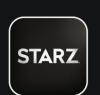


## Life of a Streamer

#### Black American Audiences

Gain a deeper understanding of Black and African American streaming audiences by examining their streaming habits, mobile app affinities, and points of interest. Our data show unique preferences of Black and African American streaming audiences, providing valuable insights in comparison to the total market.

139



**STARZ EXAMPLE — HOW TO READ AN INDEX** 

100 is the baseline score representative of the total market
100 is over-index or stronger affinity
100 show under-index or less affinity

# Viewer Streaming Habits

Black and African American audiences show an affinity for:

### STREAMING APPS

SVOD

**AVOD** 



139 STARZ





INDEX VS TOTAL MARKET



INDEX VS TOTAL MARKET







CTV VIEWING GENRES



385 GAMING

364 FOREIGN

INDEX VS TOTAL MARKET

### Mobile Signals

#### MOBILE APP CATEGORIES

Black and African American Audiences are:

2.3X as likely to download reference apps

2X as likely to download health & fitness apps

2.1X as likely to download weather apps





#### MUSIC APPS

Black and African American Audiences are:

2.9X as likely to download MY MIXTAPEZ

2.4X as likely to download DATPIFF

2.2X as likely to download SOUNDHOUND

Black and African American audiences show an affinity for:

#### SOCIAL APPS





235

**POINTS OF INTEREST** 



INDEX VS TOTAL MARKET

#### TRAVEL APPS

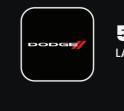


INDEX VS TOTAL MARKET

#### FINANCE APPS



INDEX VS TOTAL MARKET



555 LANDMARK DODGE



**533**WALGREENS



453
THE CHILDREN'S PLACE

INDEX VS TOTAL MARKET



TOTAL MARKET WHICH IS ASSIGNED A BASELINE OF 100.