

How Nostalgic Social Videos Attract Old and New Audiences

Social video is one of the best reflections of culture. This is evident with nostalgia-based content, as videos that pull from beloved past movies, music, and TV continue to gain traction on social video years after the release of the original content.

These nostalgic videos prove that good content transcends time and medium, and also have the power to reach new audiences who haven't yet discovered favorite titles.

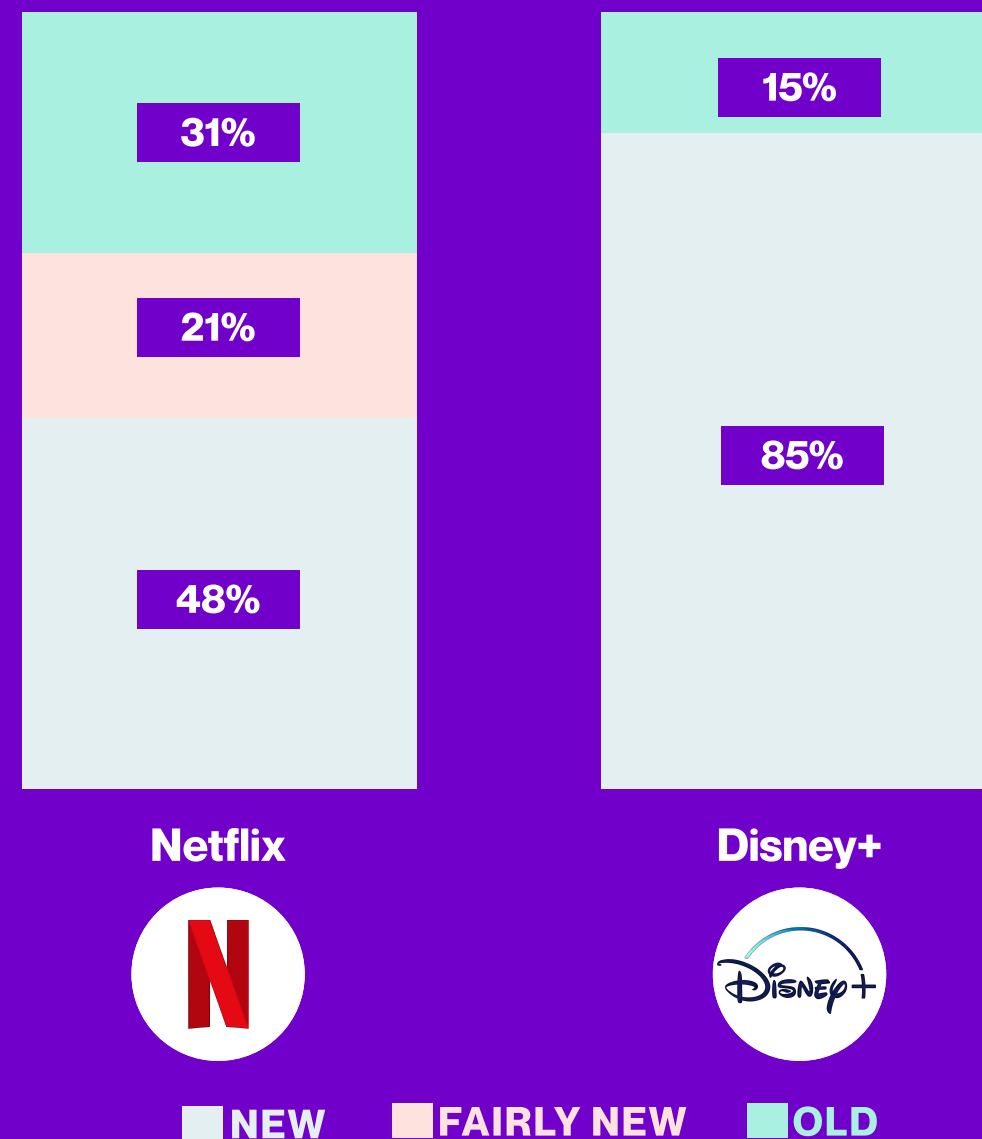


Nostalgic content indicates social video isn't just about pleasing Gen Z audiences.

