Agenda

Introduction

Entertainment plays a pivotal role in bringing people together. The more elevated, unique and personalized entertainment experiences are, the more meaningful they can be for everyone. Even though research shows people are lonelier than ever — and despite concerns that technology may be contributing to further isolation — digital entertainment offers an abundance of opportunities to connect people, thereby creating shared experiences, social interactions, emotional connections and general community. All of this, however, is reliant on creating a quality entertainment experience.

So, the question then becomes: ***how can the industry come together to create simple, easy-to-use technology that allows consumers to have better experiences?***

This report examines the importance of quality, intuitive technology in facilitating meaningful connections and offers recommendations on how the industry might capitalize on the insights revealed.
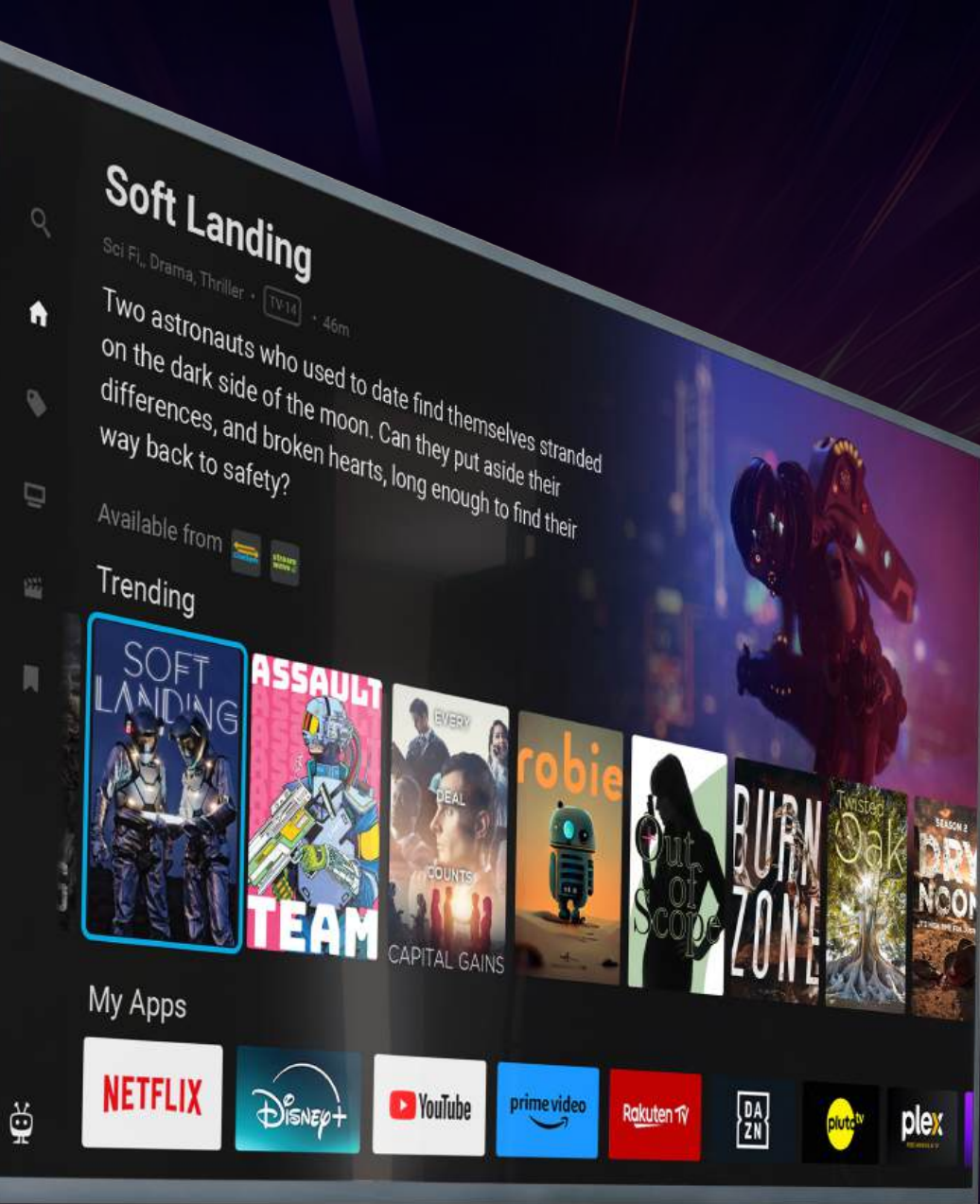
Creating and maintaining social connections

