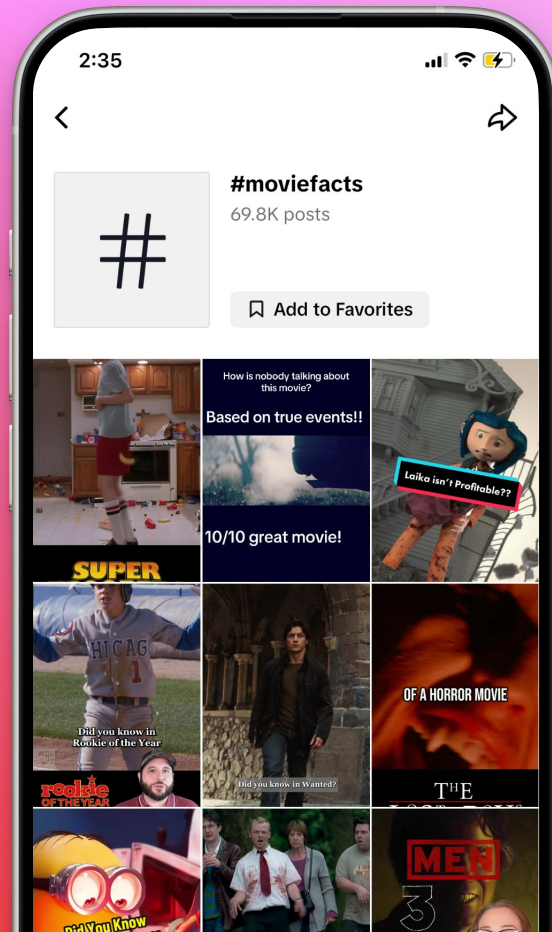


# the drop

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THE NEWS MOVEMENT

## Industry Trend Report: *Entertainment*



# About The News Movement

The News Movement was founded to **change the way the news is done.**

Comprised of talent from all corners of journalism, production, tech and the creative industries, **we inform and excite people with factual information.**

This looks like breaking news, investigations, and cultural stories to our followers and fans – **we reach over 100M of them on social media every month through our brands *TNM* and *The Recount*.**

For our clients, this takes the form of **driving business outcomes through social media** – through our channels, through theirs, and through third parties like creators.

Curious to hear more? **Let's talk.** Drop us a line at [partnerwithus@thenewsmovement.com](mailto:partnerwithus@thenewsmovement.com).

# Foreword

Welcome to ***The Drop***, our bi-monthly deep dive into what's trending in different industries on social...

This month: **Entertainment**

Some of the terms and concepts outlined in ***The Drop*** may well feel familiar, which is why we have gone a step further to unpack the numbers behind how these trends have emerged to deliver REAL INSIGHT we hope you find useful.

We have also used our own AI products, journalistic approach and creative curiosity to develop brand spotlights which show how businesses in this industry stack up against one another.

We hope you enjoy ***The Drop*** as much as we have enjoyed creating it. We look forward to any thoughts or feedback and hope to hear from you soon.

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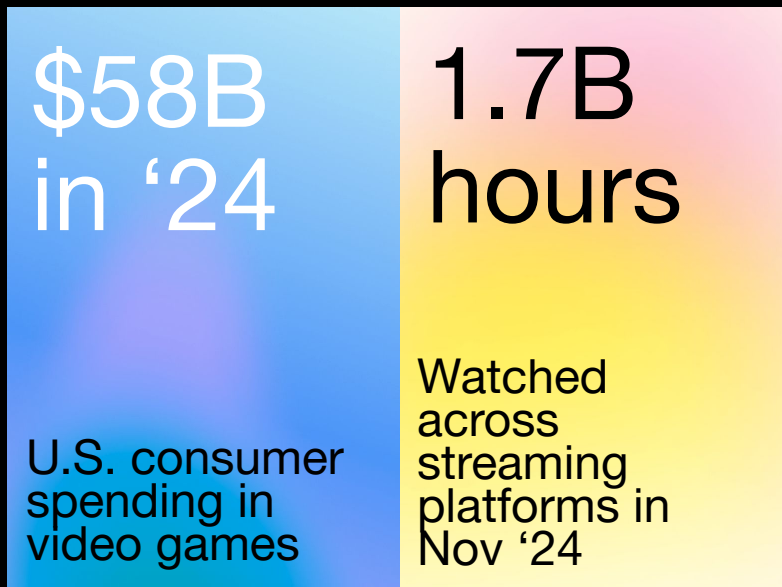
# Hot *Topics*

# Video Games to the Big Screen

Video games are increasingly influencing mainstream entertainment, with adaptations and integrations into film and television becoming more prevalent.

