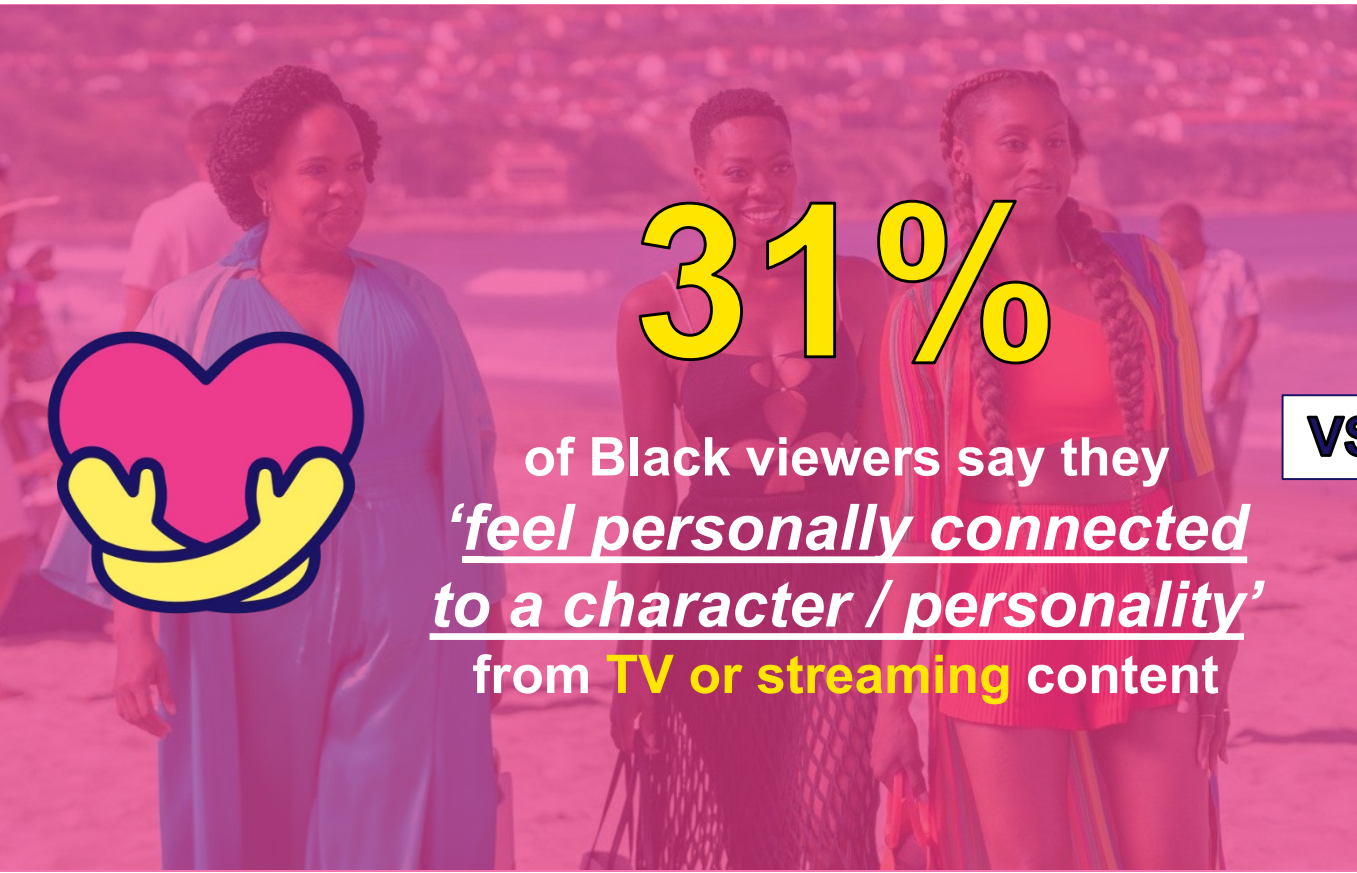
+13%

+24%

*How to read: Black viewers are 95% more likely to feel angry or upset because of something they watched in TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Black viewers, influenced by their cultural identities and collective history, are more likely to form connections with TV and streaming personalities



31%

of Black viewers say they 'feel personally connected to a character / personality' from TV or streaming content

VS.

% of Black viewers who feel personally connected to a character / personality from content on the following platforms

