

# FILM & STREAMING PLATFORMS

Spark attention, build buzz and drive behaviour with the student audience who amplify what they love



## Introduction

Gen Z students are plugged in, passionate, and powerful. For film and streaming brands, this is a cultural launchpad. These are the years when entertainment habits form, buzz builds quickly, and loyalties can take root. Show up here and you're not just reaching students, you're becoming part of the conversation.

## Student Gen Z Don't Just Watch – They Amplify

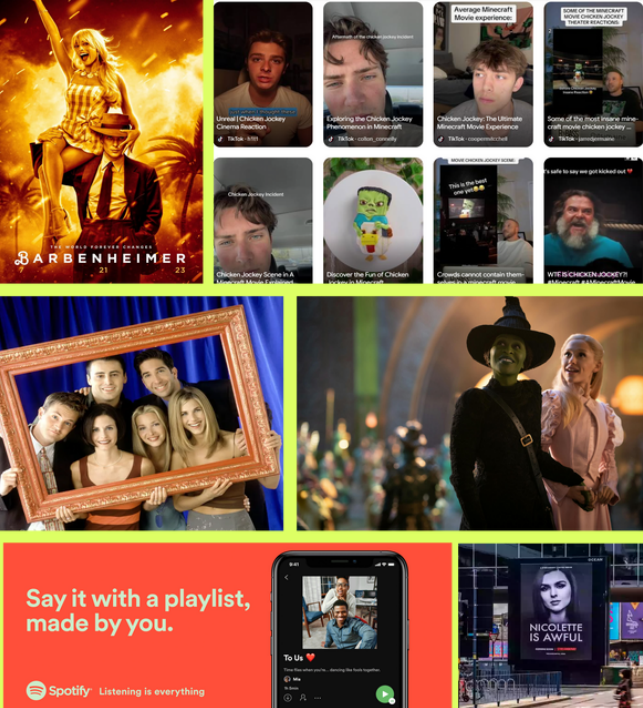
Student Gen Z don't just consume entertainment, they live it.

From Netflix documentaries that fuel campus conversations to playlists and podcasts that soundtrack their week, content powers their identity, influences their friendships, and shapes their routines.

They're creators as much as consumers. They book opening weekends, wear the merch, share their reactions, and help turn releases into movements. They stream daily, revisit old favourites, and shape what gains traction across their generation and beyond.

Gen Z don't just keep up with what's new. They revive and reinterpret what came before. From bingeing Friends to giving cult classics new life on TikTok, they bring fresh perspective to familiar stories. Platforms that prioritise personalisation and sharing have become spaces for self-expression rather than passive viewing.

For this generation, content is identity. What they choose to watch reflects how they see themselves. And those choices influence wider trends across campuses and culture.



**83% DESCRIBE THEIR GENERATION AS CREATIVE**

Sparking viral trends which turn movie-going into shared, expressive events that drive box office success

Tapping into nostalgia, rediscovering old favourites and reinventing them for now

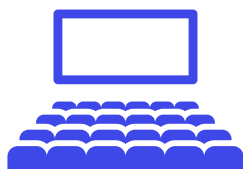
Choosing platforms that let them shape, personalise and share the content they love

## University is an Identity-Defining Stage

For Student Gen Z, university is more than education. It's independence. It's social connection. It's experimentation with tastes, opinions and media habits.

Streaming subscriptions are a given for most. Cinema is a shared ritual. Content is social currency. Every film, every track, every show becomes part of who they are and how they connect.

This is discovery mode: a time when students are open, curious, socially influenced and actively shaping their entertainment choices. Get content in front of them now, and it doesn't just get watched. It gets talked about, memed, playlisted, quoted, shared – and remembered.



80% are passionate cinema goers



82% use Netflix (31% watch daily)



77% regularly listen to music via streaming services

Sources: Digital Cinema Media [1], Attest UK Media Consumption Report 2022 [2] Native Student Life Report 2024 [3]

# Why Public Screens Still Shape Private Choice

For Gen Z students, content discovery is multi-channel. It happens in feeds, on screens, and in real life. Social media and creators are influential. They shape taste, surface trends, and build anticipation. But to truly cut through, content needs more than scroll-time. It needs screen-time in places where attention is high and influence spreads fast.

Social plays a clear role:

**56%**

of Gen Z and millennials have watched a film or show after hearing about it from a creator

Sources: Deloitte 2024 (4), Embryo 2023 (5)

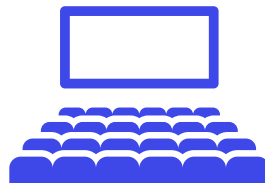
**160%**

more likely (Gen Z) to act on a creator's recommendation than on a brand's

But social content is experienced alone and often in passing. Out-of-home works differently. It sparks interest at scale, in public and trusted spaces where content is noticed, remembered and shared. It also creates a powerful bridge between channels, bringing digital buzz into the real world.