Entertainment has always been more than something to keep us occupied. It is a communal experience that sparks conversations, promotes better understanding and cultivates a sense of belonging. Whether through the shared laughter of a new comedy, the "can you believe it" water cooler talk of a thriller or even the memories sparked by a certain song, entertainment has a profound impact on our shared experiences and creates connection.

A majority of Gen Z **(55%)** and millennials **(52%)** feel a sense of community and belonging when participating in entertainment activities, which is more than any other generation. Furthermore, over two in five **(45%)** feel a sense of community and belonging when discussing TV or movies with friends and family or participating in discussions online.

Additionally, just over six in 10 **(61%)** of respondents said that finding a community of like-minded individuals is important to them, while **85%** of respondents also noted that they were interested in using entertainment to connect with the people they already know and love.

The importance of existing community is underscored by the fact that **85%** of respondents value quality time with loved ones most of all, saying it is extremely or somewhat important to them. The generational breakdown for those who identified spending quality time with friends and family as extremely important is as follows:

GEN Z	MILLENNIALS	GEN X	BOOMERS	SILENT +
51%	55%	57%	47%	45%
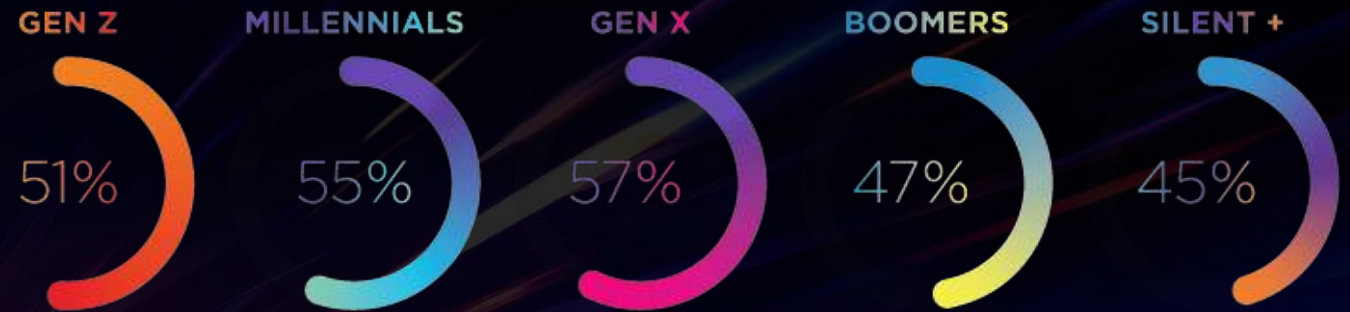
Frequency of participating in entertainment to connect with others
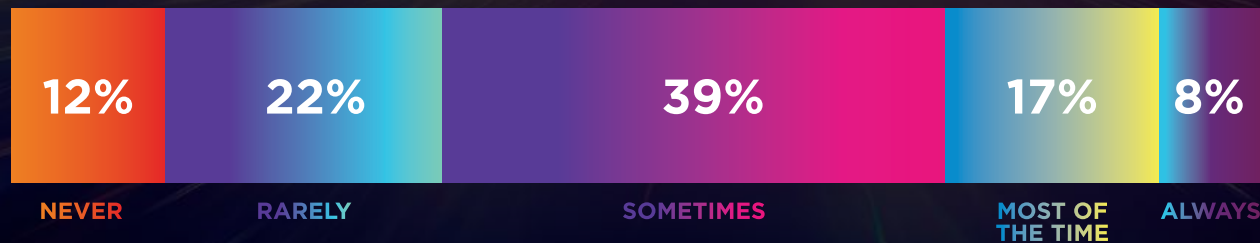
Despite the interest in using entertainment to connect, when asked if they participate in entertainment-related activities (e.g. concerts, online gaming and movies) with connecting with others being the primary goal, only a quarter **(25%)** said they do always or most of the time.