TikTok 15%

Snapchat 9%

Instagram 18%

facebook 19%

YouTube 27%

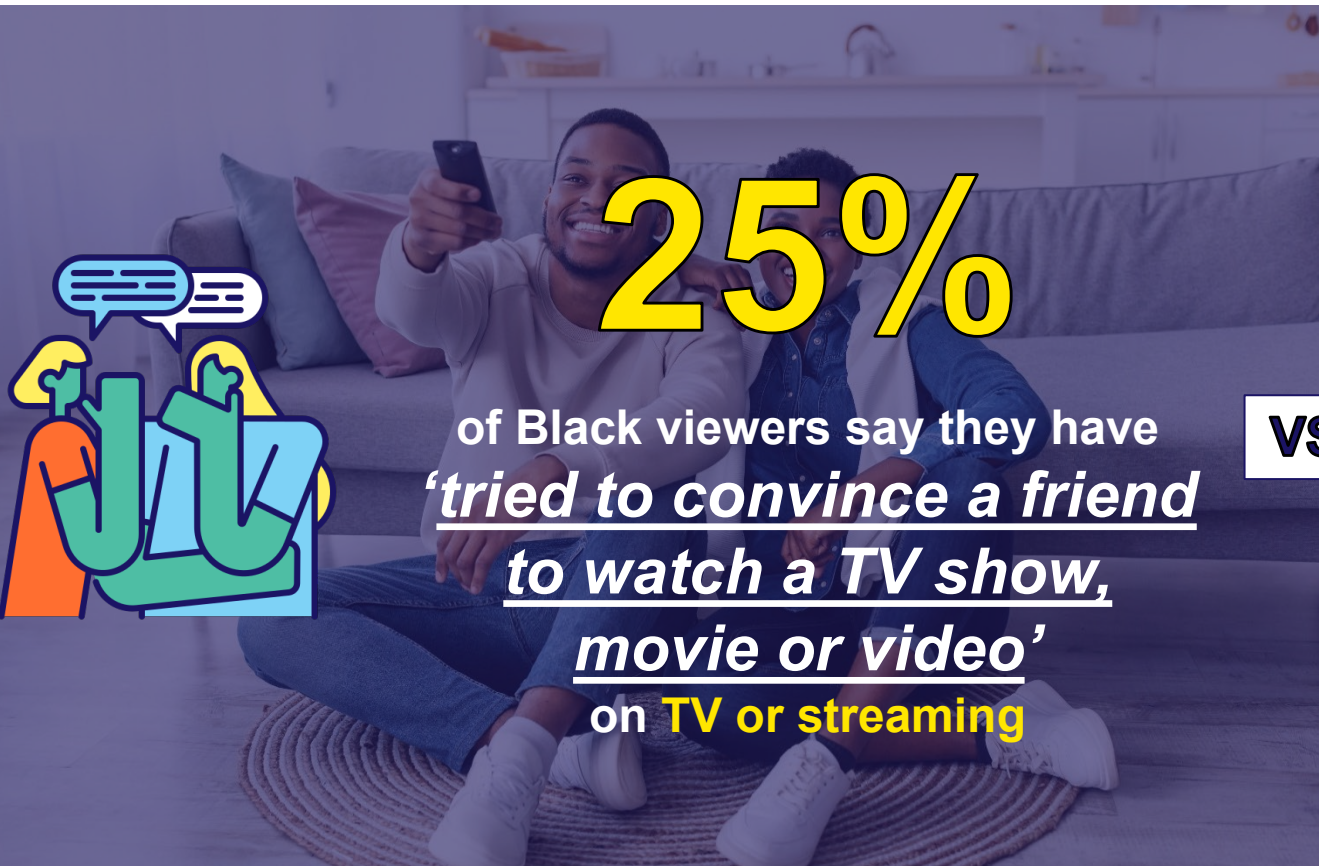
TV / Streaming vs. Social Media*
% more likely

+117%
+266%
+80%
+63%
+15%

***How to read:** Black viewers are 266% more likely to feel personally connected to a character / personality from TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Driven by a desire to unite on meaningful cultural narratives, Black adults enjoy sharing their TV and streaming experiences with friends



VS.

% of Black viewers who tried to convince a friend to watch a TV show, movie or video the following platforms

TikTok **18%**

Snapchat **7%**

Instagram **18%**

facebook **19%**

YouTube **25%**

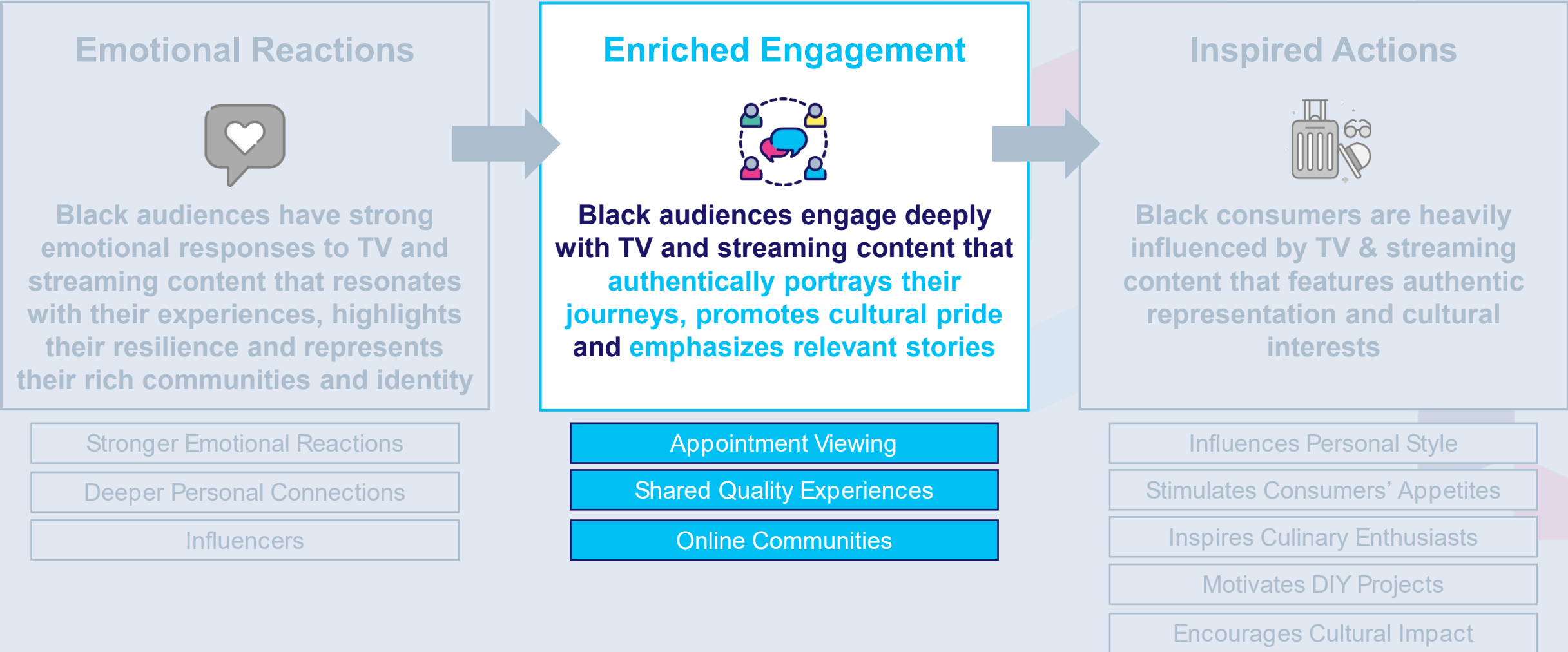
TV / Streaming vs. Social Media*
% more likely