**84%** Gen Z pay attention to OOH advertising



**73%** frequent cinema goers say OOH has made them aware of a film release



**77%** say OOH has prompted them to try a new streaming service

Sources: JCD & Nielsen [6], Bauer Media & Toluna Research: Unmissable Entertainment 2024 [7]

For Student Gen Z, the most effective OOH doesn't just reach them. It connects in the right context. Students' Unions at the heart of campus are where they spend time, make decisions, and shape routines. It's where they gather, dwell, and talk. Media that appears in these trusted, familiar spaces feels like part of their day rather than an interruption.

When relevance aligns with setting, attention follows. The result is visibility with purpose, cut-through without noise, and a message that feels timely, welcome, and worth sharing.

# Three Behaviours Shaping Student Entertainment

Media matters to Gen Z students, not just in what they consume but in how they live. These three behaviours show how content shapes their daily world.



## COMMUNITY LIVING

**Shared screens, shared logins, shared habits**

Content is social glue, students bond over shared viewings, favourite shows, and in-jokes

**71%**

say they regularly share streaming accounts with housemates or friends

Sources: Axios 2024 [8], YPulse 2024 [9]

**68%**

say their friends influence what they watch or listen to



## ACCESS & ENGAGEMENT

**Flexible schedules, discounts, personalised feeds**

Students are active participants, not passive consumers  
They stream across multiple devices, jump between platforms and expect relevance on demand

**83%**

of Gen Z use multiple screens at once, blending content and conversation

Sources: Native 2023 [10], Attest Gen Z Media Consumption Report [11]

**73%**

spend over an hour a day on subscription services



## CONTENT = IDENTITY

**Students curate what they consume**

What they watch becomes a reflection of who they are  
Entertainment is self expression, shared taste and social identity

**65%**

of Gen Z say their media choices reflect their personality

Sources: GWI 2023 [12,13]

**50%**

say nostalgic content influences their viewing habits

# In an Age of Infinite Content, Relevance Wins

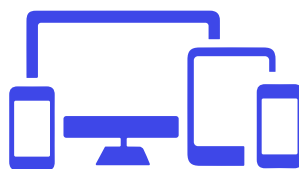
The options are endless. From live TV and premium streamers to TikTok clips and YouTube shorts, Student Gen Z are surrounded by entertainment at every turn. But attention is scarce.



They block ads, skip pre-roll, scroll past clutter, and watch less traditional TV – live broadcast viewing among 16–24s dropped from 76% in 2018 to just 48% in 2023. 59% use ad blockers. 97% skip when they can. 66% feel they consume too much media and over half are actively trying to reduce screen time.



59% use Adblockers



83% use multiple screens at once



66% feel they consume too much media



97% skip ads



Broadcast TV reach continues to decline at pace



52% are actively trying to reduce their screen time

Source: Native Student Life Report 2024 [14] Student Beans Student Shopping Report [15], Attest Media Consumption Report 2022 [16], IPA Touchpoints 2023 Wave 1 [17] Posterscope & Appinio Digital Natives in the Physical World [18, 19],

This is a generation in control. They choose what to see, when to see it, and whether it's worth their time. But with so much to choose from, many feel overwhelmed. In fact, 52% of Gen Z say they struggle to keep up with new film releases.

To cut through, brands need to show up where students actually are: where their attention is focused, where they're open to discovery, and where sharing comes naturally.



**52% of Gen Z say they struggle to keep up with new film releases**

Source: YouthSight 2024 [20]

## Loyalty is Earned, Not Assumed

Students love content, but they're ruthless with their attention and their money. They toggle between platforms, cancel subscriptions in a click, and chase the best deals. Loyalty isn't guaranteed. It's built.

Entertainment brands that show up smartly, with the right message, in the right moment, and in the right place can win not just a viewer, but a champion. One who shares, reposts and recommends.

What drives loyalty? Personalised experiences. Exclusive perks. Relevant content. Smart delivery. And showing up in spaces that feel familiar, social, and trusted.



**82% have more than one streaming service subscription**

They hop between platforms, but reward brands that speak their language and reflect their lives

Source: Lending Tree (2024) [21]

## Be Seen Where It Matters. Be Shared When It Counts

The window for awareness is short. First-weekend box office. First-night streaming. First-wave hype. To win with students, brands need to move fast, land big, and stay in the conversation.

# Meet Eighteen24, Specialists in Student Engagement

We help film, TV and streaming brands connect with students in the places they trust most.

