THE RISE OF ENTERTAINMENT HEIRLOOMS
AN EXPLORATION OF EVOLVING FAMILY VIEWING DYNAMICS
## RESEARCH PURPOSE AND METHODOLOGY

For this report, we launched two studies to explore the evolving viewing behaviors and preferences of families.

<table>
<thead>
<tr>
<th>STUDY 1</th>
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<tr>
<td><strong>Partner</strong></td>
<td>Leflein Associates</td>
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<tr>
<td><strong>Research Design</strong></td>
<td>Quantitative Survey</td>
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<td><strong>Sample Size</strong></td>
<td>N = 1,000 A18–54</td>
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<td><strong>Screened Audience</strong></td>
<td>Parents 18-54 with kids of multiple ages: 0–2, 3–5, 6–12, and 13–17</td>
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PART 1

MACROTREND: THE EMERGENCE OF MODERN-DAY HEIRLOOMS
2021 brought the trend of **Intentionalism**. Consumers moved away from their pre-pandemic autopilot tendencies and stepped into the intention era — spending their time, money, and energy with more clarity and mindfulness. Parents, as consumers, did the same.

**PARENTS DRAFT NEW RULES AND GET MORE INTENTIONAL**

SOURCE: WarnerMedia’s Entertainment Heirlooms Report, July 2021
THE REVISED PARENTING GUIDEBOOK INCLUDES HOUSEHOLD FUN-DAMENTALS

Parents are discarding unattainable parenting expectations. Instead of grooming children to be overachievers, they are nurturing them to be empathetic humans — introducing a “new school of the heart.” Not surprisingly, the number one rule is for both adults and children to have more fun.

Amy G Dala MD
@AmyGDalaMD

Parenting things I don’t care about anymore:
When kids last showered
Getting dressed
Screen time
Use of sharpies

Parenting things I care about more:
Wearing helmets
Hugs
Calling/facetiming grandparents
#ParentingInLockdown

7:40 PM • Apr 20, 2020

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A SHIFT IN PARENTS’ ATTITUDES ABOUT THE VALUE OF SCREEN TIME ARISES

Despite digital detoxes of the past, screens are now a welcomed member of the family. Parents have realized that curated quality time spent with devices can be a valuable experience for their kids beyond serving as a digital babysitter.

NEW MINDSET ON SCREENS

81% of parents agree their stance on video time has changed since the pandemic

SCREEN TIME IS GUILT-FREE

1 in 2 of parents agree, “I no longer feel guilty about screen time”

POSITIVE BENEFITS ARE THE FOCAL POINT

64% of parents agree “screen time is much more than a distraction; it can be a positive vehicle for growth”

Why has your stance on video time changed since the pandemic?

Our way of life changed due to the pandemic and screens served as a refuge; therefore, our perspective changed.

– Parent of 0–2
CO-VIEWING TAKES ON BIGGER MEANING

Long rumored to mean kids in control with parents in earshot, co-viewing has had its own renaissance during the pandemic. Parents now value the shared experience of entertainment as a way that brings the family closer together.

More intentional parents leads to...

83% of parents agree that the pandemic has made them more thoughtful and purposeful in their decision-making

...more present co-viewers

79% of parents say they pay full attention when they watch content with their child(ren) on a computer, phone, tablet, or TV

How has co-viewing changed [for your family] over the course of the year versus pre-pandemic?

"We've managed to make TV shows and movies a part of our schedule... enriching our lives with more co-viewing/bonding"

– Parent of 9–12

"We really treasure that TV time as together time — and it's really sparked a lot of interest in new topics for us as a family"

– Parent of 13–17

SOURCE: WarnerMedia’s Age of Intentionalism Report, April 2021 | WarnerMedia Smarty Pants Qual, November 2021
FAMILIES GIFT A NEW GEM — THE ENTERTAINMENT HEIRLOOM

Families are sharing their beloved TV shows and movies with each other with more speed and passion than ever before, and a new ritual has emerged — the gifting of entertainment heirlooms.

Entertainment Obsessions > Material Possessions

75% of parents agree “it’s important for me to share the entertainment I love with my children”

FAMdoms Start Early

1 in 2 Millennial parents agree “I actively select content to make sure my kids become fans of the same shows I’m a fan of”

Putting the New in Old Traditions

83% of parents say they are creating new traditions for family viewing

Why are you passing down your favorite shows and films?

