INFORMATIVE NOTE

The results of a survey commissioned by the Family and Media Research Group
of the School of Church Communications of the Pontifical University of the Holy Cross

Seven out of ten young people in the Western world watch TV series through streaming platforms

- *72% of youths from the general population watch TV series several times per week; three out of ten watch them every day, according to an international survey among more than 3,600 young people.*
- ***Sitcoms emerge as the TV series-genre most watched internationally**, with The Bing Bang Theory and Friends ranking at the top.*
- ***Titanic is the most-watched movie from the panel of films tested**; almost nine out of ten young people have seen it. It is followed by Harry Potter (85%), Spiderman (82%) and The Chronicles of Narnia (78%).*
- *Regarding **books**, the interest for **"modern classics"** of educational and formative value stands out, according to the index of an international group of 22 experts: Harry Potter, The Little Prince, The Chronicles of Narnia, The Lord of the Rings, The Adventures of Pinocchio, The adventures of Tom Sawyer, The Book Thief. Only one of them is "measured" by the index negatively: Fifty Shades of Grey, which ranks 6th in the ranking of most read titles.*

ROMA, 23 NOV 2018 – 69% of young people in the Western world watch TV series through streaming platforms, according to a survey about films, series and books conducted among more than 3,600 boys and girls between 18 and 29 years old in Argentina, Colombia, France, Germany, Italy, Mexico, Spain, the United States and the United Kingdom.

The study was **commissioned by Family and Media**, an international think-tank established in the Pontifical University of the Holy Cross, whose main activity consists in analyzing the relationship between family, media and society. The field work was **carried out by GAD3**, a research institute based in Spain.

TV series have become an audiovisual consumption element very common among young Westerners. This is attested by the fact that seven out of ten youths watch a TV series several times per week.

Sitcoms emerge as the TV series-genre most watched internationally, with *The Bing Bang Theory* and *Friends* ranking on top of the tested panel. *Gossip Girl*, *The Girlmore Girls*, *Sex & The City* and *Glee* are the ones in which more differences in rate of viewing are observed in favor of girls. *Game of Thrones* and *The Money Heist* are the ones with more differences in favor of boys.

Netflix is the most used streaming service. 56% of young people who watch TV series through a media service provider do it through this platform. Likewise, customization algorithms of this type of content service scale up to the first position in the ranking of factors helping a young person decide what series to watch, slightly above recommendations that their own friends can give them. Nevertheless, geographic differences are observed: while Anglo-Saxon and Latin American youths give more importance to these automatically personalized suggestions, Mediterranean young people (Spain, France and Italy) still rely more on friends' recommendations to choose the next series to "get hooked".

Three out of four young people watch series through television. Latin Americans show the highest rate in this section. Young Mediterranean people use the laptop or the PC to watch series almost to the same extent as TV. Other devices, such as smartphones and tablets, also have a remarkable volume of use, although they are still in the lower part of this ranking.

The viewing rate presented by series, along other variables analyzed by the study (such as the frequent habit of talking to friends about the series being watched), award TV series with great power of cultural configuration among the youth of today. This capacity also appears high for movies. **60% of the young people interviewed stated they watched at least a movie at the cinema over the last month.** Mexicans are the ones who go to the cinema more frequently (up to eight out of ten).

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In terms of **film genres**, there are bigger differences between girls and boys in frequency of viewing in love stories and romance (in favor of girls) and titles of action and adventure (in favor of boys). *Twilight* and *A walk to remember*, on the women's side, and *Star Wars* and *The Lord of the Rings*, on the men's side, are the clearest exponents.

Harry Potter **is also the most read book by young people,** who mostly present low reading rates (two hours per week). Regarding the preferred format to read on, young people still read more titles on paper than on *e-book*. In any case, the US is the country with the highest levels of reading on electronic books: 62% of young Americans read at least one *e-book* per year.

The international survey carried out also inquired about the opinions of young people with regards to values such as friendship in movies, series and books. For most of them, the film *The Intouchables*, the TV series *Friends* and *Harry Potter* books are the titles that portray best true friendship, a value strongly rooted in them, according to the results. Among the countries analyzed, young Spaniards and Germans are the ones who think to a greater extent that they cannot live without friends. In general, the majority claim to have between two and five "true friends".

Young people also place **great trust on social media** to allow them to be in touch with their friends, especially Colombians, Argentineans and Mexicans. For more than half of interviewees (54%) Facebook is the most-used social media network. For one in four, **Instagram** is the most used.

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