Eighteen24 operates the largest DOOH screen network across UK Universities, reaching 70% of the UK's 3 million students, fast. That kind of national coverage, with audience clarity and speed to scale, is rare in a fragmented media world. Especially one where mass awareness often means trade-offs in cost, focus or engagement.

Our screens deliver more than reach. They deliver relevance. Entertainment brands can plan with precision, flex to title-led insights, and activate quickly when the hype window hits. Whether it's first-weekend box office or a new season drop, we help brands show up fast and focused, in a space students value. With six Students' Union visits every two weeks and 40 minutes of dwell per visit, our screens drive the familiarity that builds recognition, affinity and advocacy.

Every brand on our platform owns a 1-in-6 slot. That's 10 seconds of full motion, uninterrupted fame every minute, 100% viewable, 0% skippable, 100% Student Gen Z. Unlike mobile feeds, our screens are something students look out for, not scroll past.

## Where Student Gen Z Share

Students' Unions are built for connection. They're where conversations start, both in person and online. With phones in hand and laptops open, students move seamlessly between real-world moments and digital reactions.

That's what makes E24s screens such powerful launchpads. They don't just broadcast; they spark interaction. From QR codes that unlock playlists, to teasers that trigger group chat plans, to memes made for the moment, your content doesn't just land, it spreads.



### Exclusive perks that feel personal and immediate

- This month only digital countdowns
- "Binge the latest series" with % off
- "listen for less" with student discount



### Match moods and moments

- Monday morning = motivational podcast promos
- Lunchtime = light trailer loops
- Pre-exam weeks = 'focus with' playlists



### Seamless physical to digital engagement

- One scan playlists or trailers
- "Scan today for exclusive content"
- "Campus Reacts" polls with live voting



### Make students the star of your campaign

- "Film your reaction to the twist in 'Fallout'. Tag #MyVaultVibes to win 6 months free Prime
- Rotating wall of UGC reacting to shows or playlists



### Be part of what everyone's talking about

- Promo for Netflix documentary on-screen within hours of it trending on TikTok
- Amplify viral moments with short form content



### Surprise and delight to drive WOM

- "You saw it here first" teaser trailer
- Unexpected collabs: "join our exclusive screening party in your SU this Friday night"

# Why E24 Delivers Standout for Film & Streaming

We understand how and where Student Gen Z discover what to watch, what to share, and what to talk about next. Our screens act as the trusted IRL student noticeboard, part campus guide, part cultural cue. Our platform offers three key strengths that make it especially powerful for entertainment brands looking to make an impact.



## SEEN TOGETHER, REMEMBERED LONGER

Our screens are located in high-traffic, high dwell communal areas where students gather, linger and share

Trailers, snippets, memes can be elevated from the private screen to their shared canvas

When content is seen together, it becomes part of the conversation



## TRUSTED SPACES, TRUSTED CONTENT

Students' Unions are a "home from home" – safe, familiar and social

E24 screens carry a mix of student updates and brand content, making them a trusted part of students' daily routine. It's a space they rely on which makes your message feel relevant and welcome



## PURPOSEFUL, CONTEXTUAL IMPACT

For entertainment brands, timing is everything

Aligning with student rhythms, like new term hype, cultural drops, or post exam downtime, means content lands when they're most open to watching, reacting and sharing

Smart integrations turn moments into movements

## Our Formula for Effective Gen Z Engagement:

Great content needs the right stage. We help entertainment brands land where attention is highest and influence spreads fastest. Here's how to show up in the moments that matter:

### Be where they **are**

2 million+ unique students passing our campus screens each week

### Be where they **care**

Located within students' unions in the heart of campus

### Be where they **share**

Positioned in high dwell areas  
(Cafes, gyms, study areas etc)

### Be where they **see** you

Premium full motion D6 screens in high impact environments

## Don't Miss the Moment to Spark What Spreads

Student Gen Z are the audience who care, share and amplify what they love. They're shaping culture now, and they're forming habits that last.

If you want buzz that builds, fandom that grows, and loyalty that lasts, the time to show up is now.

Eighteen24 helps entertainment brands capture student attention, drive relevance and spark moments that spread.

**Talk to us about how your brand can entertain students:**

**[sales@eighteen24.com](mailto:sales@eighteen24.com)**



**"With Channel 4's Generation Zombie show focusing on the highly sought after Gen Z audience, Eighteen-24 was a perfect fit for a hyper-targeted campaign where we'd be able to reach a 100% Gen Z audience in the highest footfall areas on campus, creating hype around the show and an appointment to view. This was a perfect fit for a Gen Z brief with zero wastage!"**

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