We're starting to see major gaming titles being adapted for the big screen, like *Minecraft*, *Mario*, *Zelda*, and *Magic: The Gathering*. As platforms like Twitch and YouTube continue to grow in popularity, it's no surprise that video games are becoming part of the cultural zeitgeist and attracting large, engaged audiences.

With U.S. consumer spending on video games up 106% since 2014, it's clear that audiences have a strong appetite for this genre, making it a rich and growing territory for content and entertainment.



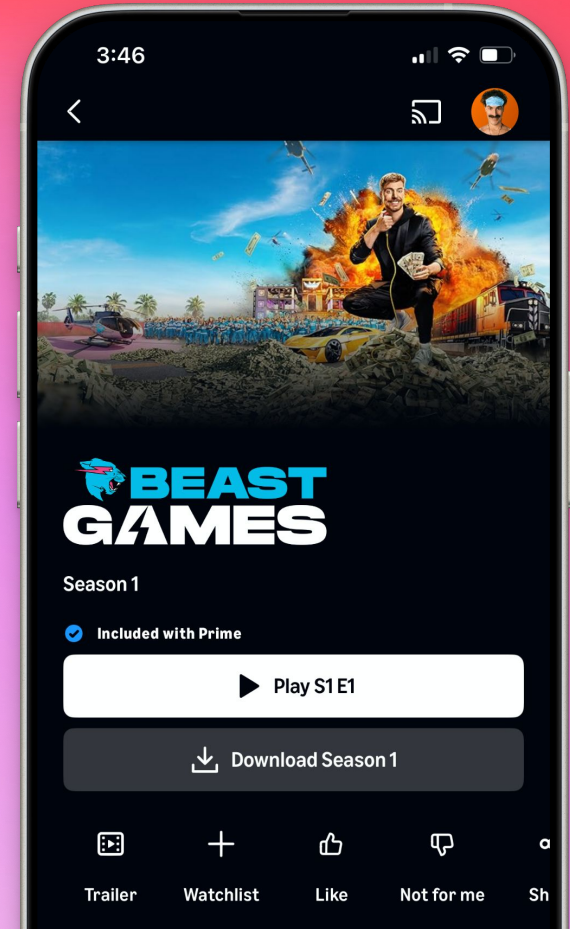
Source: PR Newswire; Data40

# From YouTuber to TV star

Digital creators are transitioning from platforms like YouTube to major streaming services, bringing their established audiences and innovative content formats with them.

Part of this shift can be attributed to YouTube's position as the most-watched streaming service in the U.S. (*Nielsen*), as well as YouTube TV viewership surpassing mobile for the first time in 2025.

From Mr. Beast's "Beast Games" on Amazon Prime Video to Ms. Rachel's Netflix deal, YouTube and digital video creators are increasing their presence in the wider entertainment ecosystem.



# *Algorithm* **Hacks**



# Keywords & Hashtags

## Niche and viral hashtags:

#moviequotes (2.3M)

#horrorfilm (2.1M)

#moviemaking (1.1M)

#movieaddict (862K)

#moviegeek (429K)