12%	22%	39%	17%	8%
NEVER	RARELY	SOMETIMES	MOST OF THE TIME	ALWAYS

How often do you participate in entertainment related activities (i.e., concerts, online gaming, movies) with the primary goal to connect with others? Base: all respondents (n2000)

These numbers alone show a huge disconnect between a consumer's desires and actions, presenting an opportunity for entertainment providers to highlight how they can create simple ways of bridging the gap to develop and maintain shared experiences.

Simplicity keeps people together

One potential pitfall consumers may be experiencing when examining the aforementioned disconnect is how easy or simple the experience is to access. The best technology is the kind that's barely noticed and allows users to be in the moment. No matter how powerful a platform is, if it isn't intuitive and accessible, consumers will leave. Entertainment quickly loses its purpose and appeal if it's too difficult to navigate.

The numbers support this. In fact, **85%** of respondents said that it is extremely or somewhat important to have a simple entertainment experience with no fuss. Furthermore, over three-fifths of respondents prefer simple and intuitive user experiences over complex, in-depth user experiences.

23%   15%

64%
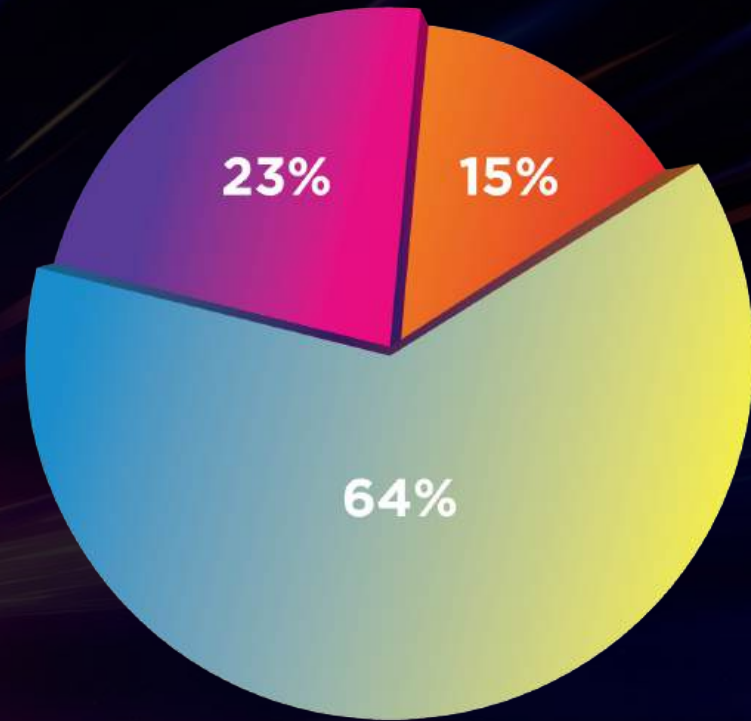
Prefer Complex, In-Depth UX

Prefer Simple, Intuitive UX

No Preference

If simpler entertainment tech can help bring people together, we know the opposite to be true, too. If entertainment quickly loses its purpose and appeal when it's too difficult to use, it also creates separation from others which, as the data shows, goes against the consumer's desire for connection.
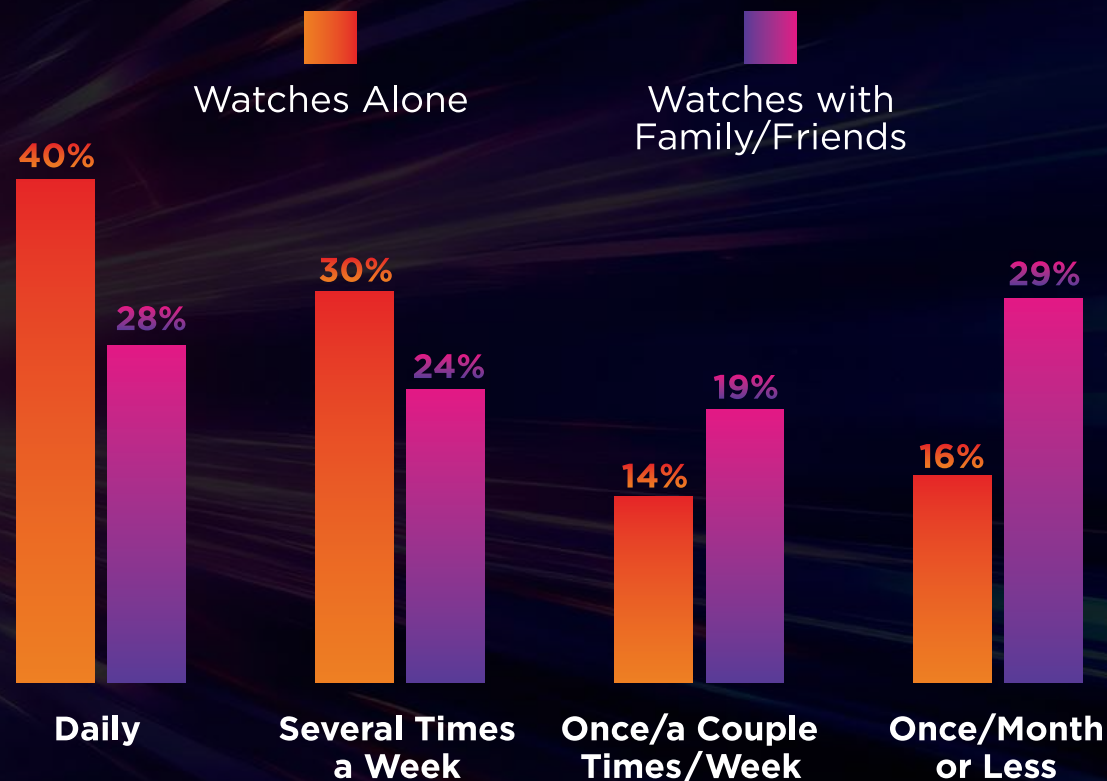
Solo vs. social entertainment

