

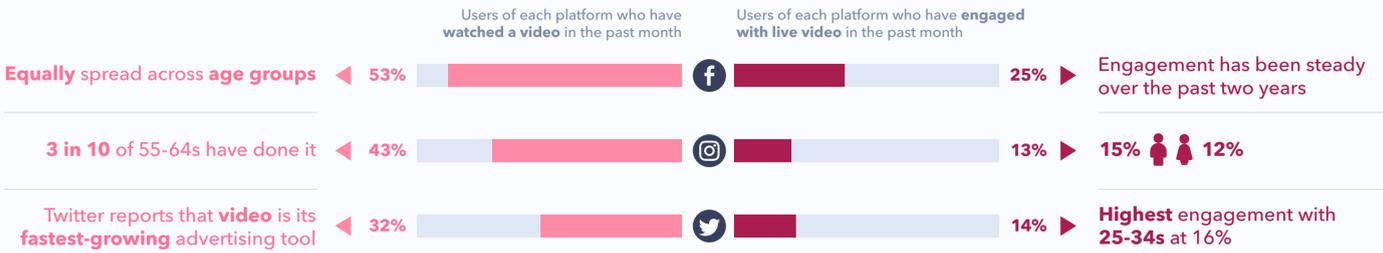
# Entertainment Content on Social Media



## SOCIAL VIDEO

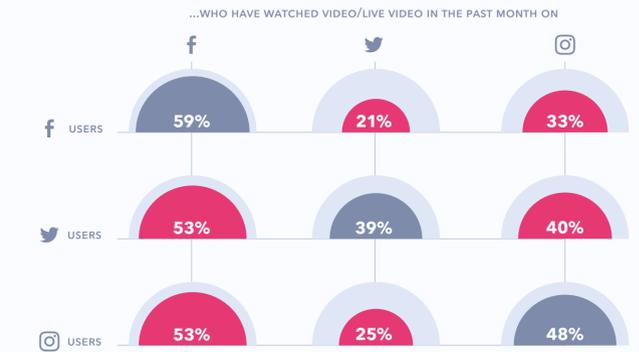
**Gen Z** are **57%** more likely to **follow vloggers** on social media.

Facebook reaps the rewards of placing video at the core of its platform.



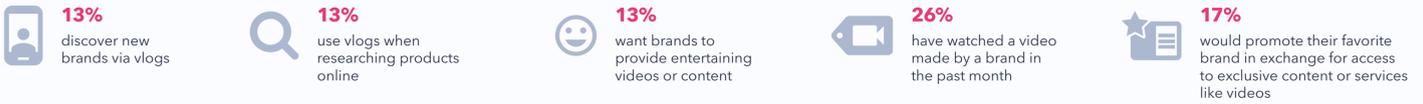
## THE SOCIAL VIDEO CROSSOVER

Social media users engage with video content on multiple platforms, but Facebook faces the least competition from other platforms.



### Impact on the purchase journey

% of internet users who say the following



## NEWS MEDIA

**54%** of internet users are news networkers\* on social media.

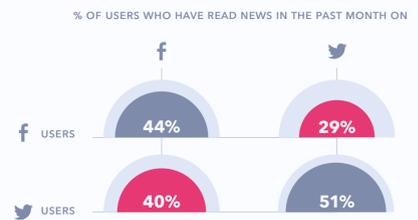
News engagement on Facebook and Twitter

% of users of each platform who have read a news story in the past month on...



\*News networkers use social media to stay up-to-date with current events; follow journalists and/or news/media organizations on social media

Although Twitter engages its users the most with the news, 4 in 10 of them read news content on Facebook as well.



## CELEBRITY & INFLUENCER CONTENT

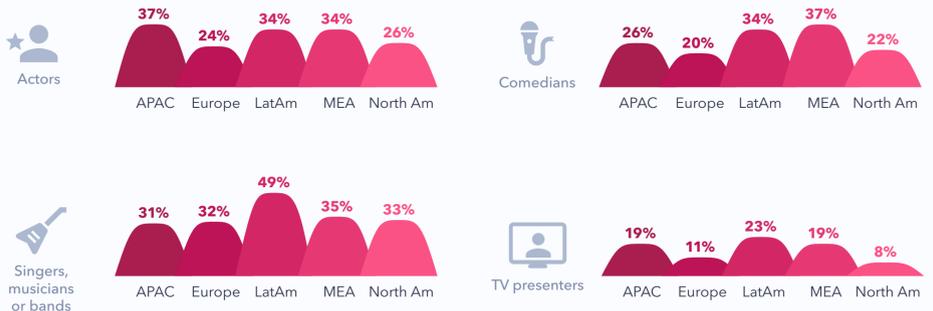
**6 in 10** are celebrity networkers\*, Gen Z lead the way.

