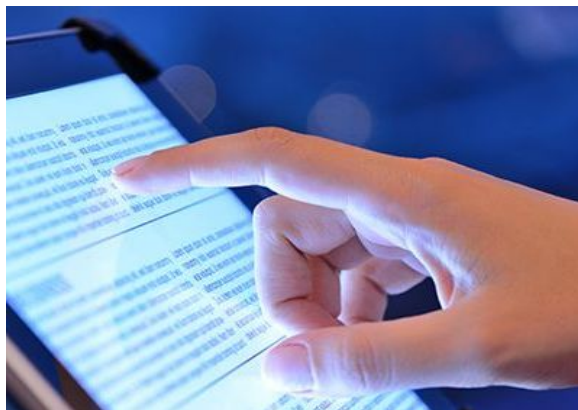


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“The most popular length of video on YouTube among Gen Z is 21 minutes or more, reflecting how the platform has developed and the opportunities it now presents in terms of content and advertising.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- DVD purchases drop 9 percentage points in two years
- Gen Z are the most likely to pay to download media
- Growth in video streaming shows no signs of slowing down
- Spotify adds real-time targeted ads within podcasts
- Apple News+ launches in UK but its appeal is still debatable
- New subscription service Quibi caters towards smartphone viewing
- Half watch music videos on YouTube
- Popularity of long videos on YouTube creates new opportunities
- Six in ten have stopped watching a video due to long pre-roll ads

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