

Beyond Age 2026: Rethinking Audiences

Age and changing media habits



What can age reveal about the changing media behaviours of Germany's adults? Here we draw on our TGI data to examine where age fits today in understanding and targeting consumers.

This infographic is the first in our Beyond Age content series, which explores the ways age has a role to play in media and marketing campaigns today. Here we reveal three key trends:

1. Social media age profiles are moving fast
2. The paradox of young video streaming subscribers
3. The growing importance of newsbrand media diversification

The **65+** age group is the fastest growing group of Instagram users

% change 2021-2025 in proportion of adults using the Instagram app ('last 4 weeks') by age group

-10% 15-24 **150%** 65+

The changing profile of Instagram users by age over the last five years is driven by the over 65s, who have seen a **150% increase in users**, compared to a drop of 10% for 15-24s.

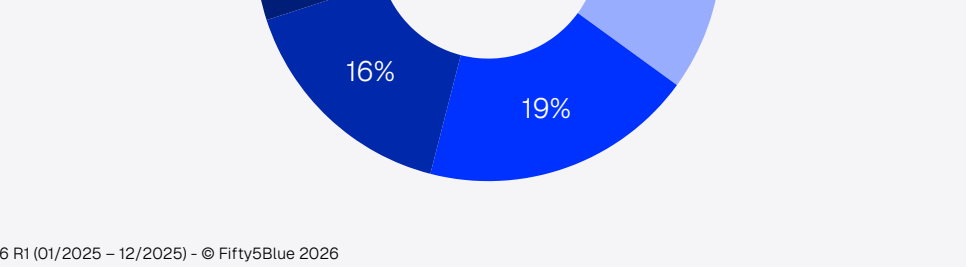
This trend of ageing users is, or has been, true for a number of other social media platforms.

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Social media age profiles are moving fast

Perceptions of which age groups are using social platforms can easily be out of sync with reality as usage changes quickly.

% Instagram app users ('last 4 weeks') in each age group



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It is not 15-24 year olds who represent the largest share of Instagram users, but 35-44 year olds.

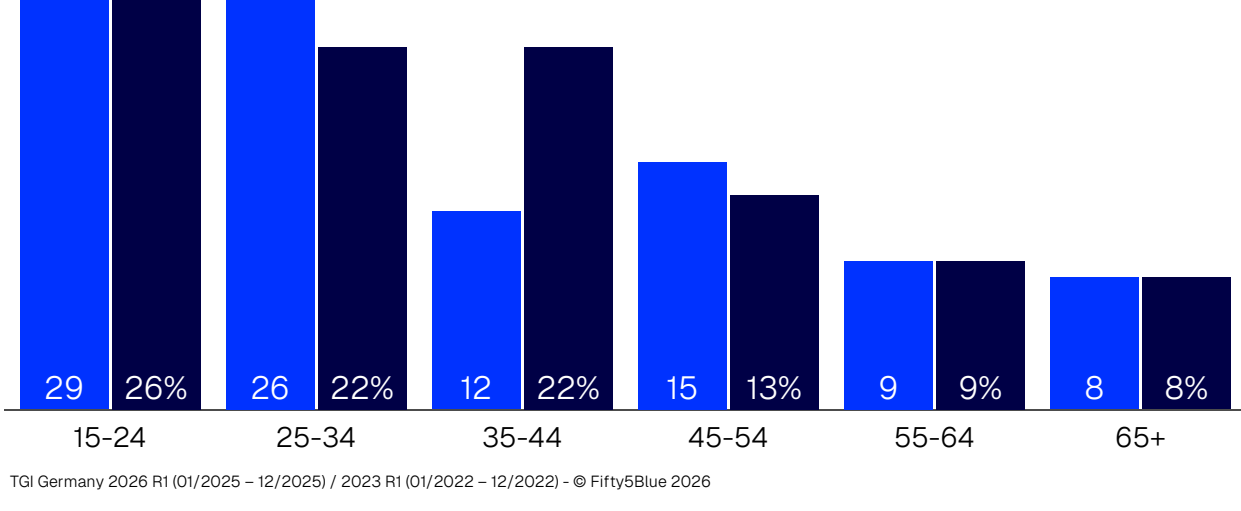
There are slightly more 25-34 year olds using the app as 15-24 year olds:

5.95 million vs 5.91 million.

But...young adults dominate time spent on social media

And yet, social media is dominated by younger adults. In terms of time spent, they are the bulk of people posting and liking.

