How brands can unlock the power of Reddit's tastemaking communities in an oversaturated entertainment space.
01. Cultural Context
02. The Reddit Audience
03. Category Analysis
Cultural Context
Reddit’s entertainment recommendations are a crowdsourced solution to content fatigue.
We live in a world of endless choice.

Not only are audiences today paying for more streaming platforms and tickets, but now they’re doing the extra legwork of discovery and curation. In a vast sea of options, it’s never been harder to find what we’d like.

Competition for audience attention remains the biggest challenge in the entertainment industry.

Source (top to bottom): Wired, FT, Variety, The Guardian
Although I really like Star Wars, I feel like we are getting too much content so fast that it's almost impossible to keep track of the latest things. Same thing can be said about the recent Marvel shows.”

– Redditor via r/StarWarsEU
Even for die hard fans, it’s hard to keep up.
With so much entertainment, choice paralysis sets in.

Knowing that there’s always something better out there, deciding what to consume next comes with newly added pressure.

Starting a new series can feel like committing to a relationship. It’s an investment of time and energy – a big decision. And often, it’s a drag.

Source: OnePoll, US, Gen Pop, September 2022; Reddit/Suzy, U.S., Streaming Behaviors, n=600, Gen Pop October 2021
Reddit Recommendations are the go-to solution for viewers’ analysis paralysis.

Audiences come to Reddit to both seek and provide recommendations around what to enjoy next. Leveraging the (very) intelligent hive-mind means you’re getting the crowd’s best possible answer.

**TL;DR?** Distributed trust on Reddit grants better recommendations.

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+245%

YoY growth of Google searches for “Recommendation + Reddit” – now at an all-time high

1-in-2

redditors enjoy discovering new entertainment (e.g. movies)

1-in-4

redditors say they are often asked about their opinion on what to explore next
80% of redditors say Reddit influenced them to watch a new TV show or movie

– Reddit internal data, Global, 2021
+91% increase in “Request” posts across entertainment suggestion subreddits since 2019.

“Reddit made me watch it.”

Source: Reddit Internal, Brandwatch
Reddit doesn't just help entertainment lovers find their next fix – it helps them connect with other fans.

Come for the recommendation, stay for the fervent fans. Because redditors are “the experts,” when together, this collective passion turns into fandom.

**TL;DR? Reddit is the place where fans congregate.** No one is aimlessly scrolling, but rather actively engaging: making, theorizing and remixing.

As fans, redditors are more likely to create their own content vs. the typical Internet user.

As Reddit’s influence spreads across the internet, it often even reaches the directors’ chair. In an interview with the creator of Severance, Dan Erickson admitted he had to get off Reddit to preserve his creative confidence. “The fandom was creating powerful theories about the show’s world that he hadn’t thought of himself.”

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Source: GWI, U.S., Q3 2021 - Q2 2022; Reddit Internal, August 2021 - August 2022
Reddit is where people come to discover, decide, dissect their entertainment.
The Reddit Release Lifecycle

There is **no one moment** when new content performs best on Reddit. At every single milestone of an IP release cycle, redditors are ready to explore and gush.

- **First Look**
- **Poster Drop**
- **Trailer Drop**
- **Opening**
- **At-Home Release**

- **1-in-3 redditors learn about TV show/movie casts on Reddit**
- **36% of redditors discover a new movie/TV show trailer on Reddit**
- **1-in-3 redditors decide to watch a new movie/TV show based on the information found on Reddit**

**Source:** Reddit/Suzy, U.S. Entertainment Primer, n=1000, Redditors, September 2022
The Reddit Release Lifecycle: The Northman

Although redditors will organically express excitement at each milestone of a release, in partnering with The Northman, we’ve found that paid support supercharges conversation WoW, guaranteeing redditors were talking about the film.

Source: Brandwatch, Reddit Internal, November 2021 - August 2022
The Reddit Audience
Redditors are more open to try new entertainment than anyone else on the internet.

Being the most willing to explore the new is tied to redditors’ pride in being the first to find, watch or listen. Savvy early adopters, they constantly succeed in staying on top of breaking drops, trailers, tickets, and trades.

