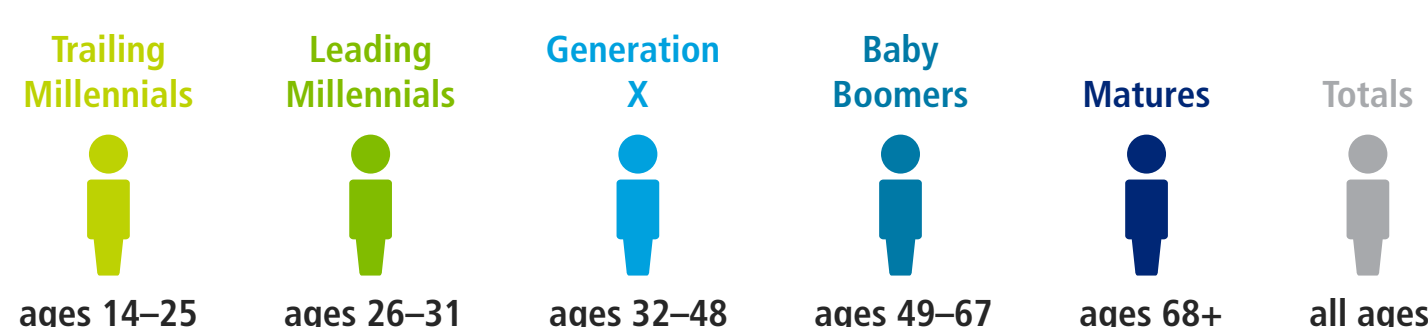


Millennials and the Mainstreaming of Digital

Thanks to emerging technologies, faster and more available connection speeds, and many consumers' desire to consume content on the move, the way we experience media content continues to evolve.

Leading the consumer pack, Millennials are a driving force behind shifts in content consumption. Trailing and Leading Millennials are paving the way when it comes to consuming video content when they want, where they want, and on multiple devices.

A GENERATIONAL WHO'S-WHO

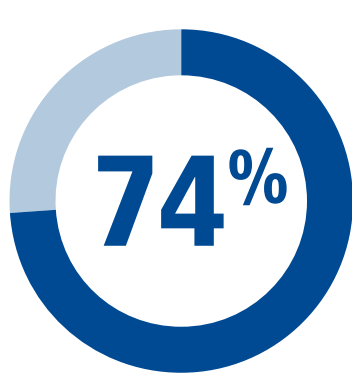


PERSONALIZED EXPERIENCE

With advancements in mobile and home streaming technologies, it's increasingly easier for consumers to personalize their viewing experience.