I love shows and movies and want my kids to feel the joy I felt while watching those films

– Parent of 10–12

HERE, THERE, AND EVERY HEIR — ENTERTAINMENT HEIRLOOMS CRISSCROSS GENERATIONS

While historically, older generations passed heirlooms to younger ones, today’s entertainment heirlooms know no bounds and are shared in every direction, across family members of all generations.

The Bonding Power of Entertainment Heirlooms

71% of parents agree “my favorite type of content is one that can cross generations and that I can watch with my grandparents, parents, and children”

64% of parents agree “streaming content with multiple generations is the best way to bond”

SOURCE: WarnerMedia’s Entertainment Heirlooms Report, July 2021

One of the small joys in my life is finding and recommending shows to my mom that she goes on to binge and love. The most recent being His Dark Materials.

7:35 PM · Apr 27, 2020

Xavier @barelyhispanic
At WarnerMedia, we are creating these new heirlooms. From the Flintstones of the Stone Age to the Bankses of Bel-Air to the Roys of New York — our iconic programming is a permanent member of the home, loved by all types of families at any given life stage.

"Sesame Street. I grew up with the same content and know what my kid is watching, so we can both relate and discuss it."
– Parent of 0–2

"Stephen Universe and Little Ellen because they are programs that explore diversity."
– Parent of 0–2

"Scooby Doo and Craig of the Creek. We like them so much because they are fun, entertaining, inspiring, and educational."
– Parent of 3–5

"Adventure Time and Crashbox. They are kind of out-of-the-ordinary shows."
– Parent of 6–9

"Teen Titans Go! and Tom and Jerry because they are very educative and funny."
– Parent of 10–12

PART 2
THE FIVE VIEWING INTENTIONS
COLLECTING NEW FAMILY GEMS WITH INTENTION

Parents want the entertainment heirlooms they pass to their children to be additive to their lives. We uncovered five fundamental intentions parents set when selecting content for their family.

Which reasons have you used video time to engage with your children?

1. **EDUCATION**
   - Nourish the brain
   - 60%

2. **CONNECTION**
   - Bond as a family
   - 58%

3. **INSPIRATION**
   - Stimulate imagination
   - 48%

4. **CHARACTER BUILDING**
   - Instill positive values
   - 43%

5. **SELF-EXPLORATION**
   - Feel seen & see others
   - 41%

SOURCE: WarnerMedia’s Entertainment Heirlooms Report, July 2021
INTENTIONS FALL INTO A NEW BUT FAMILIAR PLACE

Like Maslow’s Hierarchy of Needs, the viewing intentions fall into a framework where parents prioritize foundational needs like education and connection over more nuanced needs like self-exploration.

- **Self-actualization**
- **Self-esteem**
- **Belonging**
- **Safety needs**
- **Physiological needs**

### SELF-EXPLORATION
Entertainment is a window into multiple human identities that children can explore.

### CHARACTER BUILDING
Parents rely on entertainment to instill positive values like self-love and empathy in their children — both qualities that encourage strong self-esteem.

### INSPIRATION
Content fuels the imagination and helps children dream of what they want to become — a lawyer, a scientist, or a firefighter — and how they fit in society.

### CONNECTION
When consuming entertainment together, parents create a sense of stability and closeness.

### EDUCATION
As the most fundamental intention, parents seek out content that feeds their children’s brains and helps them understand the world around them.

**SOURCE:** WarnerMedia’s Entertainment Heirlooms Report, July 2021
EXTENDING THE VIRTUAL CLASSROOM

INSIGHT
Since the pandemic, parents expect entertainment to work harder for them — using content to co-teach and supplement educational concepts.

74% of parents agree they seek out content with teachable moments for their kids
73% of Millennial parents believe educational kids’ programs can help improve their child’s academic performance
66% of parents agree “content on streaming services teaches lessons that my kids are not learning inside the classroom”

Tonight my kids stumbled upon a HBO animated production of *The Runaway Bunny* set to music and they watched the entire thing and it was a good reminder that my dudes are still actually pretty small.

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**BRAND IMPLICATION**

Just as entertainment is already part of the family, brands can earn their place in the home by adding value and being complementary to Kids & Family content. Brands that engage with families in this intention benefit from the **trust halo effect that comes from aligning with value-driven programming.**

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**EDUCATION**

- 69% of parents agree they trust brands more if they advertise around high-quality content.
- 70% of parents agree “I trust brands that have more value to offer than simply advertising their product to children.”

**SOURCE:** WarnerMedia’s Entertainment Heirlooms Report, July 2021
PRACTICING WE-TIME

INSIGHT
Parents are always hunting for new tricks to find more time in the day. Now more than ever, they are leaning on family screen time as a collective self-care practice where co-viewing allows for everyone in the household to share the entertainment they love.