**TL:DR?** Redditors’ openness means they’re the first to discover and discuss new titles, artists and types of content.

Source: GWI, U.S. Data, Q3 2021 - Q2 2022
First on the scene, redditors are entertainment tastemakers.

Winning redditors means winning culture. An eager, open, leaned in and passionate audience, redditors’ takes and recommendations spread widely, influencing others even beyond the platform itself.

**TL;DR?** When redditors are the first to new releases, their endorsement ripples outwards, informing wider opinion.

Source: GWI, U.S. Data, Q3 2021 - Q2 2022, Reddit Internal
1-in-3 people trust suggestions from online communities more than traditional critics.

Redditors are the Tipping Point.

Source: Reddit/Suzy, U.S., Streaming Behaviors, n=600, Gen Pop, October 2021
But while redditors are naturally first to pick up on releases, longevity and engagement are not guarantees.

They’re likely already trying to find the next.
This audience of tastemasters can not be found elsewhere.

Source: GWI, U.S. Data, Q3 2021 - Q2 2022

UNDUPLICATED REACH OF REDDITORS WHO ARE INTERESTED IN ENTERTAINMENT AND IDENTIFY AS EARLY ADOPTERS

12% 15% 18% 25% 27% 34% 34%
And they’re leaned in across a unique breadth of communities.
Category Analysis
We surveyed redditors to understand their relationship with entertainment and the role Reddit and its communities play.

**CATEGORY ANALYSIS**

- **01.** Music
- **02.** Sports
- **03.** TV & Streaming
- **04.** Movies
Redditors are not passively listening, but practicing and decoding together. Connect with music superfans via what they want most: artistry.

**REDDITORS**

24%

redditors consider themselves musicians or audio creators

**THE OPPORTUNITY**

1/5

redditors are fans of creators over influencers – demonstrating desires to go deep on “the process”

Source: GWI, U.S. Data, Q3 2021 - Q2 2022
Redditors are interested in music as a craft, more than they are in just the Top 40.

Redditors are interested in all genres, more so than the internet pop. overall. With a wide palate, redditors also want to get as close to the art as possible. Redditors are +74% more likely than the typical internet user – and more than users of any other social platform – to purchase concert tickets.

TL;DR: Redditors approach music intentionally. It’s a medium to explore widely and appreciate live in person.

Source: GWI, U.S. Data, Q3 2021 - Q2 2022
Music’s most devoted fans come to Reddit to study and recreate compositions themselves.

Redditors aren’t passive. **72%** of redditors are interested in music – more than users of any other social platform. And this strong interest essentially translates into participation. **TL;DR:** Redditors’ musical passion runs so deep that it’s not about **listening**, but all about **making**.

redditors are twice as likely to upload their own music vs. the typical Internet user

redditors listen to music in order to inspire their own

Source: GWI, U.S. Data, Q3 2021 - Q2 2022
Devoted Fandom
r/coversongs

I covered "I Want You Back" by The Jackson Five on 12-string guitar

I was just singing this song earlier! This was a great cover. Almost like if Jack Johnson did a Jackson 5 cover. Awesome job my friend

Discovery & Analysis
r/listentothis

Nini Music - LongMa
[Taiwanese Folk Metal]
(2022)

Yo this is really cool tho!

It's cool, but that instrument lacks a bit of "variety" to my taste. There really aren't that many notes.

Craft Appreciation
r/indie

The drums in Foster The People's track "The Truth" is something else

I love it and at the same time I feel the need to point out how much it sounds like church music
The Opportunity:
Seeking for breadth and depth in their music appreciation, musicians themselves, redditors come to pay homage and tune their own craft.

01. Promote robust back-catalogues via TIL’s or Megathreads sharing the inspiration behind today’s artists or the greatest hits of all time.

02. Provide redditors exclusive music lessons – practical or theoretical – or backstage access to the green room with artist AMA’s.

03. Pique redditors’ interest with AMAs from streaming platforms’ engineers who work to help surface new music and design the algorithms for discovery.
Redditors are **not passively watching**, but analyzing and tailgating together. Connect with sports superfans via what they want most: *depth*.