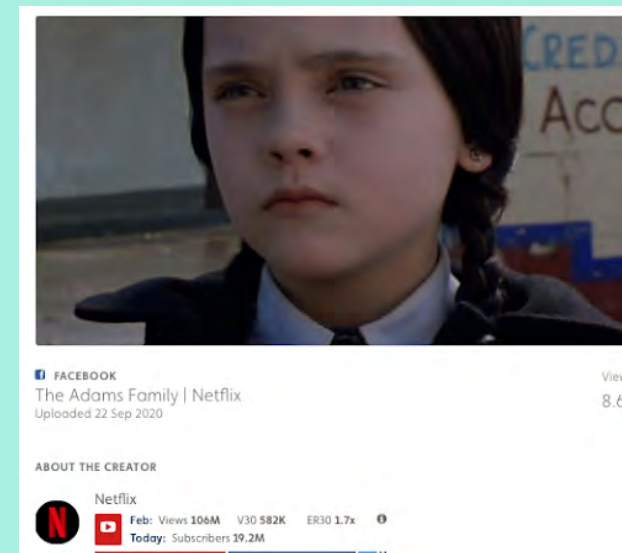
SVODs like Netflix and Disney+ are providing older audiences with a '90s throwback, reviving favorite scenes during the pandemic at a time when people are craving the familiarity of past content.

SVOD PLATFORMS

% OF NEW (2020) VS. OLDER CONTENT, BASED ON TOP 25 VIDEOS BY V30 VIEWS ON FACEBOOK IN THE LAST 6 MONTHS



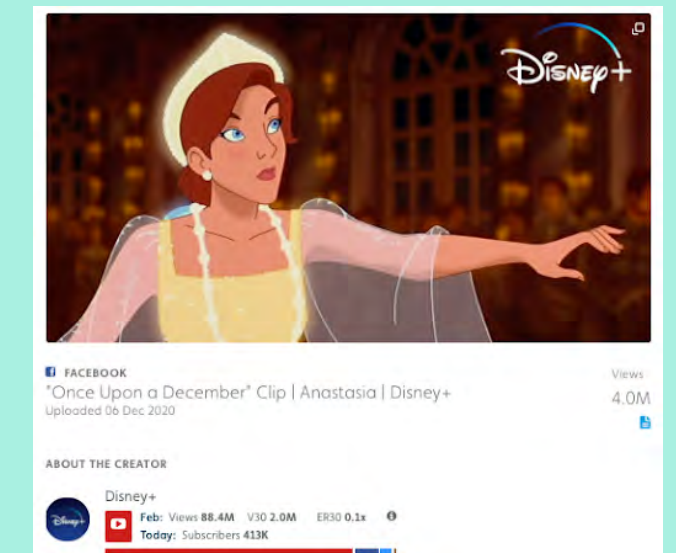
NETFLIX AND DISNEY+ RELY ON 90'S CONTENT FROM THEIR LARGE LIBRARIES TO ENCOURAGE REWATCHING ALL-TIME FAVORITES:



THE ADDAMS FAMILY
(1991)



DAWSON'S CREEK
(1998-2003)



ANASTASIA
(1997)