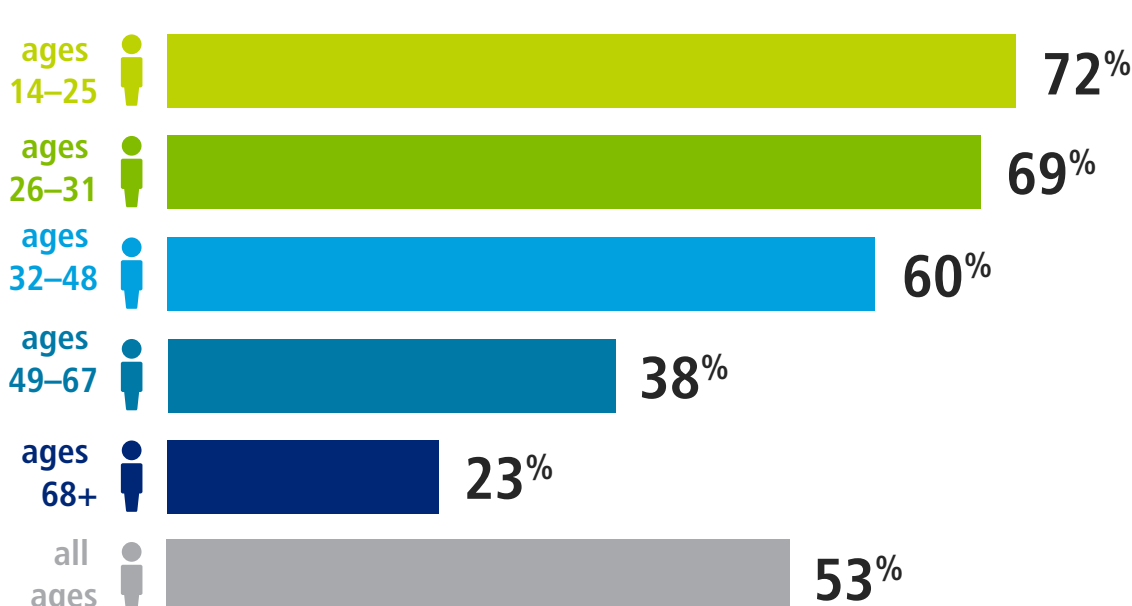
STREAMING

To stream or not to stream? It's not even a question.



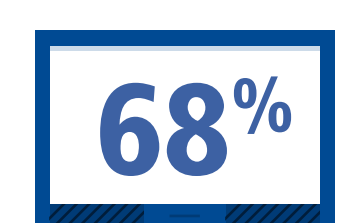
of streaming service subscribers say it allows them to watch content when they want.

Monthly Television Programming Streamers



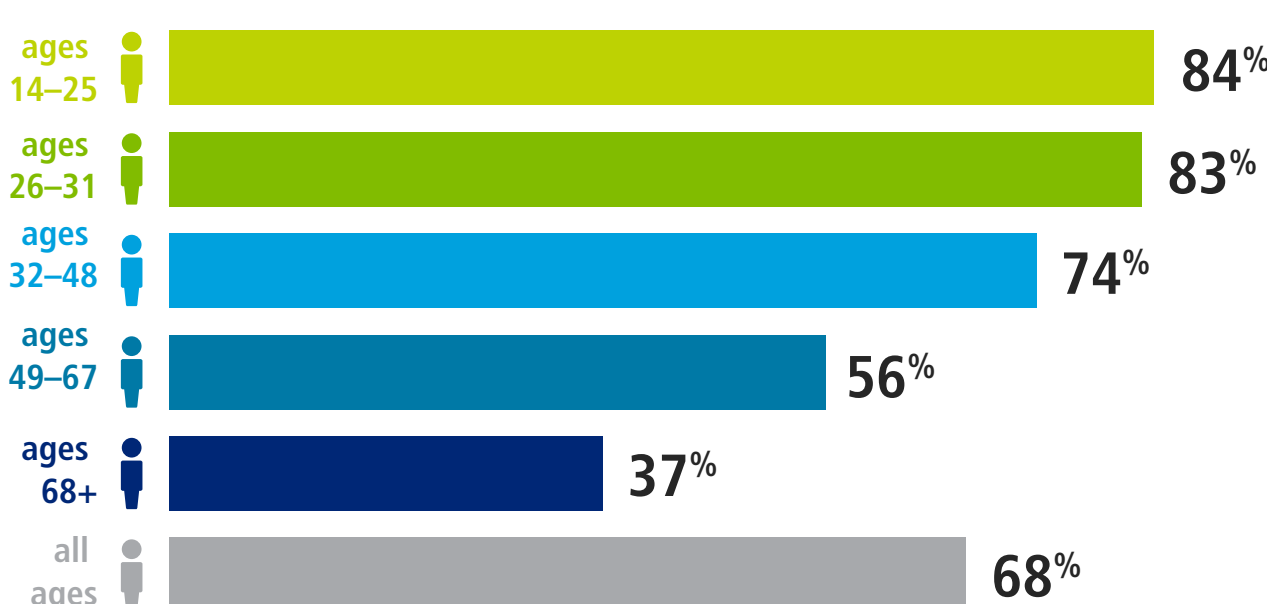
BINGEING

For Millennials, there is no such thing as too much of a good thing.