**42%** of all redditors express interest in watching sports – more than users of any other social media platform

**THE OPPORTUNITY**

Reddit is the top social platform people go to both before and after an NBA or NFL game

Source: GWI, Global Data, Q3 2021 - Q2 2022; Reddit Internal, Sports Behaviors, n=536 (NBA), n=933 (NFL) July 2022 - September 2022
Courtside isn’t enough. Redditors want to actually be in the game.

Half of people today are multi-tasking while watching television – more than previous years.

Redditors aren’t rocking in a La-Z-Boy, but leaned in, tracking stats, placing bets and augmenting their watch experience with live subreddits. *Anything* to get closer to the game.

**TL;DR:** Redditors aren’t passive fans, but intelligent statisticians, odds forecaster, and GM-wannabe’s.

64% redditors read diverse perspectives and analyses around sports

707M Average monthly views to sports betting subreddits, +29% growth YoY

Source: Sports Behaviors, n=536 (NBA), n=933 (NFL) July 2022 - September 2022; Reddit Internal,
There is no such thing as an off-season. Redditors’ interest runs yearlong.

There’s no tolerance for bandwagoners or fads here. Redditors’ passion in teams and leagues thrives long after the last shot or championship. This is an always-on game for them.

**TL;DR:** On Reddit, engagement thrives year round, revealing the true intensity of their fandom.

* Same phenomenon found within the NHL, NFL & MLB subreddit
I finally convinced my dad to buy himself a new tv and I've been looking around. He never buys himself anything and he finally is allowing himself to get a tv. He is willing up his budget to around $2300. What would be the best tv for him?
The Opportunity:
Redditors don’t want to be sitting in the stands. They want to be active in the front-office.

01. Nerd out with redditors, analyzing athlete performance across data, nutrition and fitness communities year round.

02. Lean into redditors’ betting ferver, leveraging pre-game predictions, rewarding winners or crowdsourcing prop bets.

03. Grant access to the commentator’s box, side-line or locker room, revealing rare POVs and how pro’s experience the game.
Redditors are not passively streaming, but theorizing and meme’ing. Connect with series-superfans via what they want most: emotional immersion.

55% of redditors use Reddit to engage with fan theories

#1

Redditors are the most likely of any social media users to purchase a movie or TV streaming service

Source: GWI, U.S. Data, Q3 2021 - Q2 2022; Reddit Internal, 2021
Redditors know: no matter their fave genre or how they want to fan out, there will be a community.

From Anime to Action, and memes to fanfiction lit, views to communities across all genres are growing year over year. Reddit offers a diversity and spectrum of communities to analyze the latest.

**TL;DR:** Reddit offers spaces for all types of content, and options for all types of engagement.

### CATEGORY ANALYSIS: TV & STREAMING

Redditors are interested in a variety of all genres, with views growing:

<table>
<thead>
<tr>
<th>Genre</th>
<th>Views Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy</td>
<td>78% (+45% YoY)</td>
</tr>
<tr>
<td>Drama</td>
<td>68% (+107% YoY)</td>
</tr>
<tr>
<td>Action/Adventure</td>
<td>66% (+21% YoY)</td>
</tr>
<tr>
<td>Thriller</td>
<td>62% (+51% YoY)</td>
</tr>
<tr>
<td>Fantasy</td>
<td>59% (+53% YoY)</td>
</tr>
<tr>
<td>Sci-Fi</td>
<td>55% (+66% YoY)</td>
</tr>
<tr>
<td>Horror</td>
<td>54% (+50% YoY)</td>
</tr>
<tr>
<td>Adult Animation</td>
<td>45% (+71% YoY)</td>
</tr>
<tr>
<td>Docuseries</td>
<td>44% (+15% YoY)</td>
</tr>
<tr>
<td>Reality TV</td>
<td>41% (+15% YoY)</td>
</tr>
<tr>
<td>RomCom</td>
<td>28% (+23% YoY)</td>
</tr>
</tbody>
</table>

Redditors use memes as a love language and an investment in the content they love.