5+ hours on social media on a typical weekday: proportion in each age group



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If we look at those who spend five hours or more on social media during a typical weekday, it is skewed towards younger adults.

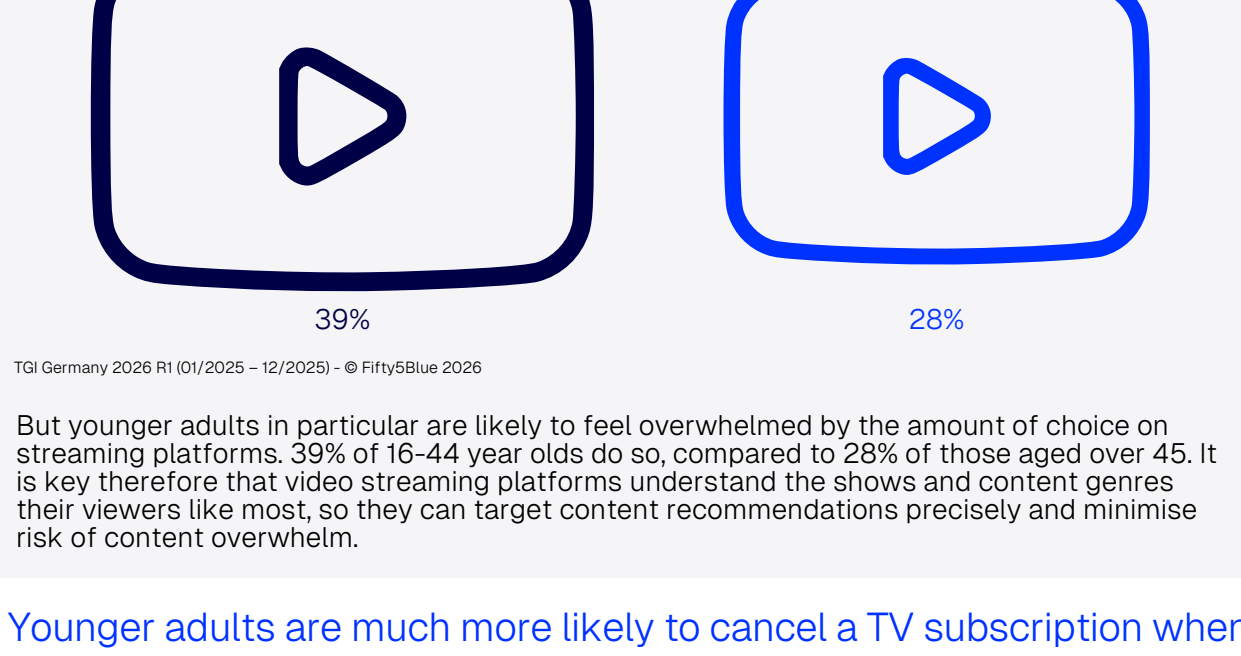
They may not be dominating user numbers, but they are dominating time.

More choice on streaming platforms can be good...but also bad for younger adults

Amid intense video streaming competition, platforms are seeing increased consolidation – the most recent being the proposed merger of Paramount and Warner Bros Discovery.

Streaming giants need to be mindful when bringing enormous content catalogues together. On the one hand it provides greater choice to consumers all within one platform, making subscribers more likely to stay.

% in age group who feel overwhelmed by the amount of choice on streaming platforms



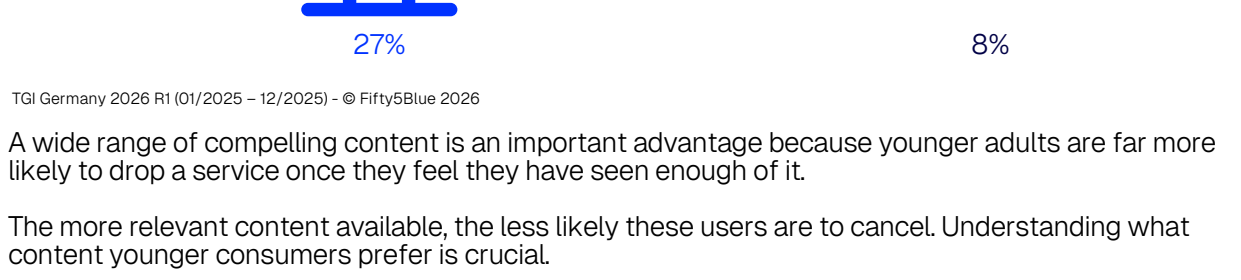
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But younger adults in particular are likely to feel overwhelmed by the amount of choice on streaming platforms. 39% of 16-44 year olds do so, compared to 28% of those aged over 45. It is key therefore that video streaming platforms understand the shows and content genres their viewers like most, so they can target content recommendations precisely and minimise risk of content overwhelm.

