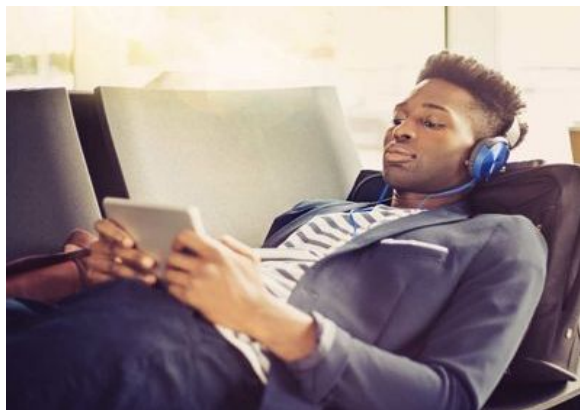


Black Consumers' Content Consumption and Sharing - US - January 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"In spite of factors that could limit entertainment options, Black consumers make video content a priority in their leisure time."

- John Poelking, Leisure Analyst

This report looks at the following areas:

- Digital divide still a reality
- Lack of Black voices behind the camera
- Consumption easier than contribution

Although there is interest in sharing thoughts and experiences, consumption of content seems to be a preference over creation. Live TV is a particularly important element of a Black adult's media diet, while the expansion of online content has appeal among young Black adults.

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