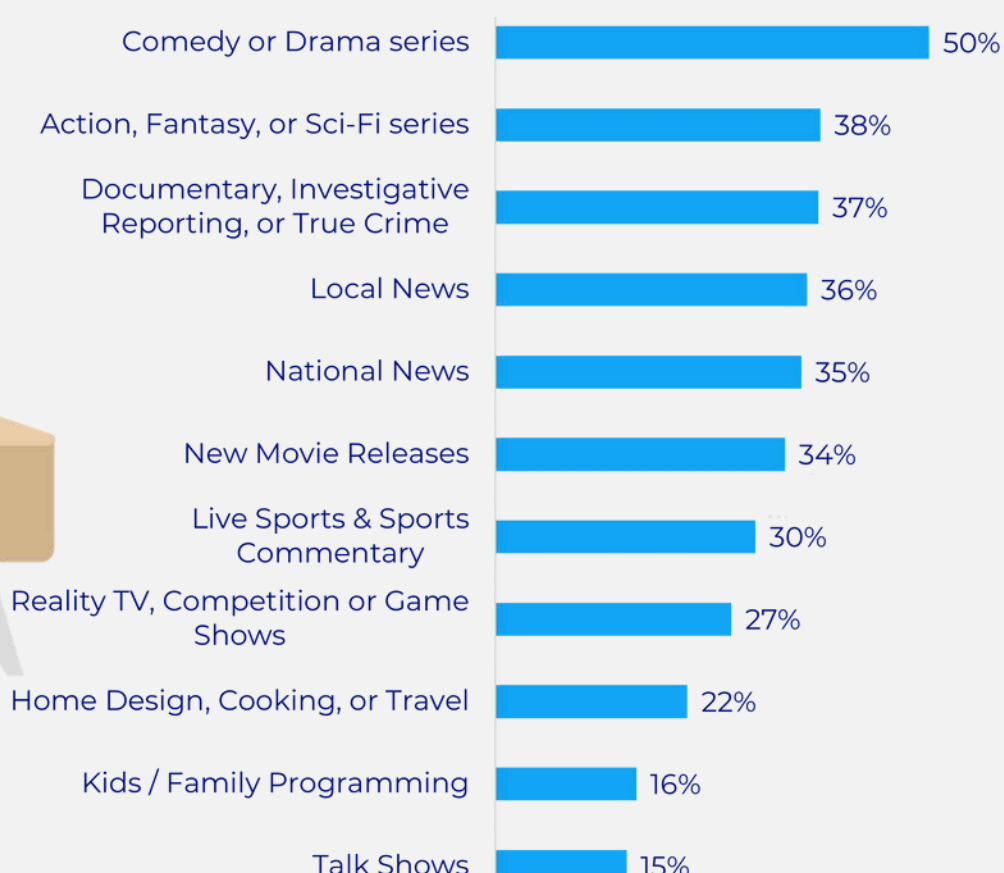


Connected Video Audiences

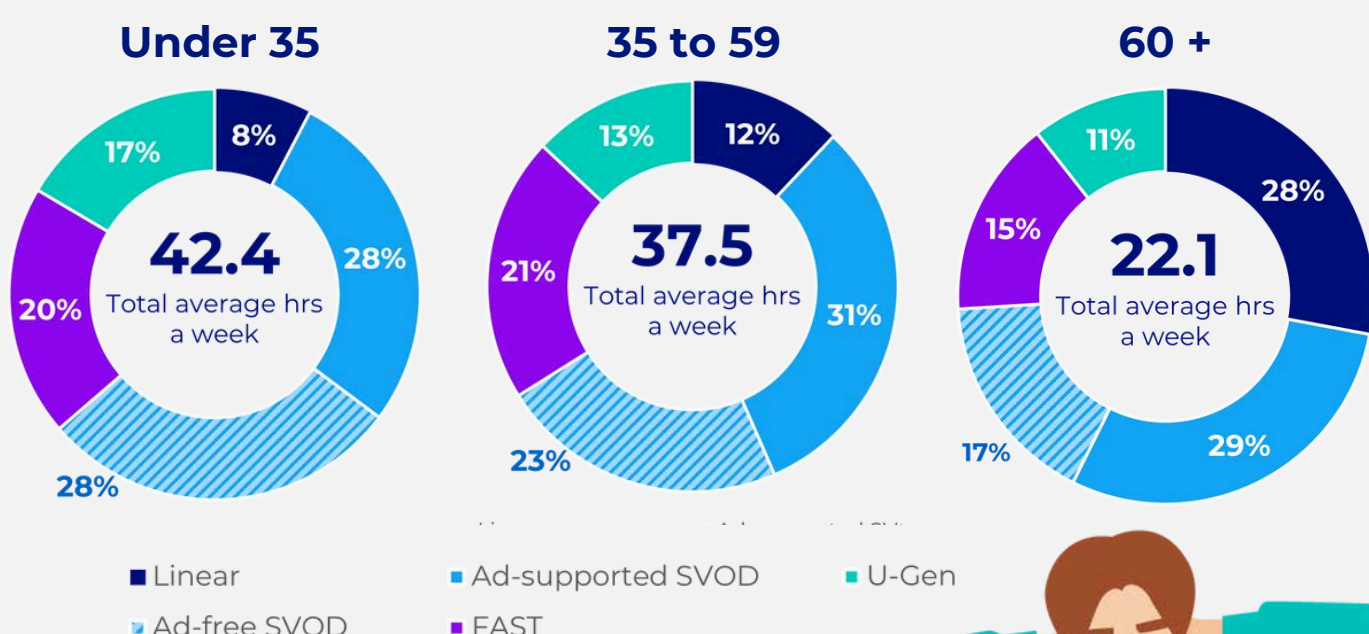
Our Involved Media's Connected Audience Fall 2024 Report surveys US consumers about their media habits across traditional and streaming channels to help brands better connect with their audiences.