Memes allow fans to create in-jokes, a love language to one another and toward their favorite IP.

But memes – along with all types of fan content – also allow redditors to co-create within entertainment’s worlds and take a role of ownership.

**TL;DR:** Fan-made content is the entry card into community, and a way to feel closer to the work. Ultimately, this content is the lighthouse for other fans out there.

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**Source:** Reddit, Global, TV, Movie, and Streaming Survey, n=500, 16+, Reddit Users, May, 2021; Reddit Internal, August 2021 - August 2022
Thank you all for contributing to our subreddit for the past 7 years. It has been quite a ride.

Mabel from Only Murders in the Building

Does anyone else watch Only Murders in the Building? I love Mabel's outfits!

Better Call Saul S06E13 - [Series Finale] "Saul Gone" - Post-Episode Discussion Thread

"Saul Gone"

Thank you all for contributing to our subreddit for the past 7 years. It has been quite a ride.
The Opportunity: Redditors want to be *in* the show. As a star, director or co-writer, they don’t care. They just want in.

01. Crowdsource and challenge fan theories, egging viewers on, debunking plot possibilities or teasing what could happen next.

02. Host co-watching parties and post-episode threads, creating a mass viewing schedule so all can analyze the latest in sync.

03. Create campaigns featuring easter eggs, bread-crumbs, and puzzles knowing that redditors are over-analyzing, making them feel apart of the release.
Redditors are **not passively watching**, but turning the theater experience into an indulgent treat. Connect with film-superfans via what they want most: *details*.
Redditors see the theater as the best way to honor the content and the team of talented creators.

For redditors, laptops and cell phones aren’t meant to screen. Instead, they crave the full treatment. Captivated with the art, theaters offer them the best way to immerse themselves: full sound, colors and co-watchers.

**TL;DR:** Going to the movies is an augmentation to the film itself. It enhances everything, making it all that better.
Obsessed, redditors approach movie-watching with an attention to detail that no one else does. They’re experts in the IP, and interested in the craft. As theaters make films more immersive, catching the symbolism, easter eggs and historical nods make the viewing experience all the more rewarding.

**TL;DR:** Redditors go to theaters to catch details they can’t at home.

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### CATEGORY ANALYSIS: MOVIES

#### 3-Layer Viewing: With a trained eye and appreciation for details, redditors go three layers deep.

1-in-3 redditors go to theaters to watch films before others

In Chip ‘n Dale: Rescue Rangers (2022) you can see that Dobby the House Elf became a model for Gucci after the Harry Potter series wrapped.

64.4k internet users view Reddit as the number one platform to read fan theories

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Source: Reddit/Suzy, U.S. Entertainment Primer, n=1000, Redditors, September 2022; GWI, U.S. Data, Q3 2021 - Q2 2022
Aesthetic Appreciation

How did A24 become such an instant trusted producer?

Ever since I became aware of A24, it's hard not to see it everywhere. A new trailer posted to r/movies will always include "New trailer for A24 film X". In person, friends well say "did you see X? It's an A24 film" in order to give their recommendation credibility.

Story Upgrades

Its very minor, but the panda design in Turning Red makes the snout look glued on, so I tried edit it to taste.

Community Lore

Man who thinks he's Superman VS. Man who thinks he's Goku

Both opponents start 100 meters away from each other. Both of them believe that they are the respective characters.

Who wins this fight?
The Opportunity:

For redditors, immersion is invaluable. Plot makes a good movie. Details make a great film.

01. Get redditors in seats, flaunting sound design, art direction, special effects, etc. – the immersive elements that make films that much better experienced in theaters.

02. Host exclusive AMAs with actors, writers, SFX artist, and sound designers, explaining their craft, sharing inspirations and promoting their artistic contributions to the film.

03. When promoting teasers, posters, or first looks on Reddit, invite overanalysis, challenging redditors’ attention to detail – invite them to catch hidden minutiae.
Find your people where they find trustworthy recommendations and their community to fan out with.

Redditors are waiting.
Want to learn more?
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