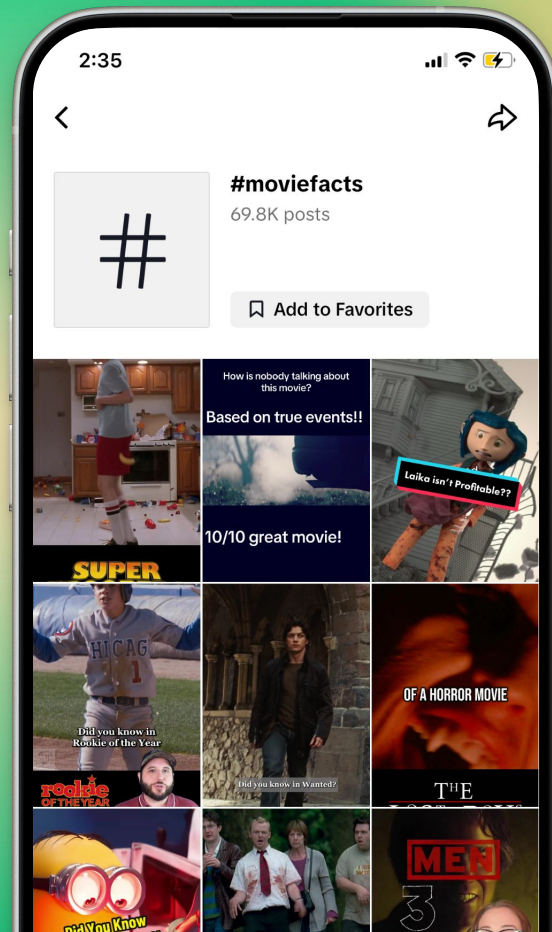
#moviefacts (336K)

#comedymovies (191K)

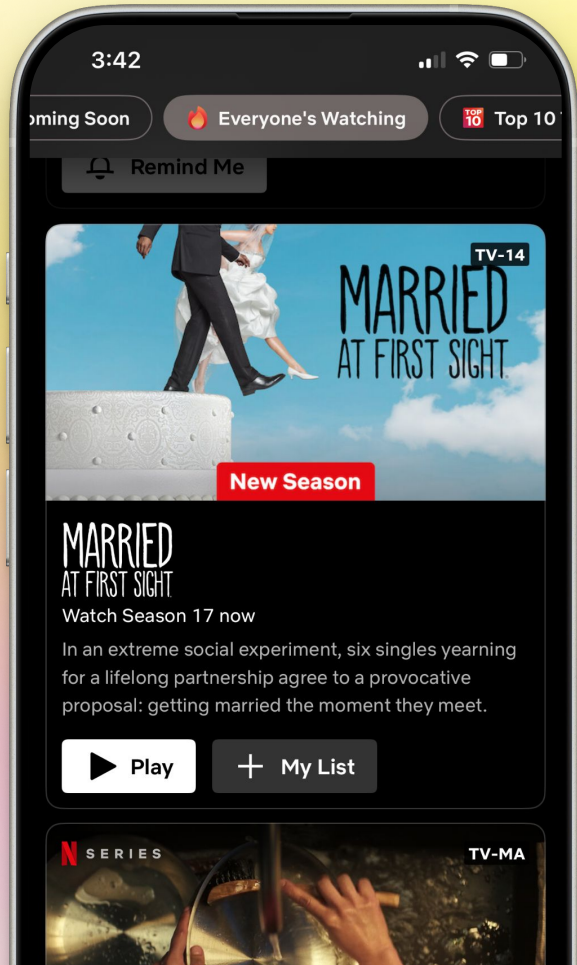
#letterboxd (167K)

#adtv (121K)




#filmtok (90K)