Even though many consumers value quality time with others, we still see a large crux of people watching or enjoying their entertainment alone. Two in five Americans **(40%)** report that they watch TV or movies alone daily, and **30%** report they watch TV alone several times a week (a combined **70%** watching alone at least several times a week). That says a lot about people's desire to consume entertainment regularly, especially since **33%** of respondents said they can't imagine their life without TV.

Nearly a fifth **(18%)** report that the statement "I prefer to watch TV and movies alone" describes them completely. Comparatively, only **7%** report the statement "I prefer to watch TV and movies with family and friends" describes them completely.

Still, watching TV or movies with others such as friends or people in one's household remains popular. Nearly three in 10 **(28%)** watch TV or movies with others daily, and a quarter **(24%)** do the same several times a week (a combined **52%** watching with others at least several times a week).

Frequency of watching TV/movies alone versus with family/friends

Watches Alone   Watches with Family/Friends

	Daily	Several Times a Week	Once/a Couple Times/Week	Once/Month or Less
Watches Alone	40%	30%	14%	16%
Watches with Family/Friends	28%	24%	19%	29%

How often, if at all, do you watch TV/movies by yourself? And How often, if at all, do you watch TV/movies with others (i.e. people in your household, friends)? Base: all respondents (n2000)

Some of the self-viewing habits can potentially be explained when evaluating household members, number of devices or other contributing factors, but it can also point to how consumers use entertainment today. These days, multi-tasking with several screens is practically the norm. A striking **61%** of respondents noted always or sometimes scrolling when watching TV. This means they could be looking for a mindless activity or some background noise on the first screen while scrolling on a second.

