

Millennials are driving the market for new video services and technology. They watch their content anytime, anywhere and on any device they have available in the moment. Whether it's on TV, a smartphone, a computer or a tablet, Millennials use every one of them to watch video on a weekly basis.

WHO THEY ARE



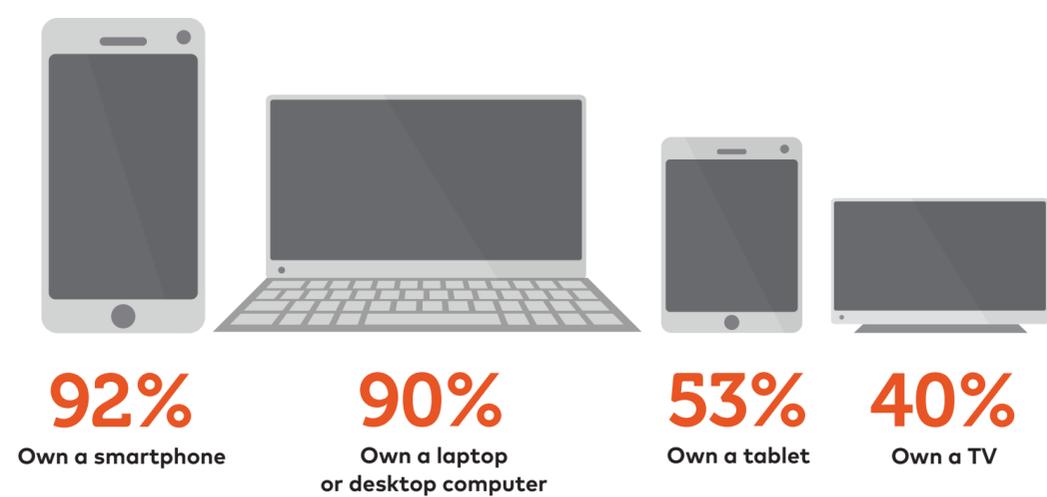
Millennials are the first generation to grow up with iTunes.

Their media habits are fueled by micro-transactions of everything from video and music to video game content.

They are the generation most likely to pay for content they've enjoyed and are willing to do so to have content on hand for repeated viewing.

WHERE THEY WATCH

Millennials connect across multiple devices but show a clear preference:



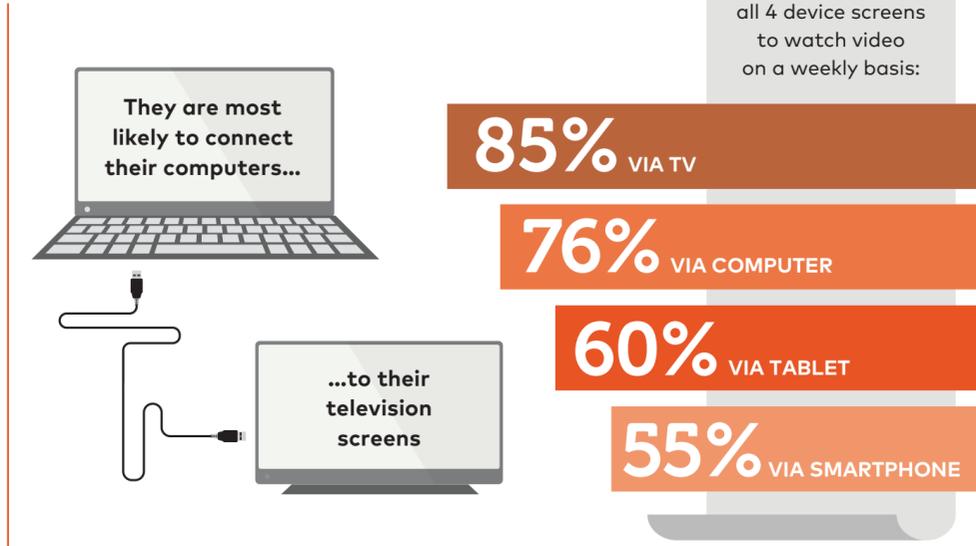
HOW THEY CONSUME



67% are paying for a subscription service

SCREENS

The majority of millennials are using all 4 device screens to watch video on a weekly basis:

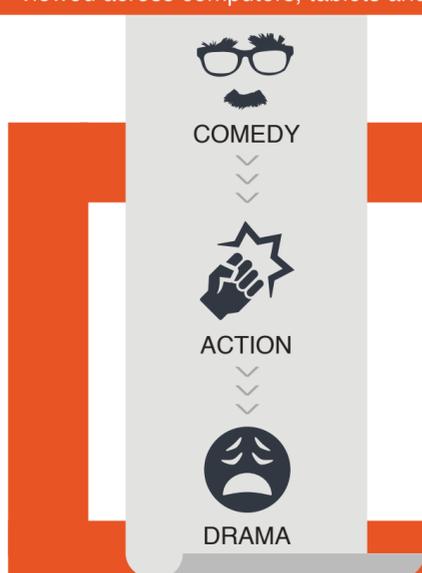


WHAT THEY WATCH

The generation that made YouTube a household name is transitioning to consuming long form content on personal computers, tablets, and smartphones.

MOST POPULAR GENRES

viewed across computers, tablets and smartphones



LIKELY TO WATCH

Millennials are most likely to watch the following types of content and genres per device...



COMPUTER:

Full length TV shows
User generated content
Full length movies
Full length sports games



SMARTPHONE:

Viral videos
User generated content



TABLET:

Full length TV shows

National online survey with sample of 1,600 males and females, age 13-64 years old. Respondents were representatively sampled to match age, gender and race of the US. Respondents must have had, or used, a smartphone or tablet.

Source: 2014 Vubiquity Multiplatform Consumer Usage Research; conducted by Frank N. Magid Associates.