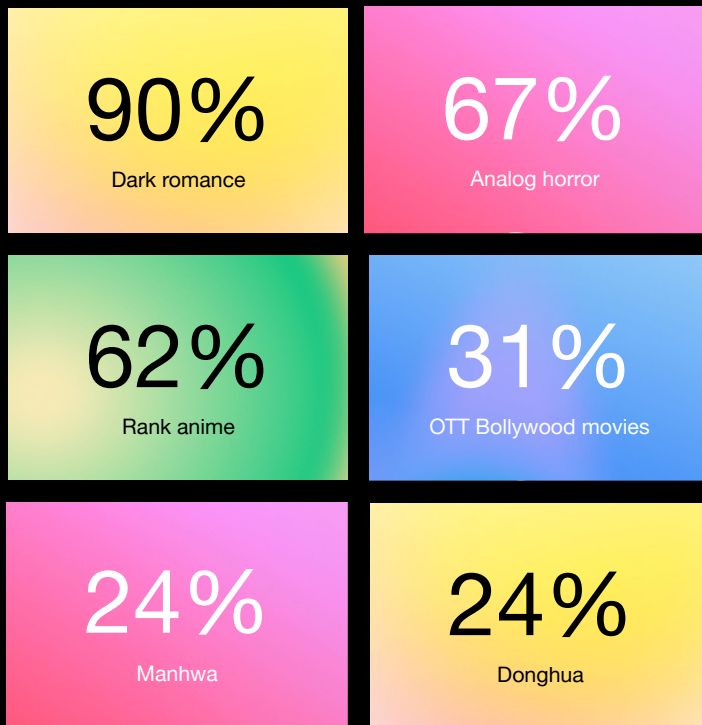
# Trend *Watch*



# Most watched genres

-  **Comedy:** over 50% of movies with Gen Z-skewing audiences were comedies, indicating a strong preference for humor.
-  **Fantasy:** a significant 36.2% of Gen Z ranked fantasy as their top genre, marking a 56% surge in popularity from 2024.
-  **Drama:** approximately 42% of movies with Gen Z-skewing audiences were dramas in 2024, showcasing an appreciation for more serious narratives.

Source: Parrot Analytics; Brito Pian



## Top YoY Keyword Growth

Source: Glimpse

# Hyper-growth keywords

*Glimpse* analyses keyword growth by tracking the frequency, velocity, and context of mentions across social platforms over time, identifying spikes, sustained increases, and emerging patterns that signal rising trends.

# Social as the primary discovery tool

From *White Lotus* and *Severance* to *The Secret Lives of Mormon Wives*, trending shows now dominate social feeds – and that visibility is, in turn, driving viewership. The sense of FOMO is real: 95% of 18- to 24-year-olds say they've started watching a TV show or movie because it was trending on social media, with creators leading the charge.

One such creator, Juju Green (@[straw\\_hat\\_goofy](#)), has amassed an audience of 3.5 million followers with his engaging and relatable take on reviews. Entertainment brands can drive viewership momentum with younger audiences by authentically partnering social media creators to drive buzz and excitement around their TV & film releases.

56%

of Gen Z have watched a movie or show after hearing about it from a creator

49%

of Gen Z would watch a show or movie starring their favorite online creator

Source: Camphouse

# Streaming's dominance

Gen Z spends nearly three times more time streaming than watching live TV, with approximately 80% of Gen Z streaming video on smartphones, followed by 75% on TV sets, and 67% on laptops (*The Current*).

Perhaps surprisingly, Gen Z audiences – who on average utilise over 6 streaming services – are equally engaging with highly produced TV content as they are to engage with lo-fi content (*CTAM*).

Entertainment marketers should balance their tactics accordingly, focusing on both linear and streaming environments *and* social media to reach Gen Z.

