

# THOUGHT-STARTER: ARE TEENAGERS TURNING AWAY FROM TV?

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*Led by an increasingly social mindset, foresight writer Holly Friend explores how young people are creating hyper-real forms of entertainment in a fight back against highly-curated media.*

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Film and TV is the last frontier in our race for authenticity. But, rather than corporations like Netflix having a monopoly on storytelling, YouTube has become the place for entertainment made by youth, for youth, which is rooted in relatability.

Teenagers are turning to YouTube for entertainment that mirrors their lives. In reaction to the glossy veneer of YouTube stars, ordinary teenagers such as Joana Ceddia, Emma Chamberlain and Jazzy Anne are attracting large followings thanks to their lo-fi, iPhone-shot videos that poke fun at the shortcomings of adolescence.

Reflecting these shifting viewing preferences, Pocket is a short film that invites viewers to experience a year in the life of 15-year-old Jake – seen entirely through his smartphone. Over the film's 17 minutes, viewers watch as Jake DMs his friends, Googles medical symptoms and even browses porn. The short film is made to be watched vertically on a smartphone and with headphones, emulating the way today's youth largely consume media.

Read the full Everyteen TV microtrend [here](#).