75% of Millennial parents agree “streaming services have made it easier to share my childhood favorites with my child(ren)”

72% of Millennial parents agree “watching entertainment as a family is a form of self-care”

72% of parents agree “since the pandemic, I enjoy watching content with my kids more than before”

64% of parents agree that “brands that advertise during the family’s/children’s favorite shows are top of mind for me”

77% of Millennial parents agree “I think more positively about a brand when it is associated with my favorite character or TV show/movie”

BRAND IMPLICATION

Entertainment has the power to inspire consumers of all ages to replicate entire worlds they see on their screens in their homes. When families bond over beloved IP, they immerse into all elements that are connected to it — including brands — driving them down the purchase funnel and inspiring shopping behaviors across generations.

SOURCE: WarnerMedia’s Entertainment Heirlooms Report, July 2021 | WarnerMedia TBH, IP is the New Primetime Study, September 2021
OPENING PORTALS OF CREATIVITY

INSIGHT
Parents turn to content for a wellspring of entertainment-inspired activities that keep children active and imaginative.

70% of Millennial parents agree “movies and shows have inspired creative activities to do at home with the kids”

72% of parents agree that off-screen activities related to the content make them feel better about their child’s screen time

BRAND IMPLICATION

Parents are seeking systems of support everywhere, from WhatsApp Group Chats to Reddit meme forums to their neighborhood wine club. Brands can be part of the collective support village for parents, by arming them with a springboard of ideas to keep their kids engaged.

72% of parents agree “I like when brands help parents find creative ways to keep children occupied”

77% of parents agree “I like when brands use their messaging to spark creativity and imagination in children”

SOURCE: WarnerMedia’s Entertainment Heirlooms Report, July 2021
CASTING ENTERTAINMENT ROLE MODELS

INSIGHT
Fictional and real-life characters in entertainment break down complicated human issues in digestible ways for young people, acting as more authentic role models than ever before.

71% of parents agree “entertainment is a way for my kids to build character”

64% of Millennial parents agree “some of my kids’ biggest role models are the characters in their favorite content”

BRAND IMPLICATION

Entertainment is helping parents find the right words when navigating through hard topics with their children. To effectively reach families, brands must understand these complexities and be of service by creating organic moments of meaningful family conversation.

67% of parents agree “I think brands can play a role to help parents with having hard conversations with children”

SOURCE: WarnerMedia’s Entertainment Heirlooms Report, July 2021
As parents embrace their multifaceted identities, they want the same for their children. They seek Kids & Family content that introduces the full spectrum of the human experience, helps express emotions, and fosters healthy relationships with a child’s self-identity.

**68%** of parents agree they are actively seeking out content for their kids that is diverse in all aspects.

**59%** of Millennial parents agree “I wish there was more diversity and better representation in the shows I grew up watching.”

**INSIGHT**

As parents embrace their multifaceted identities, they want the same for their children. They seek Kids & Family content that introduces the full spectrum of the human experience, helps express emotions, and fosters healthy relationships with a child’s self-identity.

**SOURCE:** 2.0, November 2021 WarnerMedia’s Entertainment Heirlooms Report, July 2021 | WarnerMedia TBH, Tell Us About Your Family
BRAND IMPLICATION

To build deep relationships with consumers, marketers need to be as intentional with their advertising as parents are with the brands, characters, and narratives they welcome into their homes. Brands that authentically highlight niche and diverse stories will achieve universal respect.

65% of parents agree “brands have more work to do in being diverse, representative, and inclusive in their advertising and reflect the realities of families today”

68% agree “brands need to be intentional about how they show up in the content that my family is watching”

SOURCE: WarnerMedia’s Entertainment Heirlooms Report, July 2021
KEY LEARNINGS

1. Entertainment is the new family heirloom — shared with emotion, joy, and care. But unlike traditional heirlooms, these content gems are not only passed down, they are passed up and across generations.

2. Co-viewing has taken on a new form during this Age of Intentionalism — the five viewing intentions can help brands understand the content’s impact on the family viewing experience and where they fit in.

3. Partnering with beloved IP, characters, and stories from the vast library of WarnerMedia has demonstrated positive brand outcomes throughout the funnel.

SOURCE: WarnerMedia’s Entertainment Heirlooms Report, July 2021
THANK YOU

TO READ MORE ABOUT THE RISE OF ENTERTAINMENT HEIRLOOMS VISIT www.hbomax.com/advertising/insights