While everyone needs moments of solitude, connecting with others is still a strong desire. Activities like attending concerts and going to movie theaters are inherently social — reflecting a desire for connection and a sense of belonging. These two entertainment activities are in fact the most social, with **65%** saying they feel like they should be done with others, followed by watching movies or TV shows at home **(45%)**.

Finding ways to cater to both groups — those who want to be alone while enjoying entertainment and those who prefer the company of others — is where technology can help enhance the moment.

Personalizing the experience

One way to help with ease of use and simplicity is to provide better content recommendations and personalization. In fact, three-quarters of respondents think it is somewhat or extremely important for entertainment content to be personalized to their individual preferences, reflecting a desire for engaging and memorable interactions.

Younger generations place a higher value on personalization compared to older generations. While the majority **(56%)** of younger consumers consider personalization somewhat important, there's a notable segment **(28%)** that finds it extremely important. This indicates a trend towards more customized entertainment experiences among younger demographics.

"Somewhat or extremely important for entertainment content to be personalized"

Personalization also has an impact on the overall enjoyment of the entertainment experience with a combined **45%** of respondents feeling that personalized recommendations either somewhat or greatly increase their enjoyment. However, personalization alone has its limitations as 38% of respondents believe that personalized recommendations have no impact on their enjoyment. Gen Z in particular are more likely to feel that personalized recommendations actually decrease their enjoyment of entertainment **(21% vs. 12%).**

When asked how they would change their current entertainment experience if they could improve one thing, many respondents mentioned personalization. One person asked for "a more curated experience as to genre and sophistication level," while another requested "a more personalized playlist of movies from my primary movie provider." Yet another person noted an interest in "having content I'm interested in recommended to me more."
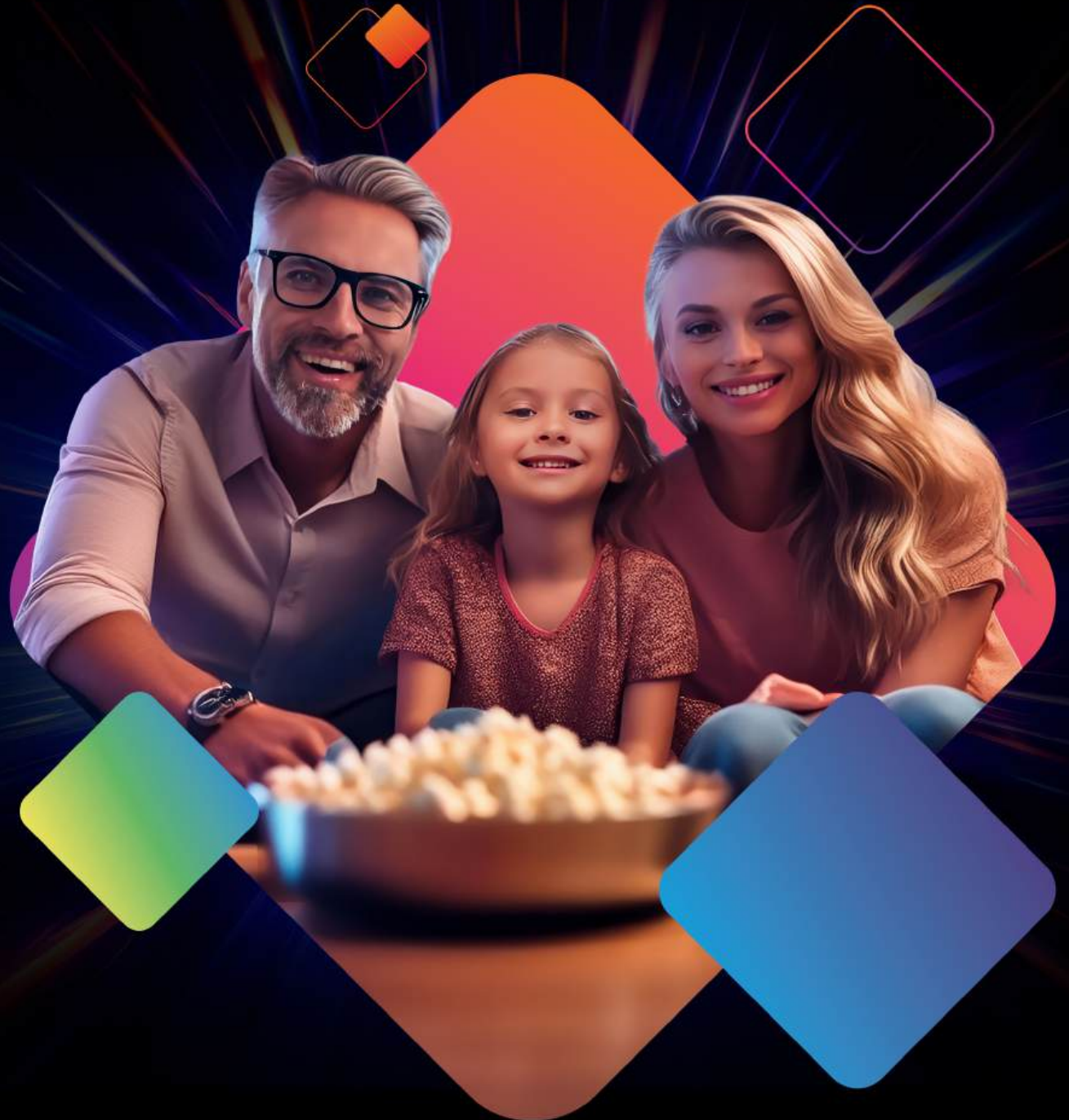
Consumers Waving the Caution Flag Amidst the Race for Eyeballs

