Q2 2026

The Fandom Factor

Audiences don't just watch streaming anymore. They show up for it. **Generation Stream: The Main Event Effect** is a yearlong quarterly study exploring how streaming becomes a cultural, social and personal event, and how those behaviors evolve throughout the year.

In Q1 (Jan-March 2026), we explored the shift from content consumption to fan culture, as audiences have moved beyond simply watching to actively participating in fandoms and culture moments.

The next report, fielded April - June 2026, builds on that story by looking at fandom in action. Spring brings a distinct viewing energy, fueled by NBA playoffs, MLB season openers and championships that give fans even more reasons to come together through watch parties, group chats and rewatches.

These findings capture one season within a larger, evolving story. Each quarter, we'll continue tracking how viewing behaviors shift and how audiences turn streaming into something bigger than the content itself.

"To fully lean into an event streaming experience, viewers need an entire ecosystem built around the streaming content that exists before, during, and after."

- Khalil, 23 | Brazil

Source: Disney Advertising and Culture Co-Op, Q2 2026 findings (fielded April 2026–June 2026).

Generation STREAM

THE MAIN EVENT EFFECT

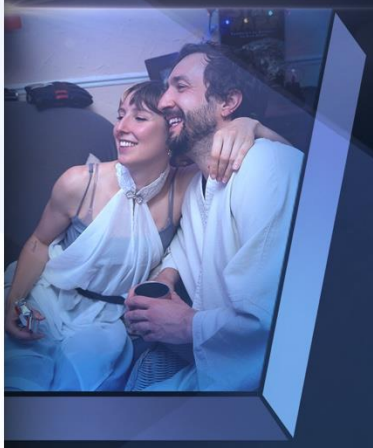
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GLOBAL STREAMERS AGREE:

72%

have a desire to feel part of a fandom or larger cultural moment





46%

named Global Connection or Community as the primary benefit of the streaming event they reflected

30%

of Global Streamers say Disney+, Hulu and ESPN+ have the best content for eventizing.



TV Had a Major Moment This Spring

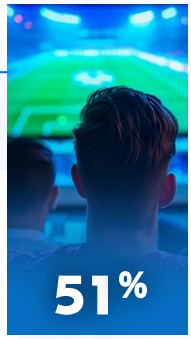
Sports led the way as fans found more reasons to gather, watch and connect.

Generation STREAM
THE MAIN EVENT EFFECT
Presented by Disney Advertising

51% said they made a streaming event out of a sports event in the past 3-4 months
+9% pts vs 42% in Q1

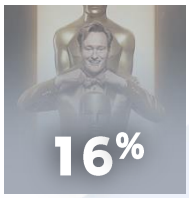
1 in 10 named the **FIFA World Cup** as their standout Q2 event — 3X more than any other single event cited.

Q: What Steaming Moments Have You Eventized in the Past 3-4 Months?









SPORTS EVENT | MOVIE EVENT | HOLIDAY EVENT | AWARD SHOWS

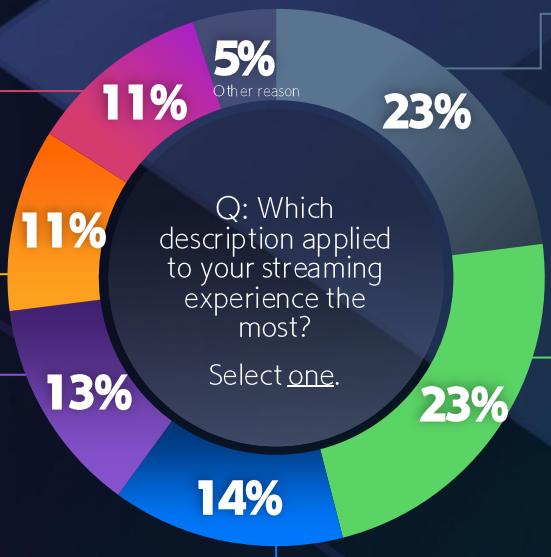
New Early Trend

81% Of Global Streamers agree, "Streaming events are a way for me to connect inward, not just outward."

Party of One | The World's Stage | Big Little Bets
Long to Belong | Social Decoding | Flash Forward

Fandom is For Finding Your People

Reflecting on a single event, **nearly half of Global Streamers named connection as its biggest benefit** from feeling part of something bigger to sharing the moment with fellow fans and loved ones.



GAMIFICATION
Made friendly bets on the outcome or games based on the content

SOLO TIME
Provided "me time" by watching an event alone

SOCIAL DECODING
Decoded the symbolism and hidden details online in real time.

GLOBAL CONNECTION
Globally elevated, strengthened, and connected cultures

COMMUNITY
Brought together family, friends and fans of the content

NOSTALGIA
Revived nostalgic content, reflecting on how the viewer and culture has changed

Source: Disney Advertising and Culture Co-Op, Q2 2026 findings (fielded April 2026-June 2026).

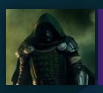
Fandom Doesn't Stop, It Shows Up Often

High-frequency fandoms reveal where passion becomes participation, with fans returning to celebrate what they love.

68%

of Entertainment Fans and Sports Fans celebrate their fandom *through watch parties, online discussions, and other community-driven activities* seasonally or more.

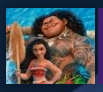
Entertainment Fans


SUPERHERO FRANCHISES **73%**

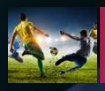

ANIME / MANGA **73%**

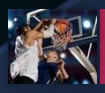

K-POP / K-DRAMAS **72%**


FANTASY FRANCHISES **71%**

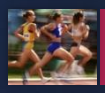

CLASSIC DISNEY FRANCHISES **70%**

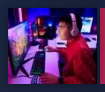
Sports Fans


FOOTBALL / AMERICAN SOCCER **78%**


BASKETBALL **72%**


AMERICAN FOOTBALL **70%**


WOMEN'S SPORTS **69%**


E-SPORTS **69%**

How to Show Up with Impact

Plan for Year-Round Fandom

Align with the content and emotions that come alive at different times of year.

Stand Out By Fostering Connection for Fans

Give fans more ways to share, celebrate, and participate, together or on their own.

Find New Ways to Fan Out with Audiences

Look beyond popularity to how often and how differently fans show up.

Stay Tuned For What's Next

- Q3: ABC's of Eventizing: Ads, Brands, and Consumers
- Seasonality of Eventizing
- Consumer Segments and Fandom Index

To learn more about this study and how to activate, check out the Generation Stream Hub on disneyadvertising.com.



Source: Disney Advertising and Culture Co-Op, Q2 2026 findings (fielded April 2026–June 2026).