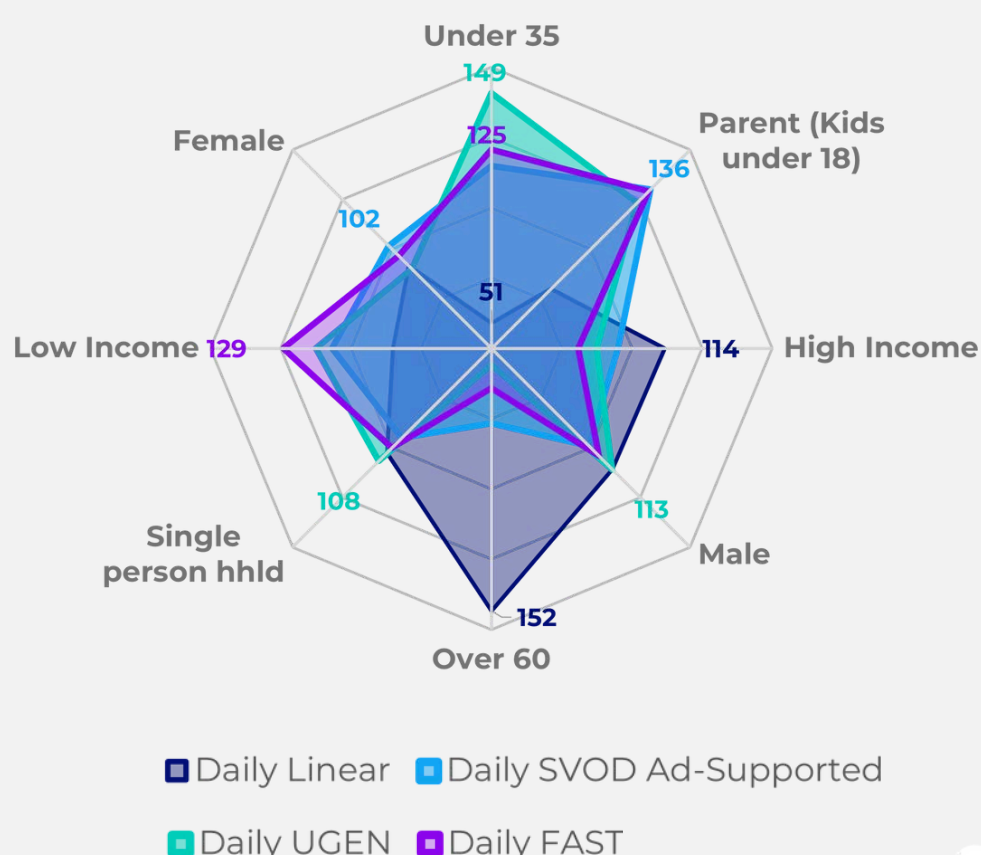
GENRES WATCHED REGULARLY



AVERAGE DISTRIBUTION OF TIME SPENT BY AGE



DEMOGRAPHIC INDEXING BY DAILY PLATFORM USAGE



Source: Involved Media Connected Audience Study, US, Fall 2024



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