



Layout Sample Title

Report Design



PLACEHOLDER CONTENT

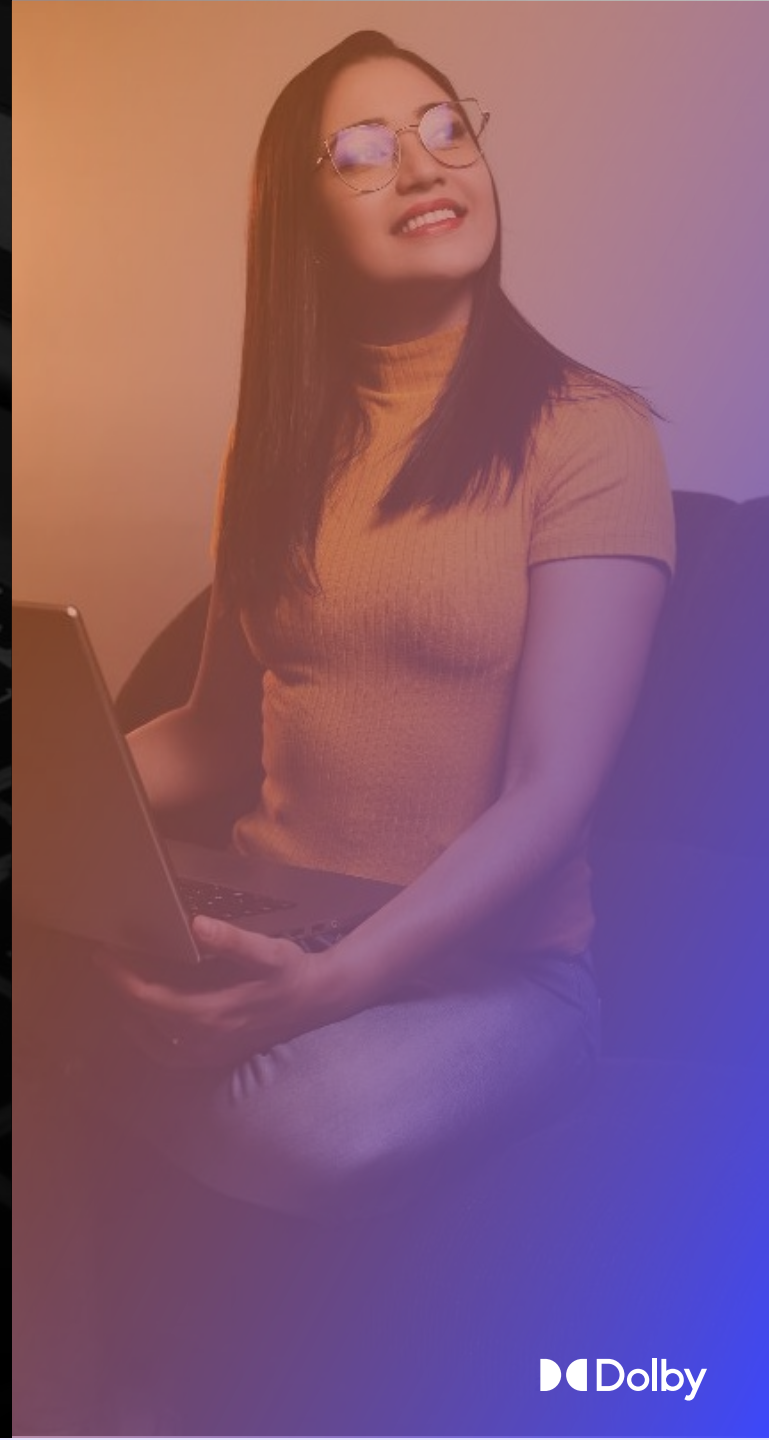
November 2021



Strategic Planning and Insights
In partnership with Red Lantern Strategy

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The proprietary text content on this slide has been removed **for confidentiality reasons**

The proprietary text content has ...

- Placeholder text proprietary content has been removed
- Placeholder text proprietary content has been removed
- Placeholder text proprietary content has been removed

...they are also due to proprietary content has been removed:

Proprietary content has been removed: This is a **placeholder**

- Proprietary text content on this slide has been removed for confidentiality reasons.
- Proprietary text content on this slide has been removed for confidentiality reasons.

Proprietary content has been removed: This is a **placeholder**

- Proprietary text content on this slide has been removed for confidentiality reasons.
- Proprietary text content on this slide has been removed for confidentiality reasons.
- Proprietary text content on this slide has been removed for confidentiality reasons.

PLACEHOLDER TITLE

Placeholder leads to global placeholder interest.