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Even though personalization of content is desired and can positively impact user experiences, there is work to be done on how it impacts the overall experience for consumers. And it's only one part of the puzzle. Ensuring relevance, providing diversity in options, improving access to content and ease of use are also necessary to effectively meet the preferences and expectations of a wide range of consumer groups.

Dive deeper into how personalization and viewing consumption trends have evolved by exploring TiVo's latest Video Trends Report.
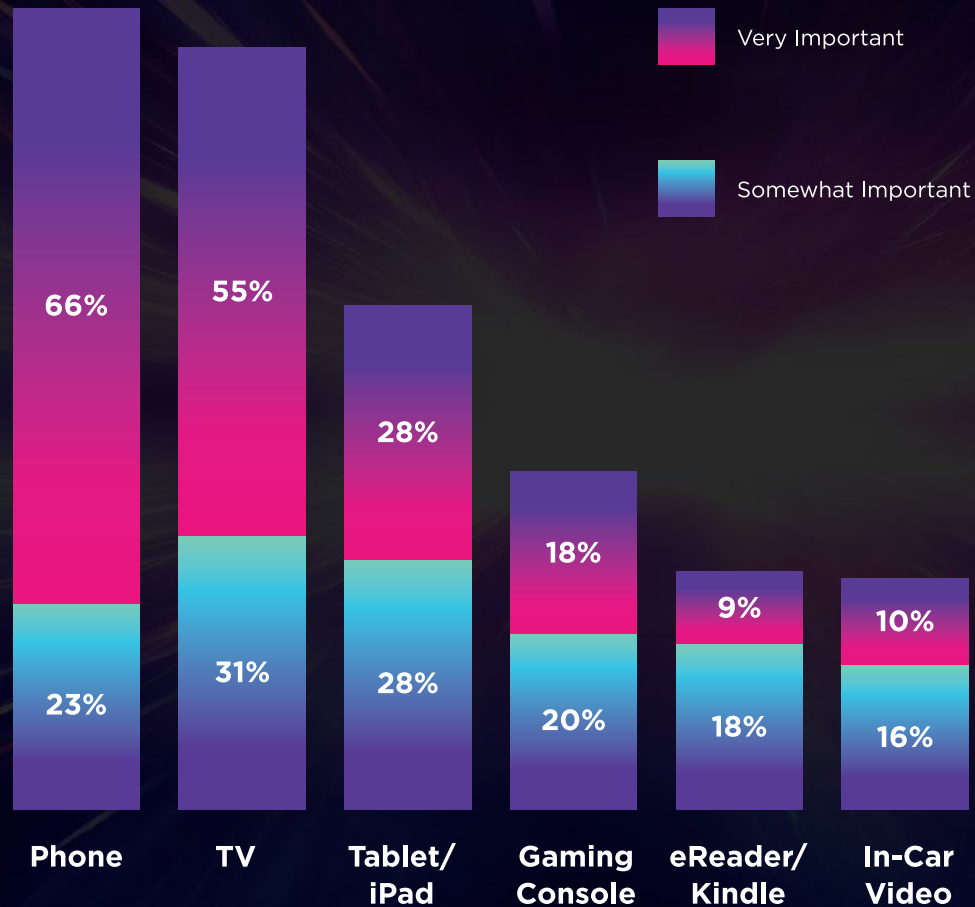
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Consumers want quality