Younger adults are much more likely to cancel a TV subscription when they have watched what they want

Platforms must balance not overwhelming younger consumers with choice, whilst giving them plenty of the content they want.

% in age group who agree "Once I have watched everything I want to on a paid-for TV subscription service, I cancel it and subscribe to another"



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A wide range of compelling content is an important advantage because younger adults are far more likely to drop a service once they feel they have seen enough of it.

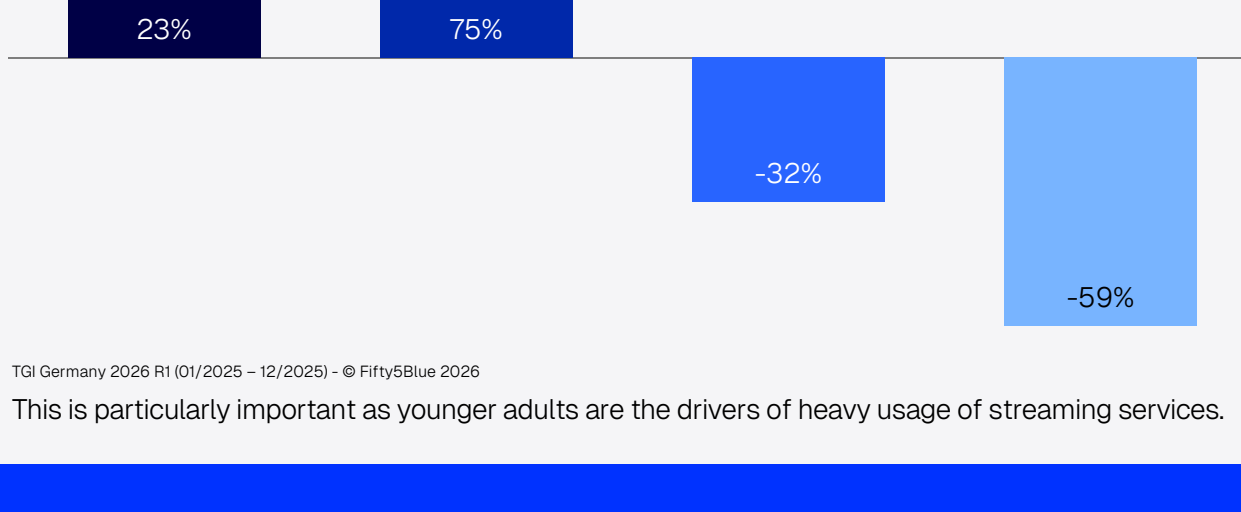
The more relevant content available, the less likely these users are to cancel. Understanding what content younger consumers prefer is crucial.

And this isn't just a minor subset of consumers – more than 27% of adults under 45 say they cancel after watching what they want, versus only 8% of those older.

Younger adults dominate time spent on video streaming platforms

Cancelling video subscriptions is on the rise among younger adults. Streaming platforms must be mindful that if they don't continue to provide what consumers want in the long term, subscribers are increasingly likely to leave.

% more/less likely than the average adult to be among 20% heaviest viewers of SVOD services



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This is particularly important as younger adults are the drivers of heavy usage of streaming services.

The shift to digital readership of newsbrands is driven by older consumers

When it comes to newspapers and magazines, one might assume older people are still very much attached to print copies, whilst younger adults are more likely to dominate on digital format. But the reality is a lot more mixed.

65+ age group as a proportion of those who read newspapers/magazines on a tablet



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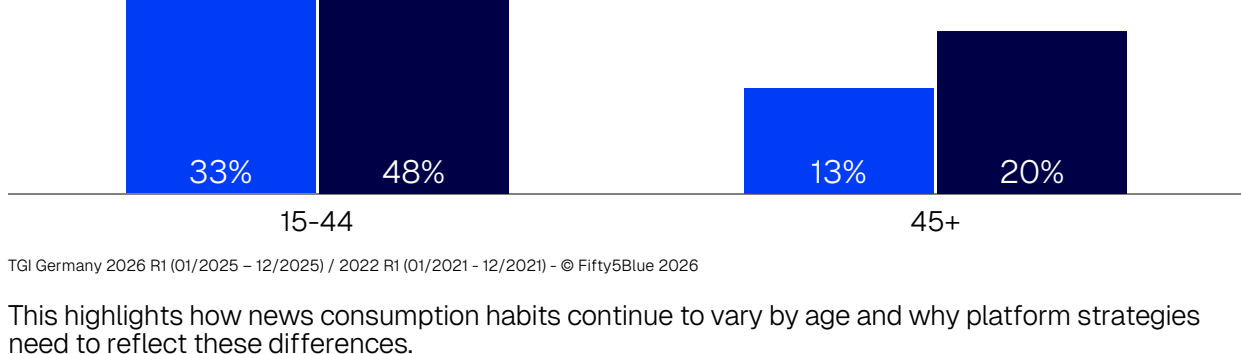
Younger adults more likely to get news via social platforms