+41%
+284%
+42%
+36%
+1%

***How to read:** Black viewers are **284% more likely** to have tried to convince a friend to watch a TV or streaming show, movie or video vs. Snapchat content




Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

TV & streaming content with diverse representation that emphasizes relevant stories fosters greater engagement with Black audiences



Black audiences are voracious video viewers who are more likely to regularly set aside time to watch their favorite TV & streaming content

45%
 of Black viewers say
'I regularly set aside time in my schedule to watch my favorite TV or streaming content'

% who regularly set aside time to watch content on the following platforms	TV / Streaming vs. Social Media* % more likely
 TikTok 22%	+110%
 Snapchat 18%	+153%
Instagram 22%	+110%
facebook 19%	+135%
 YouTube 28%	+59%



***How to read:** Black viewers are **59% more likely** to set aside time to enjoy their favorite TV or streaming content vs. YouTube content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

Close-knit Black communities are more likely to unite with friends and family by watching TV and streaming content together

38%
 of Black viewers say they 'enjoy the quality time they share with friends and family' while watching **TV or streaming** content

% of Black viewers who <u>enjoy quality time with friends and family</u> from content on the following platforms	TV / Streaming vs. Social Media* % more likely
TikTok 14%	+181%
Snapchat 10%	+266%
Instagram 15%	+148%
facebook 21%	+79%
YouTube 22%	+76%






***How to read:** Black viewers are **266% more likely** to quality time with friends and family while watching TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q1: Which of the following statements apply to you when you watch videos, shows or movies on the following platforms?

Seeking further engagement with stories and characters, Black viewers crave learning more about their favorite TV & streaming content

22%
 of Black viewers say they 'visit websites, forums and blogs' when watching **TV or streaming** content

% of Black viewers who <u>visit sites, forums and blogs</u> on the following platforms	TV / Streaming vs. Social Media* % more likely
 TikTok 16%	+38%
 Snapchat 15%	+43%
Instagram 17%	+30%
facebook 17%	+30%
 YouTube 15%	+48%






***How to read:** Black viewers are **38% more likely** to visit sites, forums and blogs while watching TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

Black audiences who exhibit a strong sense of cultural pride are more likely to share, post or tweet opinions or clips of TV and streaming content

20%
 of Black viewers say when watching **TV or streaming** 'they share, post or tweet opinions or clips'

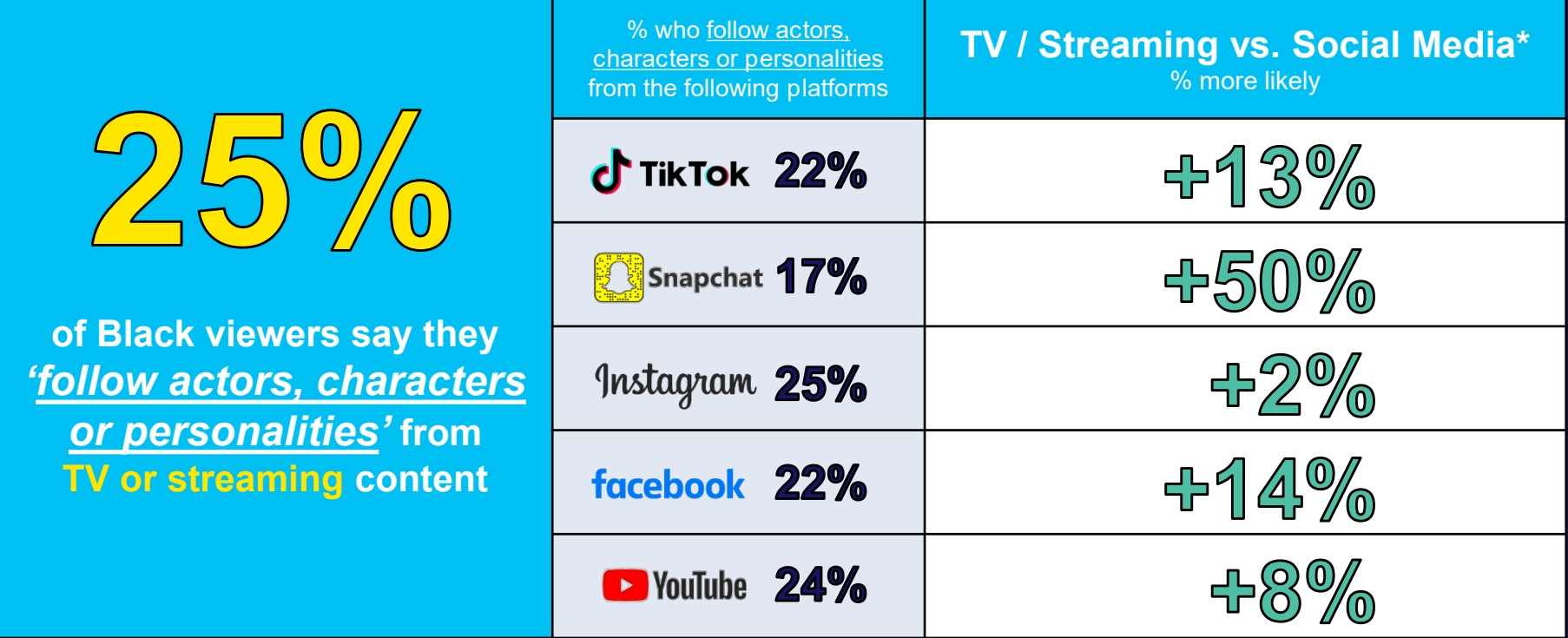
% who <u>share, post or tweet opinions or clips</u> while watching content on the following platforms	TV / Streaming vs. Social Media* % more likely
 TikTok 16%	+25%
 Snapchat 11%	+84%
Instagram 18%	+8%
facebook 24%	-16%
 YouTube 14%	+40%