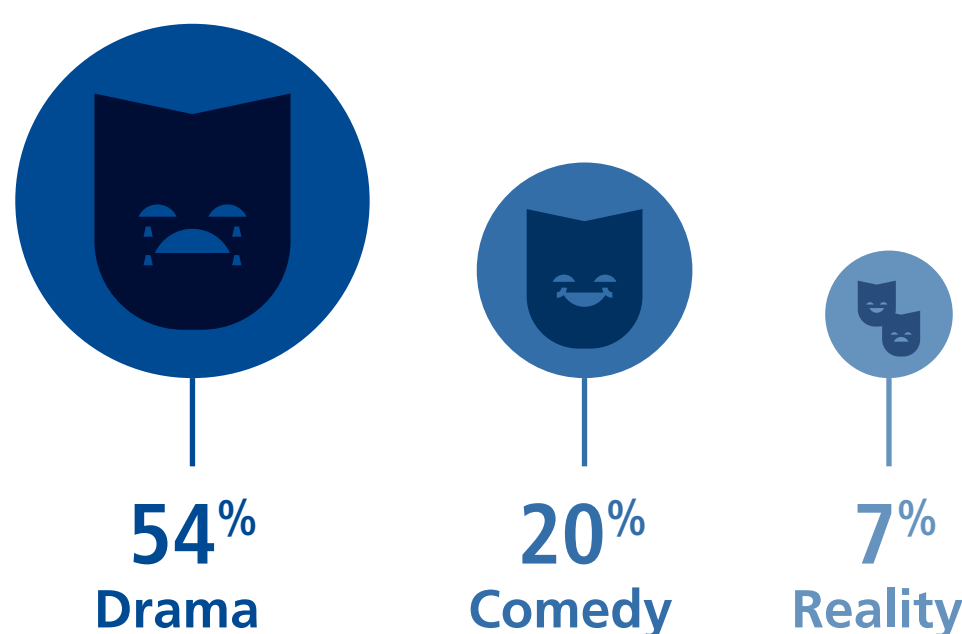
of viewers binge-watch TV. *(watching 3+ episodes in one sitting)*

Admitted Bingers



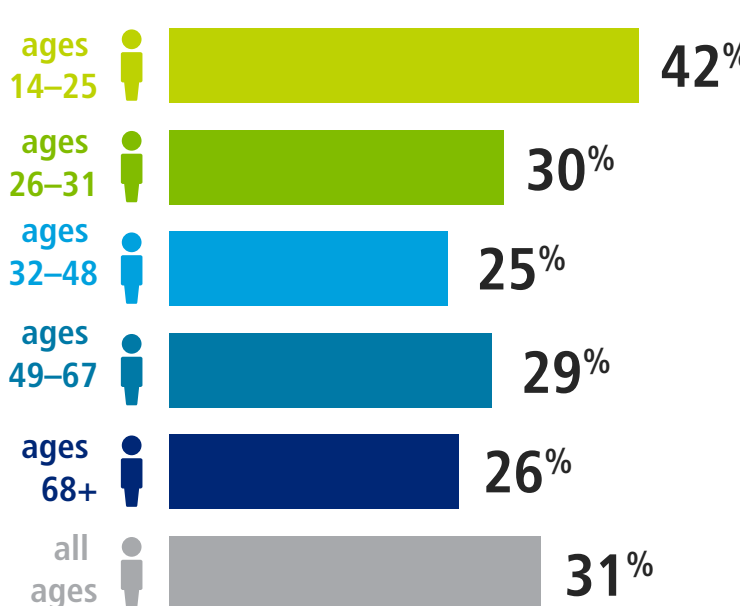
BRING ON THE DRAMA!*

Top Binge-Watched TV Genres



*Among U.S. consumers who indicate they binge-watch TV

Weekly Bingers*



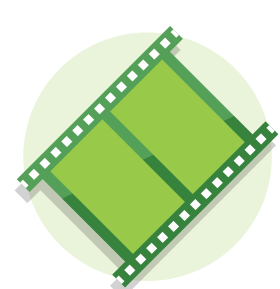
MILLENNIALS' VIDEO CONSUMPTION

Millennials love streaming; that's no secret. They stream anytime and anywhere. But, who knew Trailing Millennials watch more TV shows and movies on smartphones, tablets, and computers than on television?