1 hr, 51 mins

Time Gen Z spends streaming

38 mins

Time Gen Z spends watching live TV

Source: *The Current*; *CTAM*

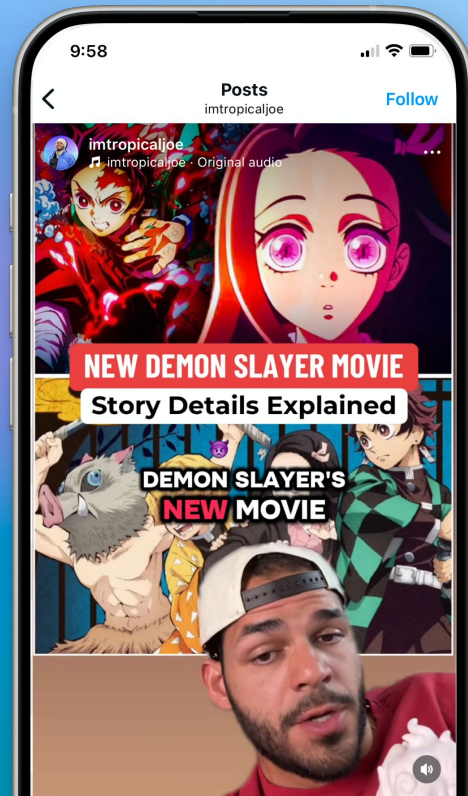
# *Headline* **Talent**



# Rising stars

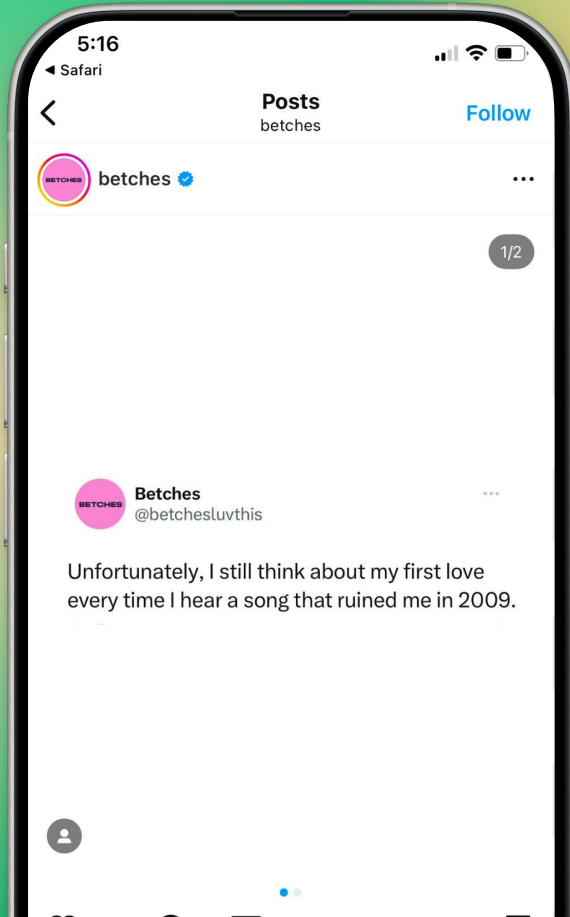
Our top entertainment creators to watch in 2025:

- @[kodakmovies](#) (392K fans)
- @[thefilmpope](#) (197K fans)
- @[mariaborovska](#) (176K fans)
- @[imtropicaljoe](#) (123K fans)
- @[PossessedbyHorror](#) (293K fans)
- @[EyebrowCinema](#) (103K fans)





# Creative *Approaches*



# ‘Internet Reacts

## To...?’

As brands increasingly seek low-lift, high-impact ways to stay relevant on social, we’re seeing a rise in formats that leverage real-time internet reactions and fan behavior to cultural moments – like new movie and TV releases. The ‘Internet Reacts To...’ format taps into this by spotlighting the most viral, funny, or insightful commentary from the internet as a way to both engage and amplify what's already resonating.

Whether it’s Betches posting ‘Tweet x Trailer’ carousels with Netflix (pairing viral tweets with new trailers), or Netflix capitalising on Emily in Paris outfit fandom (ie. @emilyinparisoutfits, @lilycollinsstyle) by teaming up with Google Lens, this format meets audiences where they already are: talking, meme-ing, and engaging online.