***How to read:** Black viewers are **25% more likely** to share, post or tweet opinions or clips while watching TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

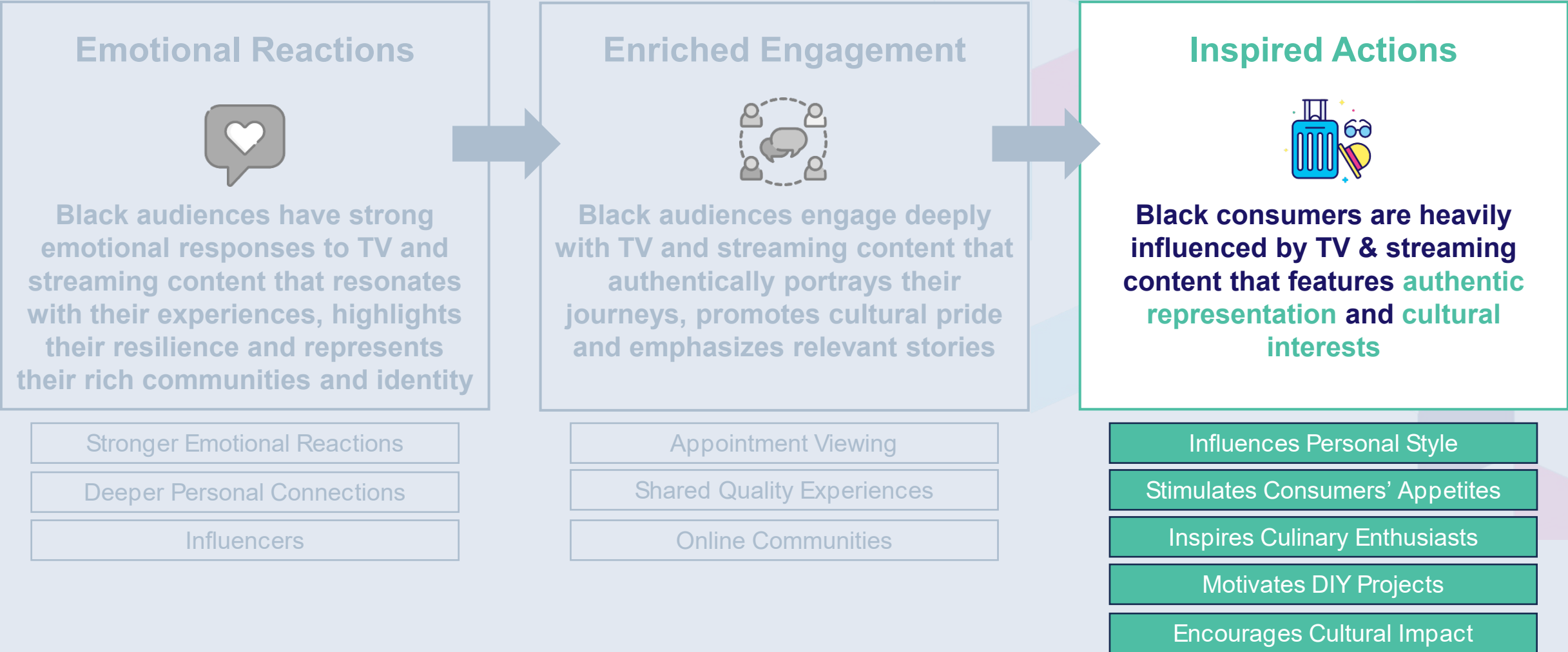
As avid fans, Black audiences follow personalities online from TV and streaming content that they feel resonate with their experiences