A STEADY STREAM OF DEVICE CHOICE

(Percentage of time spent watching TV show or movie on their devices)

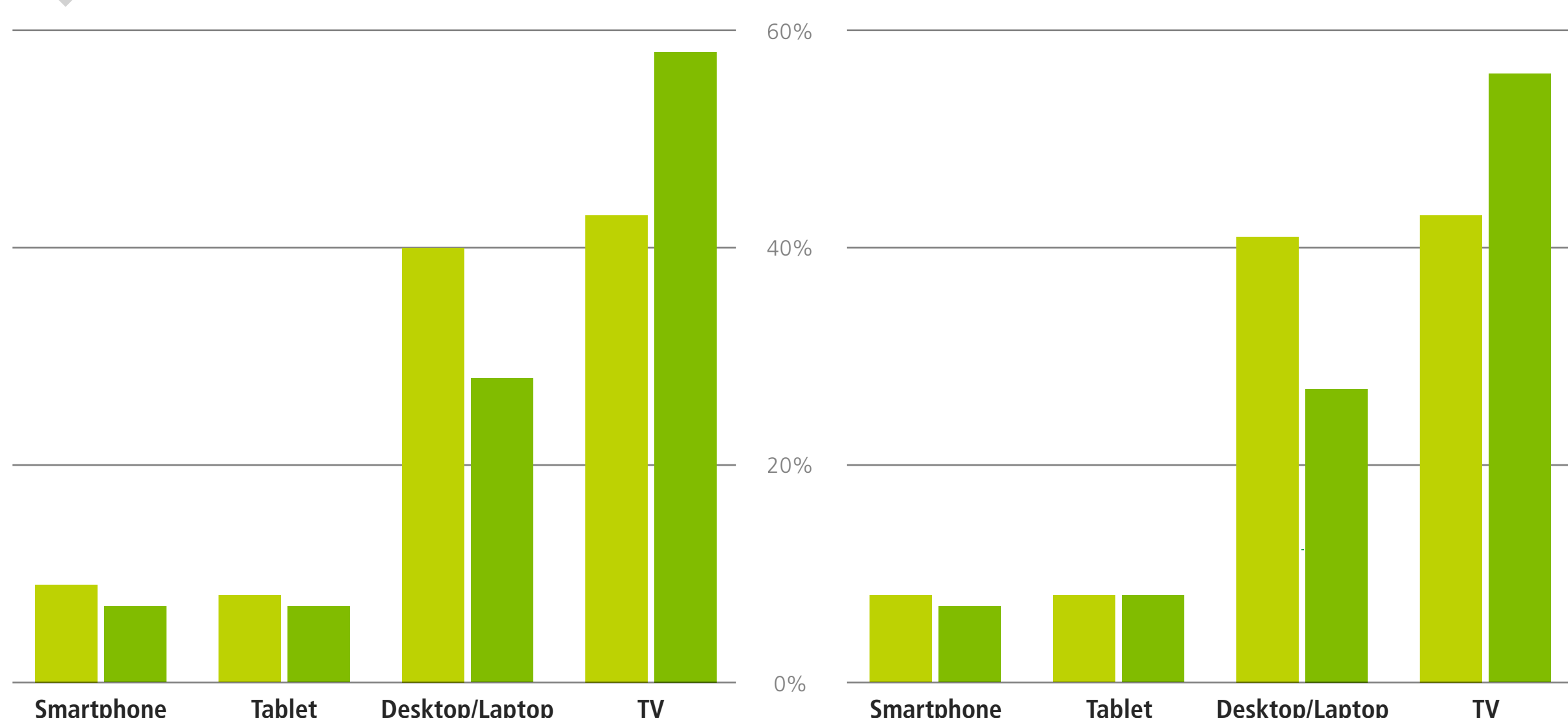
Trailing Millennials Leading Millennials