63% Have placeholder text

40% Can't placeholder text

52% Choose to placeholder text while placeholder text

**250
Million**

Placeholder text

**1
Billion**

Total placeholder text while placeholder text and doing placeholder

This is placeholder text, proprietary content removed for confidentiality



YouTube is placeholder text, proprietary content on this slide has been removed for confidentiality reasons. This is placeholder text, proprietary content on this slide has been removed for confidentiality reasons.



Twitch is placeholder text, proprietary content on this slide has been removed for confidentiality reasons. This is placeholder text, proprietary content on this slide has been removed for confidentiality reasons.

YouTube and Twitch are placeholder text, proprietary content on this slide has been removed for confidentiality reasons. This is placeholder text, proprietary content on this slide has been removed for confidentiality reasons.

Key “placeholder text” use cases that overlap with other placeholder text include:

- This is placeholder text, proprietary content on this slide has been removed for confidentiality reasons
- This is placeholder text, proprietary content on this slide has been removed
- This is placeholder text, proprietary content on this slide has been removed for confidentiality reasons
- This is placeholder text

“YouTube has proprietary content on this slide has been removed for confidentiality reasons. This is placeholder text, proprietary content on this slide has been removed for confidentiality reasons.”

- Research Respondent

This is placeholder text, proprietary content has been removed for confidentiality

Placeholder Text:
Proprietary content has been removed

This is placeholder text, proprietary content has been removed for confidentiality

e.g. This is placeholder text, proprietary content has been removed for confidentiality

This is placeholder text, proprietary content has been removed for confidentiality. This is placeholder text, proprietary content has been removed for confidentiality

This is placeholder text, proprietary content has been removed for confidentiality. This is placeholder text, proprietary content removed.

Placeholder Text:
Proprietary content has been removed

This is placeholder text, proprietary content has been removed for confidentiality

e.g. This is placeholder text, proprietary content has been removed for confidentiality

This is placeholder text, proprietary content has been removed for confidentiality. This is placeholder text, proprietary content has been removed for confidentiality

This is placeholder text, proprietary content has been removed for confidentiality. This is placeholder text, proprietary content has been removed for confidentiality

Approach

We conducted a **placeholder text, proprietary content has been removed** who placeholder text, proprietary content has been removed for confidentiality reasons.

The **placeholder text** were selected for a **placeholder text** where this is placeholder text, proprietary content has been removed for confidentiality reasons.

PLACEHOLDER TITLE

- Placeholder text, proprietary content has been removed for confidentiality reasons.
- Placeholder text, proprietary content has been removed for placeholder text.
- Placeholder text, proprietary content has been removed.
- Placeholder text, proprietary content has been removed.

DESIGN

	LABEL	LABEL	LABEL	LABEL	LABEL	LABEL
Label	Teens 16-18	6	6	6	5	23
	College 19-23	6	7	7	6	26
Label	Younger 24-30	5	5	6	7	23
	Older 31-40	5	5	7	7	24
	TOTAL	22	23	26	25	96