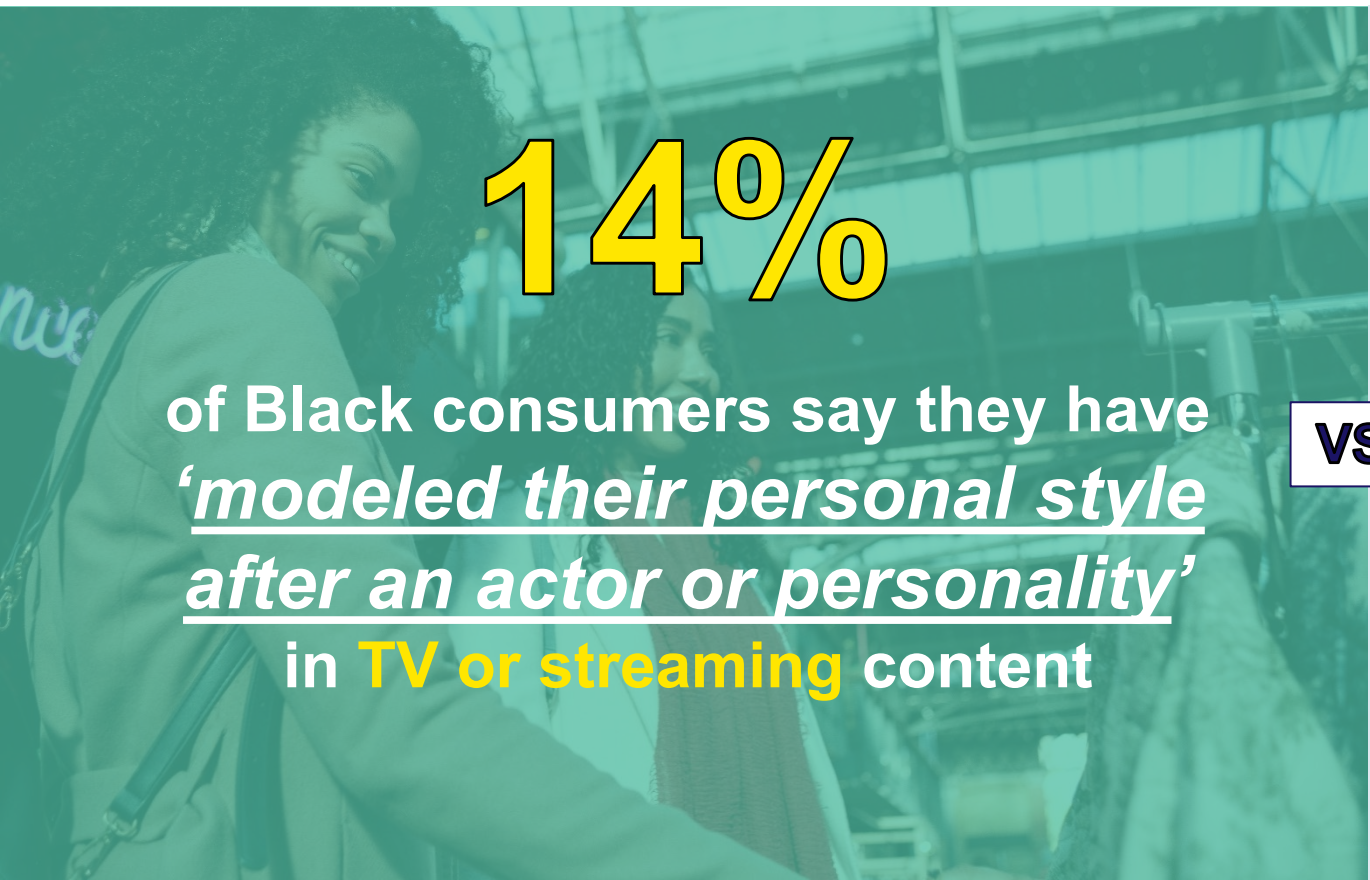
***How to read:** Black viewers are **50% more likely** to follow actors, characters or personalities from TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q2: Which of the following statements apply to you when you watch something on the following platforms?

The resonance of TV & streaming content fosters greater inspiration and action across relevant categories for Black audiences



Retail: Black consumers have a desire to emulate cultural trends through fashion and will model their style after TV and streaming personalities



14%

of Black consumers say they have 'modeled their personal style after an actor or personality' in **TV or streaming** content

VS.

% of Black consumers who have modeled their personal style after an actor or personality on the following platforms

