

The Digital Video Series: Gen X | Infographic

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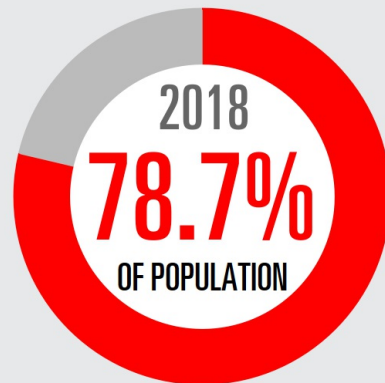
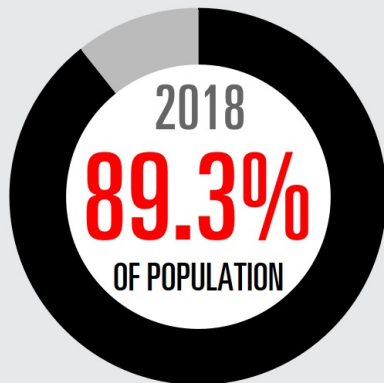
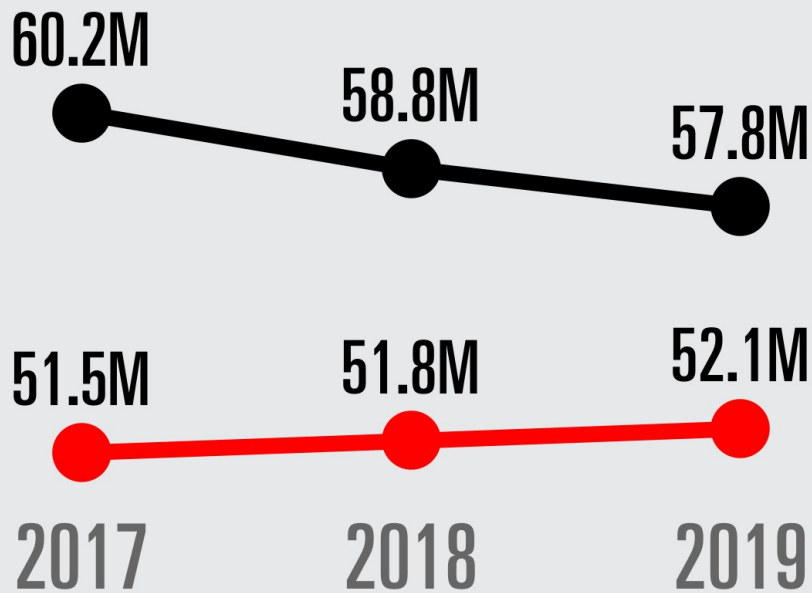
*This week, we're looking at digital video viewers. Each day, we focus on a different demographic to better understand how various age groups engage with video. Previously, we looked at **kids and teens**, as well as **millennials**. Next up: Gen Xers.*

Just like their younger cohorts, Gen Xers are shifting their viewing habits from traditional TV to digital video.

This year, we estimate that 51.8 million US Gen Xers—or more than three-quarters of the Gen X population—will watch digital video at least once a month. And that figure will continue to grow steadily until the end of the forecasting period.

How Many Gen Xers in the US Watch TV vs. Digital Video?

● TV VIEWERS ● DIGITAL VIDEO VIEWERS



Note: individuals born between 1965 and 1980; TV viewers are individuals who watch live or recorded video on a television set at least once per month; includes DVR and other prerecorded video such as video downloaded from the internet but saved locally; excludes digital; digital video viewers are internet users who watch streaming or downloaded video content via any device at least once per month

Source: eMarketer, October 2018



In contrast, TV viewing habits—which are still significant among this generation—are declining. Last year, 60.2 million Gen Xers in the US watched live or recorded video on a television set at least monthly. This year, 58.8 million Gen Xers have done so, and we expect even fewer to do so (57.8 million) next year.

"Gen Xers' adoption of subscription OTT services and smart TVs have really taken off over the past few years," said senior forecasting analyst Chris Bendtsen. "These trends haven't necessarily added a whole lot to the generation's digital video audience size overall, but subscription services and smart TVs have affected the number of traditional TV viewers in this age group."

"Millennials aren't the only ones cutting the cord, and over the next few years the gap in the number of traditional TV vs. digital video viewers will slowly close as some Gen Xers quit cable and satellite in favor of OTT," he added.

Viewing habits among this group aren't very much different from other generations. A survey MullenLowe MediaHub conducted earlier this year found that Netflix, YouTube and Hulu were their top 3 favorite video content providers.

Top 3 Favorite Video Content Providers According to US Internet Users, by Age, April 2018
% of respondents in each group

13-17		18-24		25-34	
1. Netflix	74%	1. Netflix	69%	1. Netflix	64%
2. YouTube	73%	2. YouTube	54%	2. YouTube	31%
3. Hulu	14%	3. Amazon	23%	3. HBO	22%
34-49		50-65		66-75	
1. Netflix	47%	1. CBS	33%	1. CBS	38%
2. YouTube	24%	2. Netflix	32%	2. ABC	34%
3. Hulu	19%	3. NBC	23%	3. NBC	32%

Source: MullenLowe MediaHub, "The Fragmented: A Deep Dive Into Today's New Viewing Audiences," July 25, 2018

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