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Netflix Audience Persona

Netflix is one of the most influential streaming services in the world. The United States and Canada are Netflix's leading sources of revenue, grossing \$11.5 billion in 2020. Netflix is also available for streaming in over 190 countries. As of 2021, Netflix has surpassed 200 million memberships. Netflix has a wide range of audiences but has prioritized appealing to a young adult audience, specifically Generation Z. Gen Z ranges from 1997 to 2012. Morning Consult and The Hollywood Reporter (2020) reported that more of Gen Z is currently subscribed to Netflix than its competitors. The poll found 70% of Netflix's current subscribers were Gen Z compared to Amazon Prime Video 33%, Hulu 39% and Disney+ 32%. According to Stoll (2021), young adults from 16 to 34 considered Netflix the most indispensable TV source.

Ava is a White, 20-year-old female from San Diego, California. Ava is from an urban community, like 56% of Netflix's current subscribers. Ava has one sister, 17, and both live in a household with both of her parents. Pew Research found 52% of Gen Zers are White, but 1 in 4 Gen Zers are Hispanic, 14% are Black and 6% are Asian. Currently, Ava is pursuing her Bachelor of Science from Syracuse University in the Bandier Program for the recording and entertainment industries. Gen Zers are less likely to drop out of high school, and 57% of them are currently enrolled in a two-year or four-year college (Parker & Igielnik, 2021). Additionally, 44% of Gen Zers live with a parent who has a bachelor's degree or higher (Parker & Igielnik, 2021). Like many college students, Ava is currently an unpaid intern. Ava works for an artist managing agency located in Los Angeles and works remotely from college. Ava is dependent on her family's household income that is \$150,000 annually (Morning Consult & Hollywood Reporter, 2020). Seventy percent of current subscribers of Netflix have an annual income of \$100,000-plus (Morning Consult & Hollywood Reporter, 2020).

Ava makes time for entertainment and seeks out content that transports her mind away from the stress of school and work. According to Jones (2020), Ava and Gen Z want stories that are diverse,

complex and cultural. A recent study conducted by Hulu (2020) identified that Gen Z viewers respond to real-time content surrounding politics and cultural issues. Ava aspires to be a part of change. Gen Z has witnessed large political movements and has a goal to continue to lead and be engaged in these conversations. The study found the most popular shows had an element of mental health and a deep emotional focus (Jones, 2020). Netflix found that younger viewers feel they are more represented in TV shows than ever before. It is important for Ava to feel connected to the content she is watching and expects an impact from the screen. Gen Z wants content focusing on cultural and emotional diversity, characterized as “untraditional,” but it is important to uncover these viewing experiences and bring culture to their screens.

Gen Zers are connected to media more now than ever and are considered digital natives. Social media is a prominent way to reach this audience, specifically through Instagram, as 65% of Gen Z uses it daily (Taylor, 2021). TikTok is also a video media platform, and Statista Research Department noted it increased its U.S. user base by 85.3% in 2020. Netflix currently uses media channels TikTok, Instagram, Facebook and Twitter to deliver its content. Even though Netflix is an influential streaming service with the increasing competition of other streaming services, Netflix still needed to find its edge in how content is marketed. Since Netflix has such a wide range of content, the use of alternative accounts to specifically highlight genres and interest is something other streaming services do not have and can reach Gen Z’s need for niche content. Netflix has niche accounts such as @whattowatchonnetflix, @netflixisajoke and @most to reach direct markets and audiences but does not advertise this on its home account. Specifically, Netflix’s Instagram, TikTok and Twitter are active and utilize trending memes to promote their content and are reshared to increase engagement in individual communities.

Ultimately, Gen Z is a broad and diverse audience that Netflix is striving to create impactful connections. Already, Netflix has achieved more than its competitors with this audience, and the relationship will prosper with continued niche and diverse content.

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