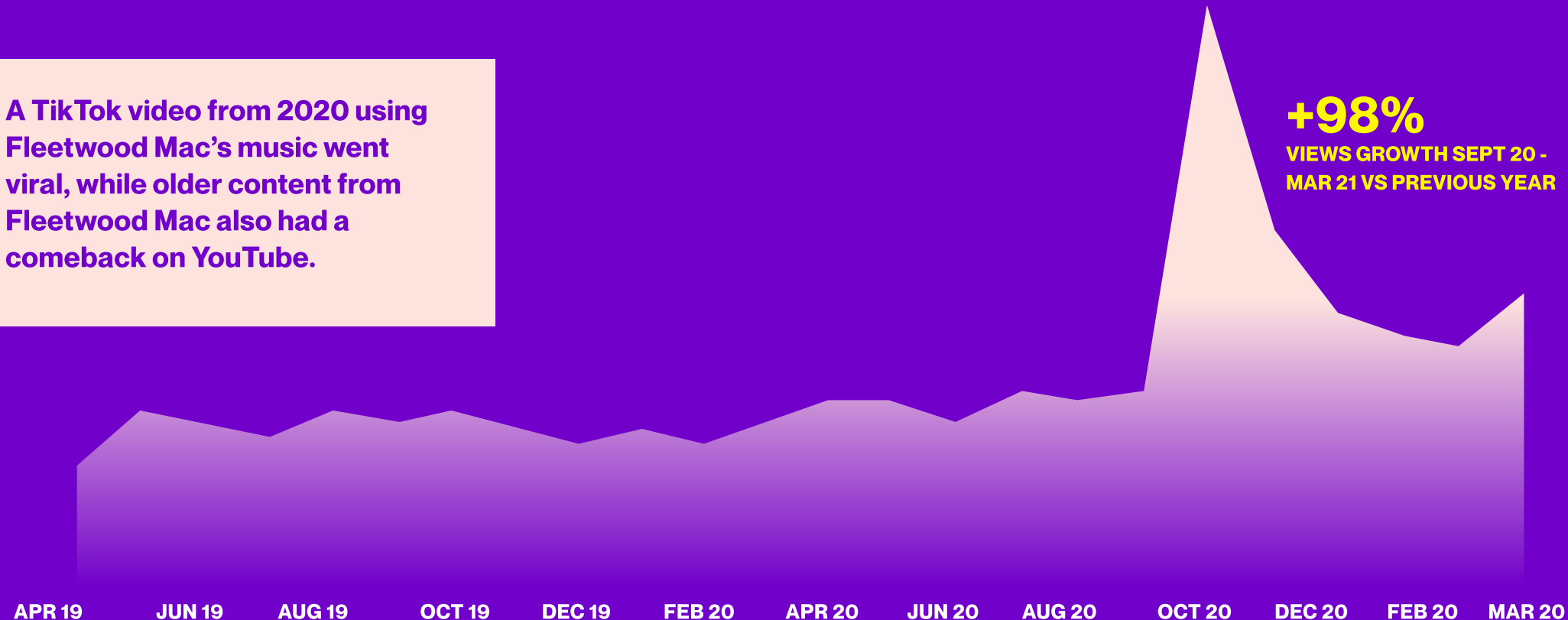
What's old to some is new and fresh to others.

Through social video, Fleetwood Mac's hit "Dreams" found new, younger audiences beyond the ones who first discovered the band's music on a cassette tape.

FLEETWOOD MAC - MONTHLY YOUTUBE VIEWS

A TikTok video from 2020 using Fleetwood Mac's music went viral, while older content from Fleetwood Mac also had a comeback on YouTube.