 TikTok **12%**

 Snapchat **14%**

Instagram **12%**

facebook **11%**

 YouTube **9%**

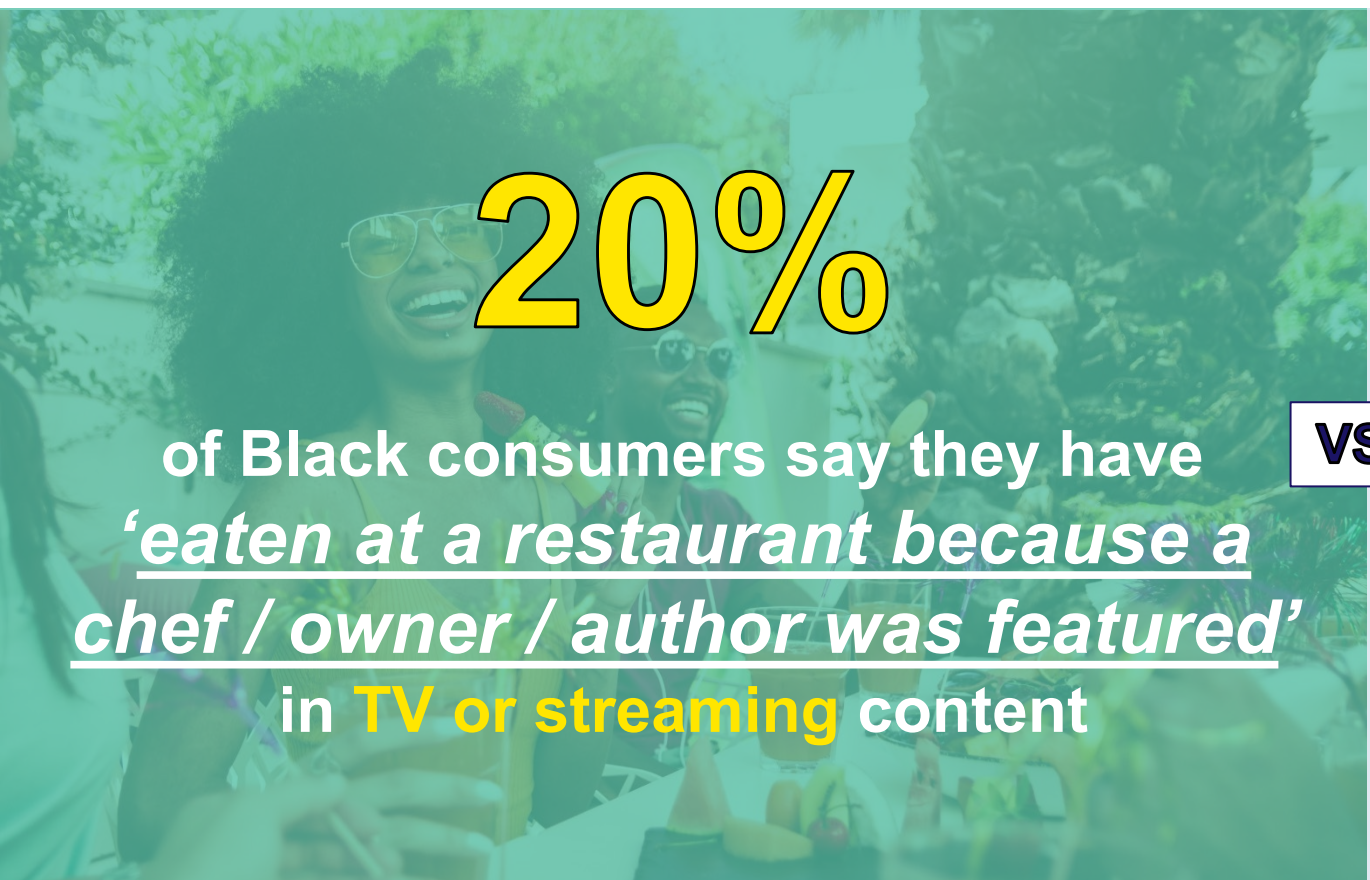
TV / Streaming vs. Social Media*
% more likely

+22%
Flat
+19%
+31%
+53%

***How to read:** Black consumers are **22% more likely** to have modeled their personal style from TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Restaurants: TV and streaming content that celebrates diverse culinary experiences inspires Black audiences to dine out



VS.

% of Black consumers who have eaten at a restaurant or purchased a cookbook seen in the following platforms

TikTok 16%

Snapchat 16%

Instagram 15%

facebook 17%

YouTube 16%

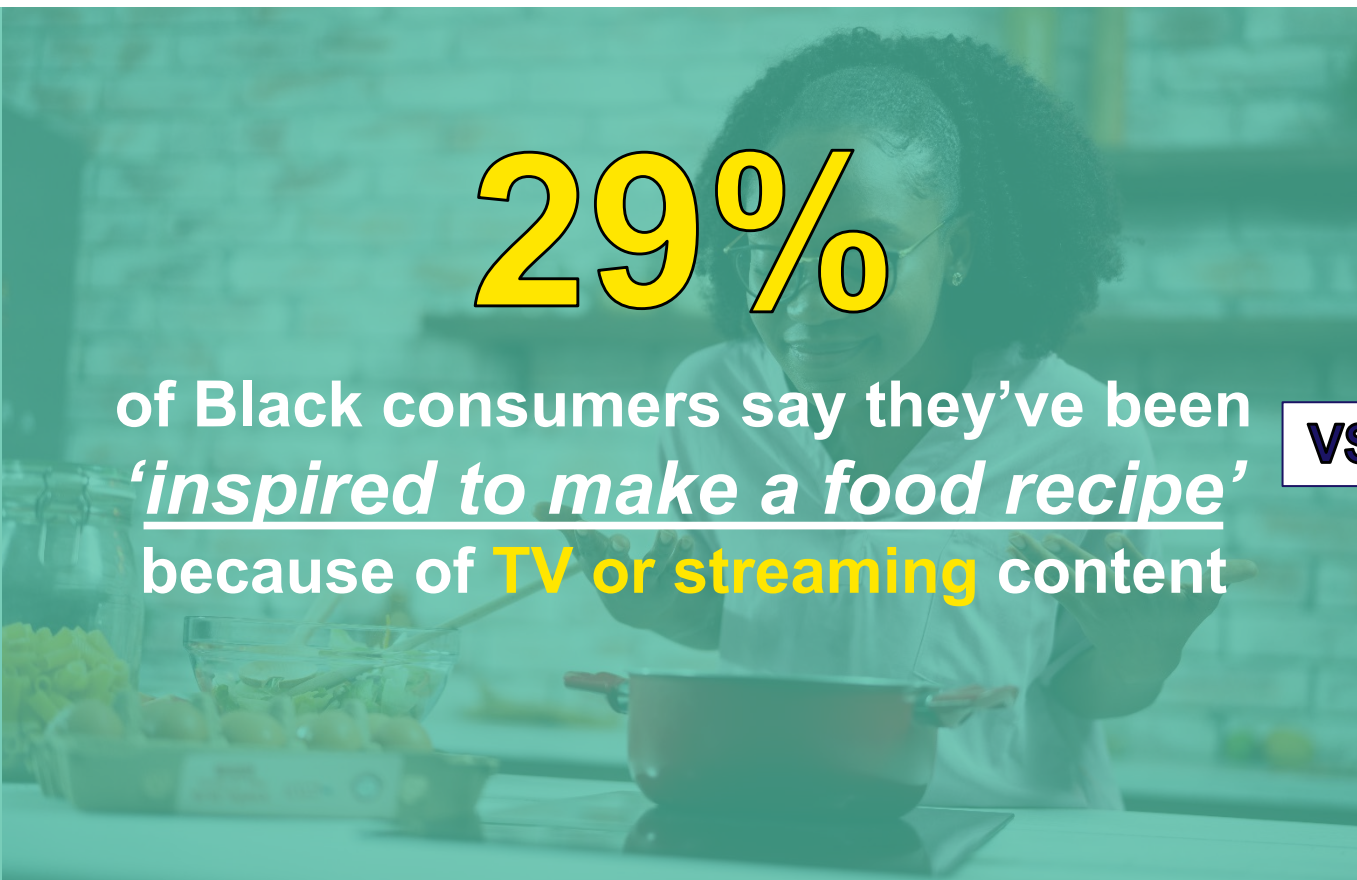
TV / Streaming vs. Social Media*
% more likely

