

# FILM & STREAMING

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

An Eighteen24 White Paper · 2025



## EXECUTIVE SUMMARY

### A preview of how UK Gen Z students watch, share and amplify entertainment.

From opening-weekend cinema trips to the shows that soundtrack a group chat, students don't just consume content, they spread it. The full paper unpacks what they watch, how they discover it, why loyalty is fragile, and where on campus attention is won.

#### FOR THE FULL PAPER

Email

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

#### INSIDE THIS SUMMARY

- Section guide
- Six headline insights
- How to access the full paper

# A complete guide to film, streaming and the UK Gen Z student audience.

Drawn from 20 industry and student-behaviour sources including Deloitte, JCDcaux, Nielsen, GWI, YPulse, Posterscope and Digital Cinema Media.

- |    |   |    |   |
|----|---|----|---|
| 01 | The Cultural Launchpad                      | 02 | They Don't Just Watch, They Amplify             |
| 03 | University as an Identity-Defining Stage    | 04 | Why Public Screens Shape Private Choice         |
| 05 | Creators, Social and the Limits of the Feed | 06 | Community Living: Shared Screens, Shared Logins |
| 07 | Access & Engagement: Always-on viewing      | 08 | Content = Identity                              |
| 09 | The Battle for Scarce Attention             | 10 | Loyalty is Earned, Not Assumed                  |
| 11 | The Short Window for Awareness              | 12 | Where Student Gen Z Share                       |
| 13 | Seen Together, Remembered Longer            | 14 | Trusted Spaces, Trusted Content                 |
| 15 | Purposeful, Contextual Impact               | 16 | The Activation Formula                          |

**This summary covers six headline insights.** The full paper goes deeper: the behaviours that turn a release into a movement, the moments across the academic year when attention peaks, and the campus activation formula for reaching 70% of UK students where their viewing habits take shape.

## What the data tells us.

### INSIGHT 01 • THE AMPLIFY EFFECT

**Students don't just watch, they turn releases into movements.**

Student Gen Z book opening weekends, wear the merch and post their reactions, helping a title travel far beyond its first audience. 56% of Gen Z and millennials have watched a film or show after hearing about it from a creator, and Gen Z are far more likely to act on a creator's recommendation than a brand's. Reaching the students who amplify is worth more than reaching those who simply view.

**56%**

**of Gen Z and millennials have watched a film or show after a creator recommended it**

Source: Deloitte Digital Media Trends, 2024

### INSIGHT 02 • A PASSIONATE, CREATIVE AUDIENCE

**Cinema is still a shared ritual, and students are the ones who show up.**

80% of students are passionate cinema-goers and 83% describe their generation as creative, the instinct that turns 'Barbenheimer' moments into box-office events. They revive and reinterpret too, giving cult classics and old favourites new life online. For film brands, this is an audience that doesn't just attend, it participates.

**80%**

**of students are passionate cinema-goers**

Source: Digital Cinema Media

### INSIGHT 03 • THE CAMPUS SCREEN ADVANTAGE

**Out-of-home carries a trailer from the feed into the conversation**

Social discovery happens alone and in passing; campus screens spark interest in public, shared spaces where content is noticed and talked about. 73% of frequent cinema-goers say OOH has made them aware of a film release, and 77% say it has prompted them to try a new streaming service, proof that real-world presence converts.

**77%**

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

Source: Bauer Media & Toluna, Unmissable Entertainment

## INSIGHT 04 • SHARED SCREENS, SHARED HABITS

**Viewing is social glue, and friends are the algorithm that matters most.**

71% of students regularly share streaming accounts with housemates or friends, and 68% say friends influence what they watch or listen to. Content bonds a house: the show everyone's mid-binge on, the playlist at pre-drinks, the in-jokes that follow. A brand that lands with one student often lands with the whole flat.

**68%**

**say their friends influence what they watch or listen to**

Source: YPulse, 2024

## INSIGHT 05 • LOYALTY IS EARNED, NOT ASSUMED

**Students love content but cancel in a click, so relevance is the only retention.**

82% hold more than one streaming subscription and switch freely, chasing the best deal and the right title. Many feel overwhelmed by choice, with 52% saying they struggle to keep up with new releases. The brands that show up with the right message at the right moment win not just a viewer but a champion who shares, reposts and recommends.

**82%**

**have more than one streaming subscription and switch freely between them**

Source: LendingTree, 2024

## INSIGHT 06 • SEEN, NOT SKIPPED

**With DOOH there's no ad-blockers, no pre-roll skip, no scroll.**

59% of students use ad-blockers and 97% skip ads when they can, while live broadcast viewing keeps falling. Portrait D6 screens in Students' Unions deliver in the vertical format Gen Z already scroll, but in a trusted public space that's 100% viewable and 0% skippable, with dwell stretching past 40 minutes a visit. Brand-building at the top of the funnel and activation at the bottom, in one format.

**97%**

**of students skip ads whenever they can.**

Campus D6 screens are non-intrusive and non-skippable.

Source: Student Life Report, 2024

GET THE FULL PAPER

## Ready for the full picture?

We share the full white paper directly with brands, agencies and media planners working in this category. It's a short conversation and we'll send the complete report straight back to you.

### Email us for the full paper.

Tell us a bit about your brand or planning brief and we'll send the complete Film & Streaming white paper, plus answer any questions you have about reaching the UK student audience.

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

Already chatting with someone at Eighteen24?  
Reply to their last email and ask for the full Film & Streaming paper.

#### Curated research

Sourced from 20 industry references including Deloitte, JCDecaux, Nielsen, GWI, YPulse, Posterscope and Digital Cinema Media.

#### Built for planners

Behavioural frameworks, creative activation ideas and campus context, structured for use in briefs and recommendations.

#### Calendar-aligned

Maps the hype windows across the academic year, from Freshers to term-time release peaks and exam-season downtime, to the student mindset.

## The UK's largest student DOOH network

Over 400 premium full-motion D6 screens placed inside Students' Unions across 130+ campuses and 90+ universities, including 21 of the top 25. Positioned in cafés, study areas, gyms, social spaces and walkways where dwell time is highest.

**400+**

SCREENS

**90+**

UNIVERSITIES

**2M**

STUDENTS  
REACHED

**116M**

IMPRESSIONS  
PER FORTNIGHT

### Our formula for effective Gen Z engagement

Be where they  
**are**

Be where they  
**care**

Be where they  
**share**

Be where they  
**see you**

## Be part of what everyone's watching.

University is when entertainment habits take their adult shape, in the most socially connected, peer-influenced stage of life. Show up where students gather, and your release doesn't just get watched, it gets shared, quoted and remembered.

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