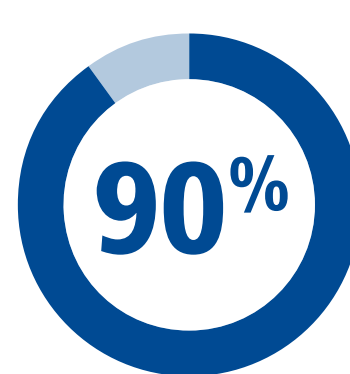
Movies



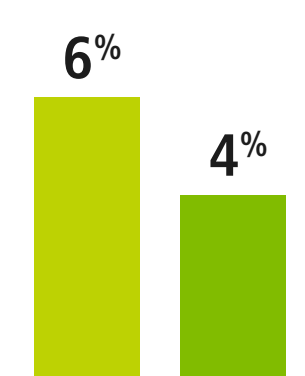
TV



"M" is for Multitasking

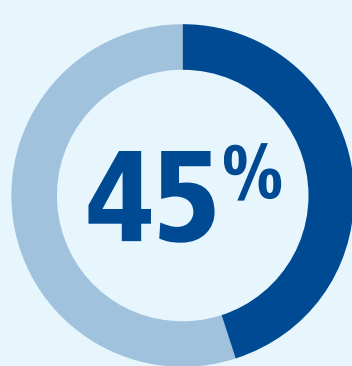


of consumers multitask while watching TV.

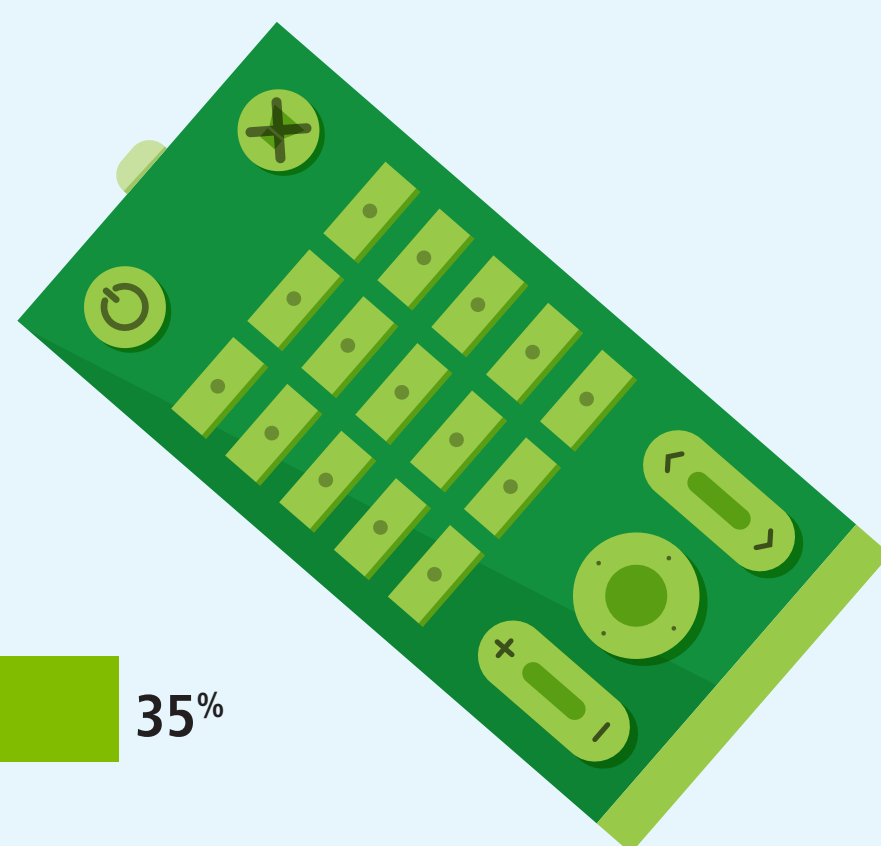


Only 6% of Trailing and 4% of Leading Millennials say they don't multitask while watching TV. On average, Millennials do 3 additional activities, typically surfing the web, emailing, texting, or social networking.

Watching What Happens Live



Overall, only 45% of U.S. consumers' TV viewing is spent watching live TV. That number is significantly lower for Trailing and Leading Millennials.



As Trailing and Leading Millennials blaze new trails in the way media is consumed, we expect the other generations will follow closely behind.

To learn more about these stats and to get more information, visit

www.deloitte.com/us/tmtrends



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Source:

Deloitte Digital Democracy Survey, 9th Edition

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