+25%
+24%
+32%
+17%
+25%

***How to read:** Black consumers are **25% more likely** to have eaten in a restaurant featured in TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Food & CPG: Passionate about their culinary traditions, Black consumers are more likely to make a food recipe inspired from TV & streaming shows



29%

of Black consumers say they've been 'inspired to make a food recipe' because of **TV or streaming** content

VS.

% of Black consumers who have made a food recipe inspired from content on the following platforms

TikTok 27%

Snapchat 18%

Instagram 23%

facebook 25%

YouTube 31%

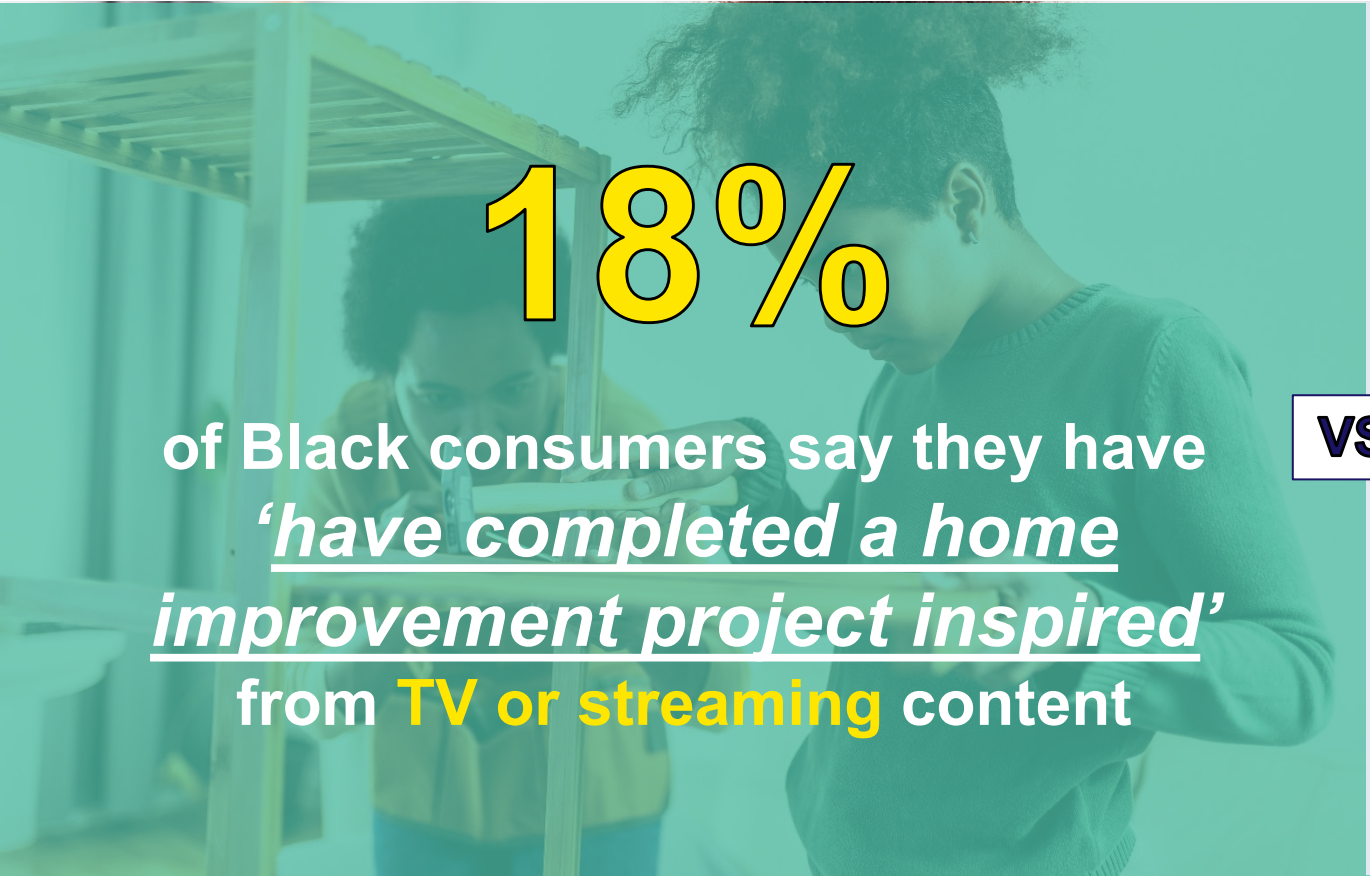
TV / Streaming vs. Social Media*
% more likely

+7%
+63%
+31%
+19%
-4%

***How to read:** Black consumers are **7% more likely** to make a food recipe inspired from TV or streaming content vs. TikTok content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Home: TV & streaming content is more likely to inspire Black audiences to express themselves by taking on DIY projects in their home



18%

of Black consumers say they have 'have completed a home improvement project inspired' from **TV or streaming** content

VS.