* 14 in total were considered content creators

SAMPLE PLACEHOLDER



Sample title
Placeholder text



Sample title
Placeholder text



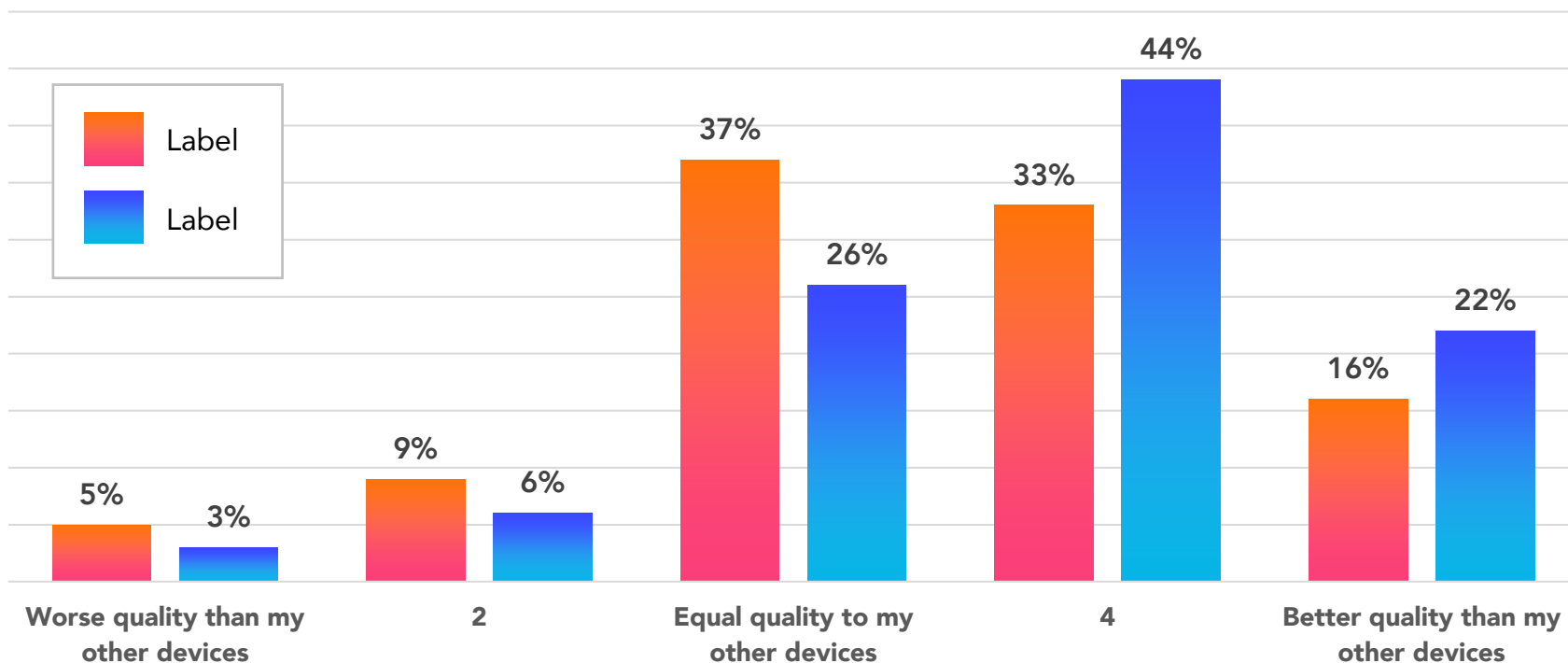
Sample title
Placeholder text



Sample title
Placeholder text

This is placeholder text, proprietary content has been removed for confidentiality

In general, how do you feel about placeholder text, proprietary content has been removed for confidentiality?



49% of placeholder text, proprietary content has been removed for confidentiality

72% of placeholder text, proprietary content has been removed for confidentiality

72% of placeholder text, proprietary content has been removed for confidentiality

PLACEHOLDER TITLE

Placeholder text, proprietary content removed,

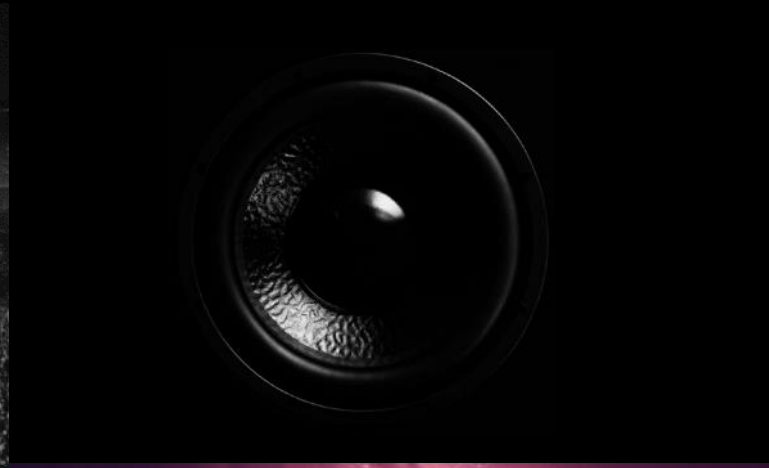
second line of
placeholder
text

"Sometimes with certain placeholder content, I feel like I could just placeholder content, proprietary content."

– Research respondent

**Respondent artifacts from collage exercise illustrating their ideal listening experience*

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Key Learnings



- **Proprietary content has been removed** for confidentiality.
 - This is placeholder text. Proprietary content has been removed for confidentiality reasons.
 - This is placeholder text. Proprietary content has been removed.
- **Proprietary content has been removed** for confidentiality.
 - This is placeholder text. Proprietary content has been removed for confidentiality reasons.
 - This is placeholder text. Proprietary content has been removed for confidentiality reasons.
- **Proprietary content has been removed** for confidentiality.
 - This is placeholder text. Proprietary content has been removed for confidentiality reasons.
 - This is placeholder text. Proprietary content has been removed for confidentiality reasons.
- **Proprietary content has been removed** for confidentiality.
 - This is placeholder text. Proprietary content has been removed.
 - This is placeholder text. Proprietary content has been removed.

In general, proprietary content on this slide has been removed for confidentiality

This is placeholder text, proprietary content has been removed for confidentiality. This is placeholder text, proprietary content has been removed for confidentiality. This is placeholder text, proprietary content has been removed for confidentiality. This is placeholder text, proprietary content has been removed for confidentiality.