

Entertainment Crazes

The Wattpad community is flocking towards entertainment content, but not the type you might expect!

The rise of Anime

Wattpad recently saw a huge surge in reading time on content related to characters and themes from the Japanese anime series *My Hero Academia* (originally adapted from a comic series). For example, time spent reading stories tagged **Bakugo and Tododeku from the series increased 67% and 51%, respectively, over the last 90 days.**

YouTubers and Netflix inserted into stories

Time spent reading content tagged with YouTuber **Colby Brock increased 85%** over the last 90 days. In the same period, there was a **124% increase in reads on Netflix-tagged content**, including stories about *The Umbrella Academy*, *On My Block* & *Riverdale*.



Want us to explore a specific theme?

Get in touch.

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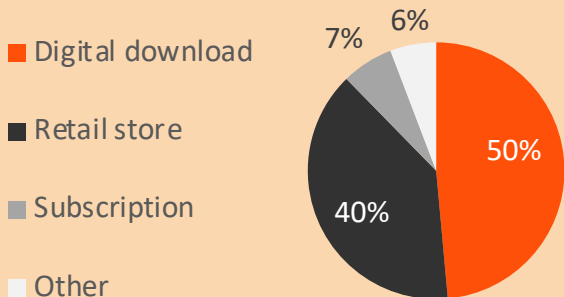
30% increase over the past three months, on stories referencing the popular Anime series.



Gen Z isn't just consuming entertainment via stories; they're game-crazed

2/3 of the members of our youth panel, Generation Wattpad play gaming consoles. Minecraft is the most popular, played by **61%**. Additionally, in the past 180 days, Wattpaders have spent over **14.3 million minutes** consuming Minecraft stories!

How does Generation Wattpad purchase their games?



Your brand + content Gen Z can't put down

We know that Gen Z is not only consuming entertainment but reading about it. Your brand can insert themselves into the entertainment and content they can't put down.

Sources: Wattpad, November 2018-March 2019 & Wattpad Youth Panel "Generation Wattpad", USA