+98%
VIEWS GROWTH SEPT 20 -
MAR 21 VS PREVIOUS YEAR



TOP 5 VIDEOS VIEWED IN OCT 2020

NEWLY UPLOADED



**VIRAL 'OCEAN SPRAY' VIDEO
UPLOADED IN OCT 2020**

OLDER CONTENT



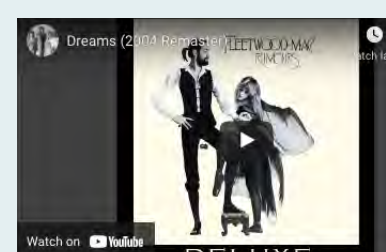
UPLOADED IN 2011



UPLOADED IN 2018



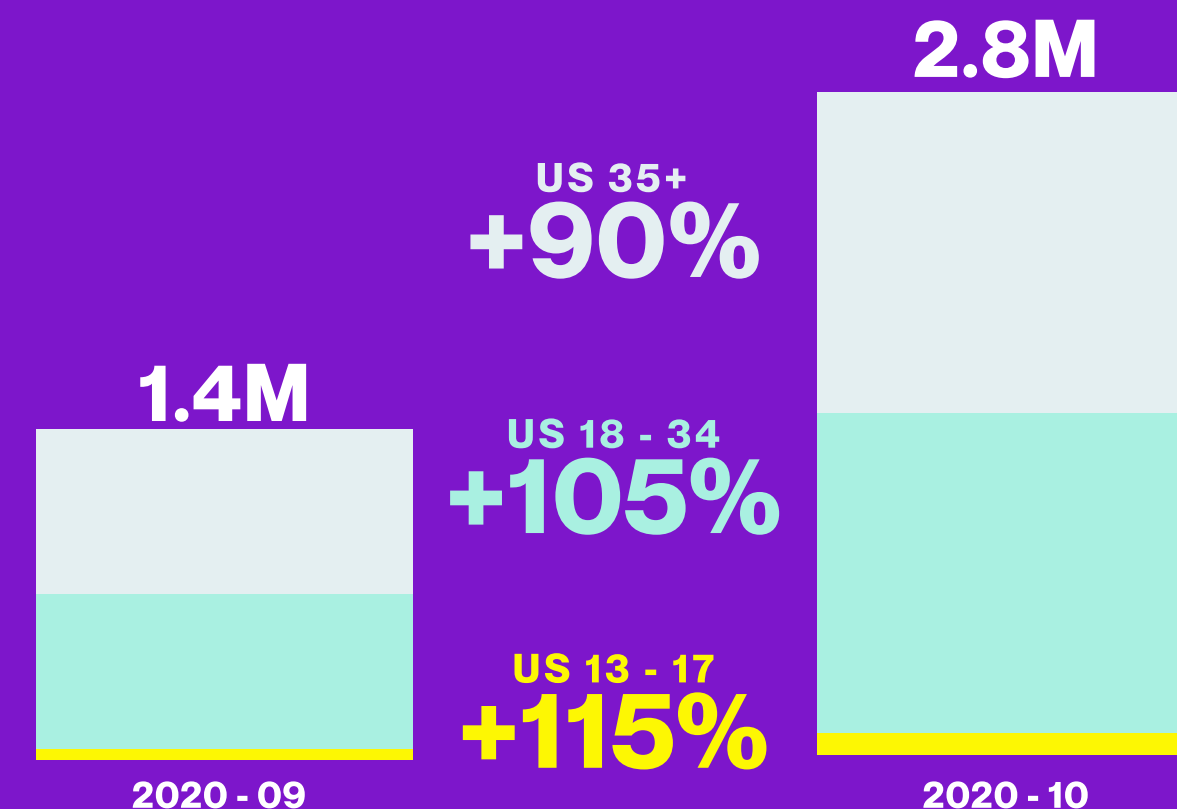
UPLOADED IN 2018



UPLOADED IN 2015

FLEETWOOD MAC

US UNIQUE VIEWERS IN SEPT AND OCT 2020 BEFORE AND AFTER THE VIRAL VIDEO



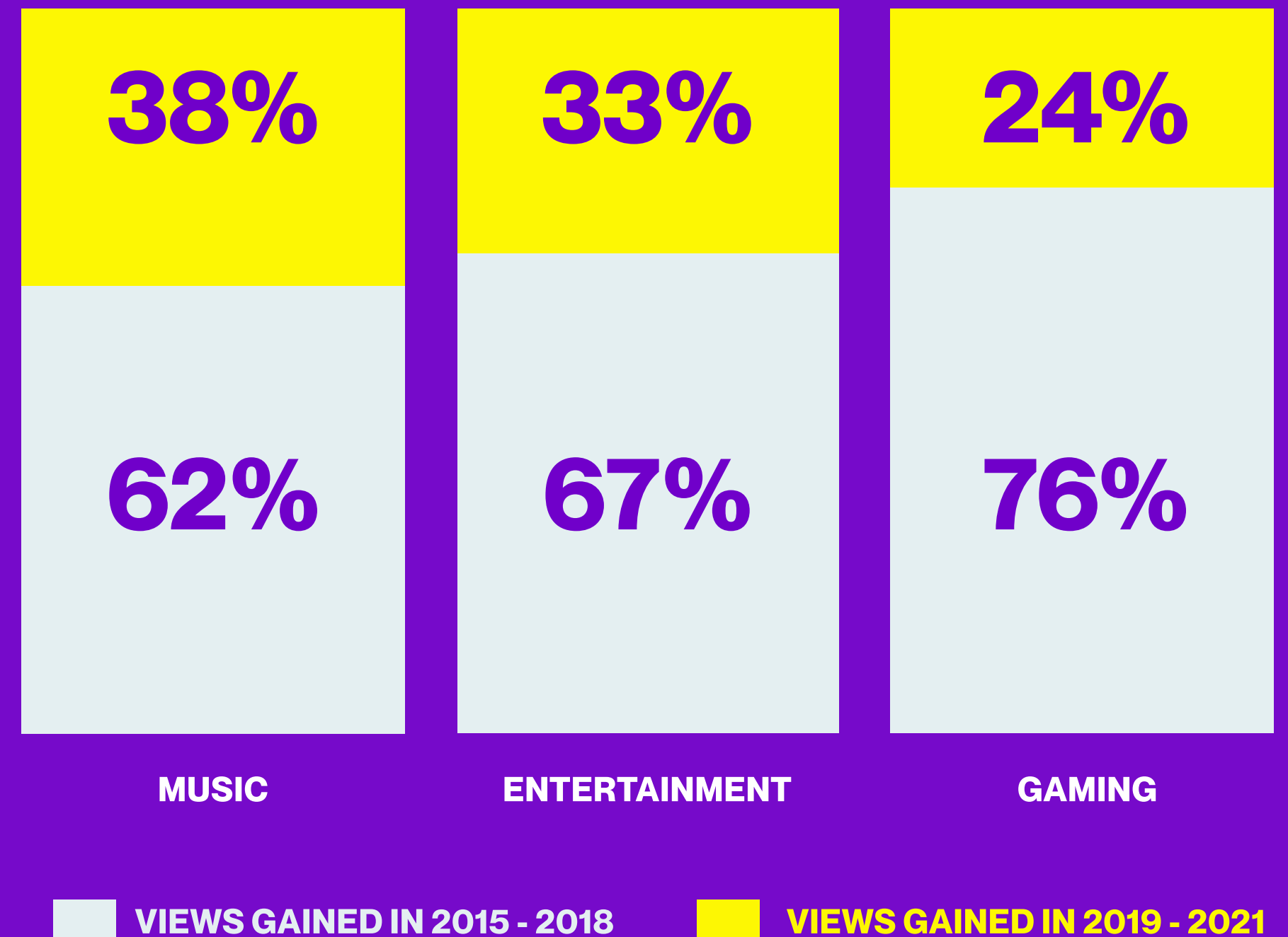
The viral hit on social video made younger audiences discover Fleetwood Mac content.

Good content will always be evergreen.

Older social video content is still being watched years later - but it also depends on the genre for how long content will stay relevant.

Music and Entertainment content has a longer lifespan than Gaming videos overall, but even for Gaming, 24% of views for older content are still gained years later.

PERCENTAGE OF GAINED VIEWS IN THE YEARS OF UPLOAD
(2015-2018) VS. LATER ON (2019-NOW) -
SELECTED CREATOR GENRE ON YOUTUBE



This Insight Was Made Possible With Data From The Tubular API.
Now More Easily Accessible Than Ever Via A Domo Connector.

Source: Tubular Labs | API Domo Connector | YouTube | Selected Creator Genres | Videos Uploaded 2015-2018, Percentage of Views gained in this time period vs. later in 2019-2021 | Data as of April 12, 2021

▶ **Social video is not only about Gen Z - give older audiences what they love.**

Older audiences grew up with their favorite shows on linear TV or have listened to music on a cassette tape, but now they're on social video.

If you own IP for older favorites, bring it back on social video to give older audiences a taste of the past.

▶ **What's old to some is new to others.**

Older favorite pieces of content can find new life on social video - and be newly discovered by young audiences who haven't heard of it before.

Influencers who repackage older pieces of content on social video can bring your content into a new age, making it accessible to younger audiences.

▶ **Good content lives on.**

While it depends on the genre for how long content lives, good content doesn't become old.

Focusing on quality content can have a long-lasting effect on social video performance, with audiences coming back to watch over and over again.

It's go time!

Talk to us.

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