

# Digital Natives: Video Strategies for Millennials and Gen Z

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## Abstracts

The Internet has changed the way young consumers watch video content, placing similar values on low-cost digital video and big-budget professionally produced video. Content companies have struggled to effectively capture and monetize the digital native audience given the wealth of video content available through any device. This report examines video viewing habits of millennials and provides strategic insight into building content brands that resonate with the digital-first audience.

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