



An Introduction to Streamers in EMEA:

As streaming rises, it's reshaping viewing behaviors across regions.

98%

Say they watch at least some content from other countries.

82%

Say they watch (either often or sometimes) content that is dubbed or has subtitles.

Audiences seek authentic cultural connections through stories told in their original voices.

76%

Like having the option of watching content in the original language it was created in.

Anytime is a good time to stream, thanks to a seamless experience.

77%

Like streaming during downtime in the day.

The perfect mix of content discovery is smart and personal.

76%

Agree with, "I wish video recommendations included shows and movies that my family and friends are watching."

What They're Saying:

"We look forward to settling down on the couch every night, there's so much good content, and watching together being in close physical proximity though not necessarily needing to talk really fulfills a daily need."

- Simon, 50 | London, United Kingdom 

"[Streaming] eases my anxiety and gives me a break from stressful thoughts. **After watching a series, I feel more relaxed and positive.**"

- Silvia, 24 | Bari, Italy 

Bookmark the new [Generation Stream: Global Edition Hub](#) to access upcoming trends and more.

EMEA Audience Segments

Four viewing segments emerged from this proprietary research study, further knitting the common thread of why global audiences stream and what these experiences uniquely fulfill for them.

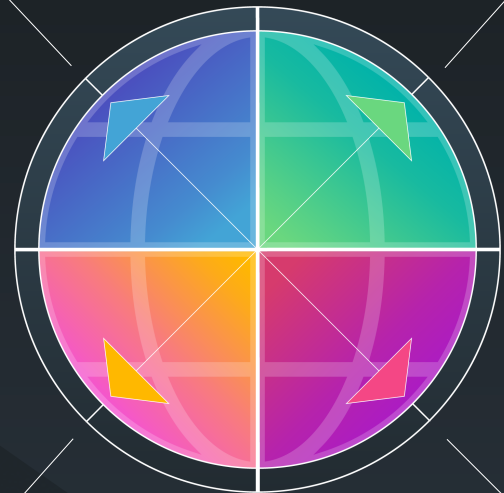
► The below percentages represent the composition of the segments in EMEA:

21% Empathetic Escapists

Stream TV shows for some quality alone time, where they can **fully escape and find empathy through the characters and storylines** they immerse themselves in.

34% Social Shapers

Are all about **connecting with each other and pop culture**. They stream for connection, inspiration, and excitement. They also stream when they feel disconnected, presumably to find the connection they are lacking.



24% Reflective Explorers

Want to engage more thoughtfully when they stream and **like to experience all the feelings**. They are driven to stream for nostalgia, curiosity, and a desire to feel engaged.

22% Comfort Connectors

Seek to sit back, relax, connect, and laugh. They stream TV shows and movies when they want to **feel at ease, happy, and comforted**.