% of Black consumers who have completed a home improvement project inspired by content from the following platforms

TikTok 11%

Snapchat 9%

Instagram 15%

facebook 16%

YouTube 20%

TV / Streaming vs. Social Media*
% more likely

+67%
+92%
+20%
+9%
-14%

***How to read:** Black consumers are **92% more likely** to have completed a home improvement project inspired from TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Brands Searching for Relevancy: TV and streaming content strengthens cultural ties among Black audiences who are deeply influenced by music



23%

of Black consumers have 'listened to or purchased songs because it was featured' in **TV or streaming** content

VS.

% of Black consumers who have listened to or purchased songs that was featured in content on the following platforms

TikTok 19%

Snapchat 13%

Instagram 25%

facebook 20%

YouTube 22%

TV / Streaming vs. Social Media*
% more likely

+24%
+77%
-5%
+19%
+7%

***How to read:** Black consumers are **77% more likely** to listen to or purchase songs featured in TV or streaming content vs. Snapchat content

Source: VAB custom research fielded by Hub Entertainment Research as part of the 2023 Video Redefined report. Data sourced from Hub's survey of 1,900 consumers, ages 13-74. Black respondents = 228 (unweighted). Data collected December 2023. Q3: Which of the following actions have you taken as a result of watching something on the following platforms?

Key Marketer Takeaways

Black audiences resonate more with TV & streaming content than with social media

- ▶ TV and streaming content is more emotionally resonant to Black audiences than social platforms, as they form personal connections and strong bonds to storylines and characters while actively uniting others to watch content that reflects their collective cultural identity, community and experiences
- ▶ TV & streaming content has a significant impact on the shopping behaviors of Black consumers across key categories like retail apparel & fashion, restaurants, consumer packaged goods, home and popular culture
- ▶ Understanding what influences them from a content perspective can help marketers tailor strategies that resonate authentically with Black audiences, such as leveraging cultural representation and community values to create meaningful connections that drive engagement

Want to learn more about content engagement between TV & Streaming and social media? **Check out other custom research on Gen Z and Hispanics**

Transform

Marketer's Guide
Innovative thinking to make a lasting impact on your business growth.

Laugh, Cry, Share, Buy
How TV & Streaming Influences Gen Z More Than Leading Social Platforms

VAB insights. inspiration. impact.

Laugh, Cry, Share, Buy

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Reir 😊, Llorar 😞, Compartir 📄, Comprar 🛒
How TV & Streaming Inspire Deeper Connections with Hispanic Audiences Than Social Media

(Translation: Laugh, Cry, Share, Buy)

VAB insights. inspiration. impact.

Reir, Llorar, Compartir, Comprar

How TV & Streaming Inspire Deeper Connections with Hispanic Audiences Than Social Media

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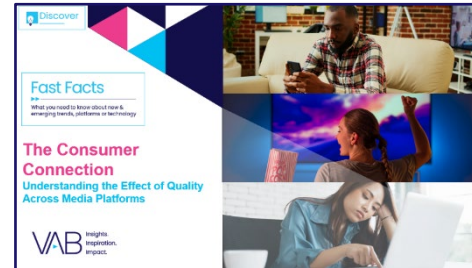
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Discover more

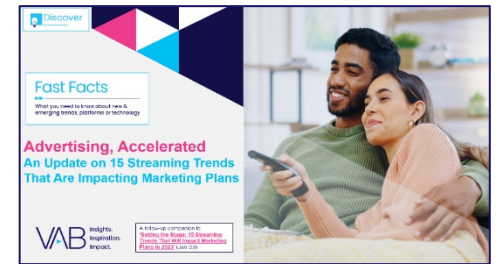
Looking for more data, insights and takeaways?
Check out this related VAB content



We are committed to providing marketers with the data and insights they need to develop thoughtful, inclusive campaigns & strategies. To find out more on the unique media consumption behaviors and cultural trends of diverse audiences, visit the VAB's [DEIB Marketing Resources](#).



The Consumer Connection
Understanding the Effect of Quality
Across Media Platforms



Advertising, Accelerated
An Update on 15 Streaming Trends
That Are Impacting Marketing Plans



**How does on-screen representation
deepen engagement with Black
consumers and drive business
impact for brands?**



Recipe for Success
Six Key Ingredients for Stirring
Growth in Streaming



**7 Ways for Brands to
Successfully Engage Diverse
Audiences**



**6 Strategies for Developing
Inclusive Campaigns That
Drive Outcomes**

About VAB

VAB plays a dual role in the video advertising industry. We are leading the change to bring about a more innovative and transparent marketplace. We also provide the insights and thought leadership that enables marketers to develop business-driving marketing strategies.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**



VAB conducted independent research to gauge how TV & streaming content resonates with Black adults relative to leading social media platforms



VAB is often asked how engagement with TV & streaming compares to leading social platforms, especially among diverse audiences.

Following our recent [‘Laugh, Cry, Share, Buy’](#) and [‘Reir, Llorar, Compartir y Compror’](#) reports, we leveraged our custom research partnership with Hub Entertainment Research to reassess and understand how Black audiences are engaging with TV & streaming content compared to social media.

The custom study results are based on responses from online surveys of **1,900 consumers, ages 13-74 in December 2023.**