

WRITERS' STRIKE WORRIES GO SOCIAL:



The Rising App Engagement Phenomenon

The recent writers' strike has ripple effects across various aspects of society, reaching beyond the entertainment industry. The absence of new creative content disrupts economic stability by affecting revenue for studios and workers, hampers advertising and marketing campaigns, and influences tech and streaming platforms. The implications of a writers' strike touch the lives of people in numerous ways, making it a matter of concern for everyone.



79%

of respondents concerned about the writers/actors' strike use Instagram.



80%

of female respondents concerned about the writers/actors' strike use Instagram.



78%

of male respondents concerned about the writers/actors' strike use Instagram.



64%

of respondents concerned about the writers/actors' strike use TikTok.



58%

of male respondents concerned about the writes/actors' strike use TikTok.

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Data witnessed September 2023.

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