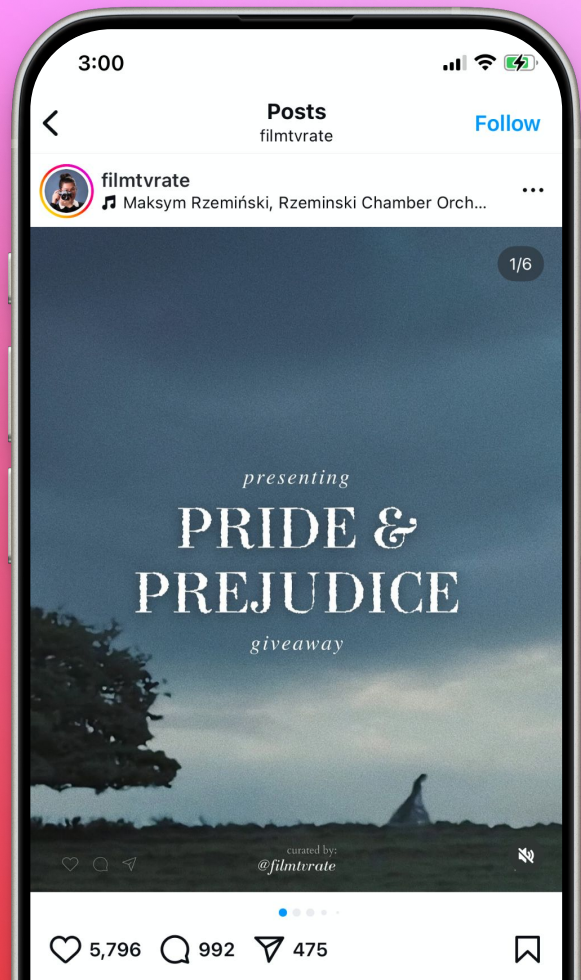
# BTS

Behind-the-scenes (BTS) content offers audiences an exclusive and intimate look at the creative process, and social media is the perfect arena to deploy it in to build buzz and excitement around IP.

Accounts like [@steppingthroughfilm](#) specialise in BTS-style content, by taking audiences to the real life places where TV & movie moments happened. The creator partnered with Universal Studios and was brought on set of the new *[How to Train Your Dragon](#)* movie to promote its release, and with Paramount for the latest *[Mission: Impossible](#)* movie. They also partnered with Apple TV+ to [promote \*Slow Horses\*](#) through its iconic locations.

Entertainment brands can use owned socials and tap relevant creators like [@steppingthroughfilm](#) to make the most of what BTS content can offer.





# Giveaways

For the 20th anniversary of *Pride and Prejudice*, [@filmtvrate](#) collaborated with [Focus Features](#) on a giveaway, for which participants had to comment their favorite part of the movie to be entered into a competition to win merch.

Created with fans in mind, the mechanism of this simple, scroll-stopping format encourages fans to engage with the content – hacking the algorithm to increase organic reach among relevant audiences.

Deployed with the right creator, a giveaway like this can reach millions of fans.