Beyond personalization, there is the actual technology itself. Technical quality is crucial with 85% of respondents saying it is somewhat or extremely important to them. A significant majority of respondents regard both their phones **(90%)** and TVs **(86%)** as crucial elements of their entertainment experiences. Across generations, from Gen Z to boomers, these devices remain integral, though preferences for TV vary, with younger generations showing a greater inclination towards mobile devices. This underpins the need to better connect the dots between technical quality and the devices consumers find integral to their entertainment experiences.

When asked about the most important aspect of their entertainment experience, over 150 people wrote in that quality matters the most to them. But quality means different things to different people. For some, it's about the quality of the media itself ("The quality of the story that I'm watching or playing") while for others it's the quality of the technology they're using to engage with the media ("The sound and video quality") that matters most.

"Quality means different things to different people"

Importance of devices to entertainment experience

Very Important

Somewhat Important

Phone	TV	Tablet/iPad	Gaming Console	eReader/Kindle	In-Car Video
66%	55%	28%	18%	9%	10%
23%	31%	28%	20%	18%	16%

How important are the following devices to your entertainment experience? Base: all respondents (n2000).

Over 100 people specifically wrote in that sound quality as the most important aspect ("Really good sound"). When asked how they would change their current entertainment experience if they could improve one thing, about 100 people mentioned wanting to improve the sound quality of their entertainment. "Better sound system in my home," one wrote. "The sound quality on my TV could be improved," wrote another.

When asked what high-quality entertainment means to them, many mentioned the quality of the picture, with several noting 4K video resolution. "A crystal-clear picture with excellent graphics and vibrant colors," answered one respondent. A significant number of respondents again related quality to the sound and the quality of the story, acting and plot.

Any activity that engages all your senses, provides intense joy and happiness, invokes thought and stimulates the mind is sure to capture consumers' attention and fit their criteria for a quality experience.

Conclusion

Entertainment, when thoughtfully designed and presented, has the potential to bridge social divides, facilitate meaningful connections and enrich lives. By focusing on simplicity, personalization and high-quality experiences, the industry can meet evolving consumer expectations and foster deeper connections through entertainment. In fact, entertainment provides an opportunity to help meaningfully address some of the larger issues our society is currently facing—could it be a guiding light to help address the loneliness epidemic? Only time and investment will tell.

To capitalize on these insights, the industry should focus on:

1. **Prioritizing user-centric design:** Develop intuitive platforms that enhance accessibility and ease of use.

2. **Embracing personalization:** Tailor content to individual preferences to enhance engagement and relevance.

3. **Enhancing social features:** Integrate social elements that encourage shared experiences and community building.

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Methodology

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