Social media is becoming an increasingly important news source.

Since 2021, the share of adults who say they often learn about breaking news and events on social platforms has grown across all age groups.

However, younger adults remain far more likely than older adults to turn to social media for news. In 2025, nearly half of 15-44s agree that social platforms help them discover breaking news, compared with just one in five adults aged 45+.

% in age group who agree : "I often find out about breaking news & events on social media platforms"



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This highlights how news consumption habits continue to vary by age and why platform strategies need to reflect these differences.

Podcasts can represent a way for newsbrands to reach younger consumers

15-34 years old listeners of podcasts over 1 hour per week:

141% ...more likely than the average adult to read Süddeutsche Zeitung

News brands could turn to podcasts to reach a broader audience.

For some news brands, podcast listeners can be a good way to reach younger consumers.

For example, 15- to 34-year-olds who listen to podcasts at least once a week are 141% more likely to read the "Süddeutsche Zeitung" at least once a week than the average adult.

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*Why Beyond Age?

Our Beyond Age content series explores the role of age in media and marketing campaigns. This is more important today than ever, as:

- Age is still often the go-to differentiator when buying audiences – but it doesn't have to be and other more discerning metrics should always be considered when campaign building.
- It is important to be wary of where age can be a 'false friend'. Preconceptions about the age of users of a brand can stay fixed, whilst its true age profile changes rapidly.
- Media, tech and other sectors are seeing an accelerating rate of change in consumer behaviour, making it more important than ever to understand where age fits in the adoption of new brands, products and activities.

Our Beyond Age content explores the role of age across a range of sectors including media, AI/tech and finance, with an infographic of key insights released for each theme across the coming weeks.

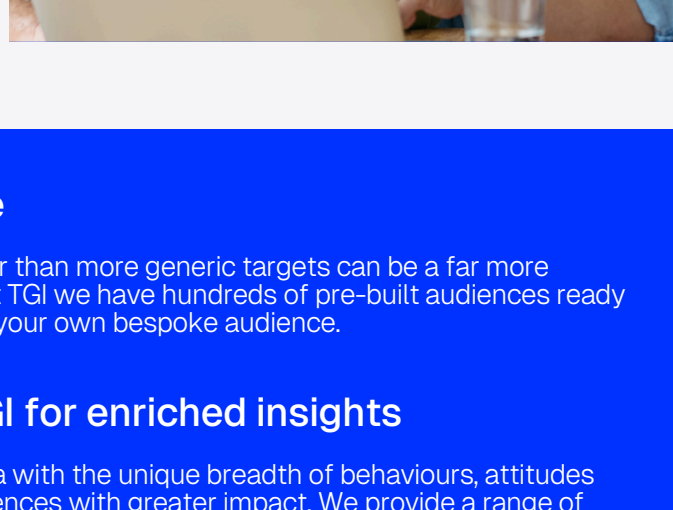
[Click here to download the age and media habits PDF](#)

Let us guide your next steps in media understanding and targeting

At TGI we have a wide range of options to support your understanding and targeting of consumer targets in relation to their media usage.

Here are just some of the ways we can further support your business. For more, please get in touch with your TGI account manager or contact us at:

anfragen@fifty5blue.com



Target richly-built targets online

Targeting online with richly built audiences rather than more generic targets can be a far more efficient means of reaching a target audience. At TGI we have hundreds of pre-built audiences ready for immediate online activation, or you can build your own bespoke audience.

Directly connect your data to TGI for enriched insights

Combining the depth of your own consumer data with the unique breadth of behaviours, attitudes and characteristics means you can engage audiences with greater impact. We provide a range of options for integration TGI into your existing data, including API, flat file and – for AI linkage – MCP.

Target at pinpoint geographic resolution

Discover exactly where specific consumer audiences are located, right down to district and sector postcode level for better targeted campaigns, with TGI's dedicated geo-targeting capabilities.

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