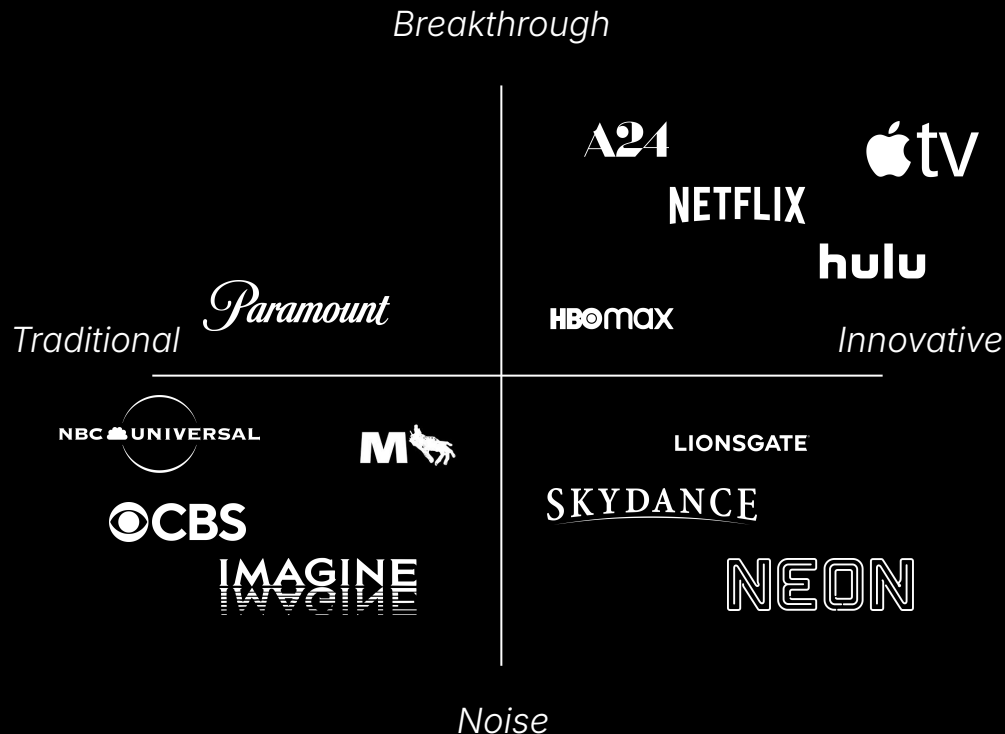
# *Brand* **Spotlight**

# Brand Spotlight

Leveraging our proprietary social listening tool, *Top Story Turtle*, we analysed the chatter on social media surrounding some of the world's biggest entertainment brands.

Is their social marketing strategy innovative or traditional? Are they cutting through the noise on social, or being drowned out? See how each chosen brand stacks up.

Want us to analyse your brand's performance?  
Get in touch!



[more information on Top Story Turtle](#)



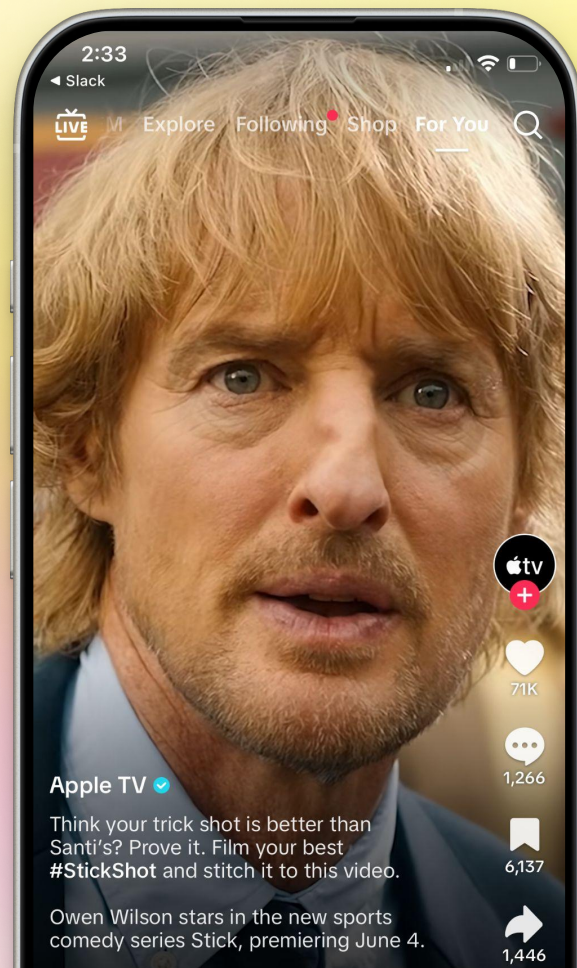
# Apple TV+

Apple TV+ is leading the pack when it comes to entertainment social media marketing, deploying innovative and agile tactics that help their IP to break through on social.

Their creator marketing strategy personifies this approach. We mentioned their activation with [@steppingthroughfilm](#) earlier, which is symptomatic of an approach that focuses on niche, hyper-engaged, communities. Another example of this is their partnership with cinephile account [@filmnostalgia](#) which produced a deep-dive on historical French-language drama *Carême*.

On their owned socials, Apple TV+ is using content formats like hashtag challenges, which drive both UGC and engagement. [This trailer](#) for golf movie, *Stick*, garnered 6M views on their TikTok and encouraged people to upload their own golf trick shot with the hashtag #stickshot – leaning into the theme of the movie. Hundreds of people participated, furthering the conversation around the movie through UGC.

Their approach has maximised the potential of their high quality TV & film IP and shows through viewership. Psychological thriller, *Severance*, has become the most-watched series in the platform's history, surpassing even *Ted Lasso*. The show's success has also driven a significant increase in views and new subscribers, with a 126% spike in sign-ups in January '25, compared to December '24.



# Thank You.