

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

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

TOP RANKED LINEAR STREAMING CHANNELS

139 STARZ
STARZ

130 PHILLO
PHILO

122 SHO ANYTIME
SHOWTIME

INDEX VS TOTAL MARKET

111 XUMO
XUMO

111 CRACKLE
CRACKLE

110 PLUTO TV
PLUTO TV

INDEX VS TOTAL MARKET

1 TNT
TNT

2 AMC
AMC

3 TBS
TBS

INDEX VS TOTAL MARKET

CTV VIEWING GENRES

429 LIFESTYLE & INTERESTS

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

2.1X as likely to download weather apps

2X as likely to download health & fitness 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

TRAVEL APPS

FINANCE APPS

272 IMVU
IMVU

245 TUMBLR
TUMBLR

235 BAND
BAND

INDEX VS TOTAL MARKET

279 WIFI MAP
WIFI MAP

233 SKYSCANNER
SKYSCANNER

212 THE FLIGHT TRACKER
THE FLIGHT TRACKER

INDEX VS TOTAL MARKET

219 MONEYCONTROL
MONEYCONTROL

213 CHIME
CHIME

212 CRYPTO.COM
CRYPTO.COM

INDEX VS TOTAL MARKET

POINTS OF INTEREST

555 LANDMARK DODGE

533 WALGREENS

453 THE CHILDREN'S PLACE

INDEX VS TOTAL MARKET