Celebrities from the **music and film** industry are the **most followed** on social media **globally**, but **comedians** gain popularity in **MEA**.

\*Celebrity networkers use social media to keep up with celebrities/celeb news; follow actors, comedians, singers or TV presenters on social media

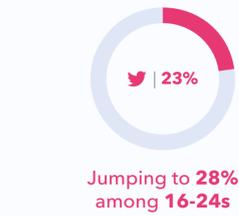
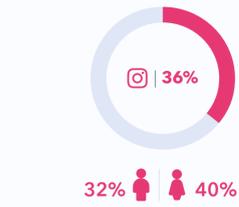
### Who do they follow?

% of internet users in each region who "follow" these people/organizations on social media

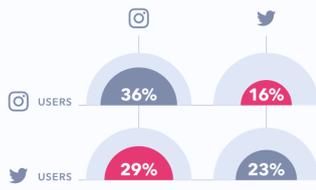


Instagram is the ultimate space for celebrity networking.

% of users of each platform who have visited/followed a celebrity page/feed in the past month on...

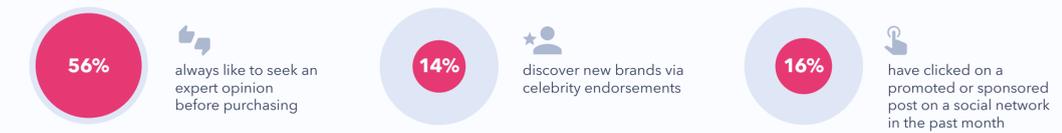


### % OF USERS WHO HAVE VISITED A CELEBRITY PAGE/FEED IN THE PAST MONTH ON



### Influencer marketing potential

% of internet users who say the following

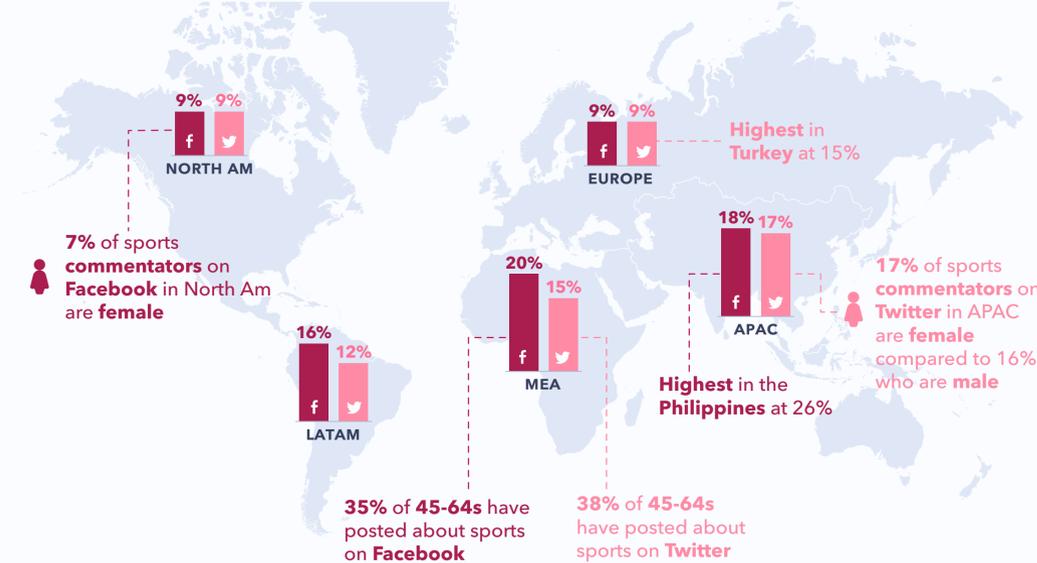


## SOCIAL SPORTS

### SPORTS COMMENTARY ON FACEBOOK AND TWITTER

% of users on each platform who have posted about a sports event or match they're watching in the past month

● Facebook users ● Twitter users



22% use social media to watch or follow sports events.

Social media offers fans other ways to keep up with the action.

Sports live streaming provides new revenue opportunities to both social networks and sports leagues and sponsors.

MEA Sports engagement on social networks attracts older demographics in MEA.