Task 1: Research

An article written by Creative media Education based on tv and film industry trends, there
is an uptredn in more diverse and original content.
Yhe article suggests that now more than ever the tv and film industry are using social
media to advertise. It also indicates that low-cost, high impact productions are also on
the uptick.

According to an article written by Umair Bashir on statista.com in 2024, titled 'Preferred
TV content by genre in the U.S. as of December 2023', based on reseacrh conducted on the
same title, where the research group could select multiple options, 61 % of the research
group prefered comedies, while 53% prefered Dramas and 47% prefered Documentries.

According to research conducted by Statista Research Department in 2023, titled "Most
popular movie genres among adults in the United States as of December 2018," based on an
unspecified number of respondenet sover a period of 3 days, the top 3 most popular choice
by adults who were allowed to select multiple options, comedy , adventure adn action were
th e top 3 genres with 90%, 90% snd 88% respectively over audlts aged 18 and older of
multiple socio demographics.

A study conducted online from April 3 to April 8, which indicates audience preferences,
with 2,000 American adults participating. Indicated that the prefered movie length was 92
minutes and interestingly, Thirty percent of Gen Z respondents "always" watch with
subtitles, with 23% of millennials saying the same.

 Sources:
Umair Bashir, "Preferred TV content by genre in the U.S. as of December 2023,", Feb 13,
2024,statista.com, https://www.statista.com/forecasts/997217/preferred-tv-content-by-
genre-in-the-us.

Statista Research Department, "Most popular movie genres among adults in the United States
as of December 2018" statista.com , Jan 5, 2023, 2023,https://www.statista.com/statistics/
1250442/poland-preferences-for-films-watched-at-the-cinema-by-origin/.

Jack Smart, "What Is the 'Ideal' Movie Running Time? Poll Claims Americans Prefer 92
Minutes" Talker Research, 30 April 2024, 2023,https://people.com/what-is-the-ideal-movie-
running-time-poll-claims-americans-prefer-92-minutes-8640841.

This online survey of 2,000 Americans was conducted by market research company Talker
Research (formerly OnePoll U.S.). The Talker Research team are members of the Market
Research Society and the European Society for Opinion and Marketing Research (ESOMAR).Data
was collected from April 3 to April 8, 2024. The margin of error is +/- 2.2 points with
95% confidence.