

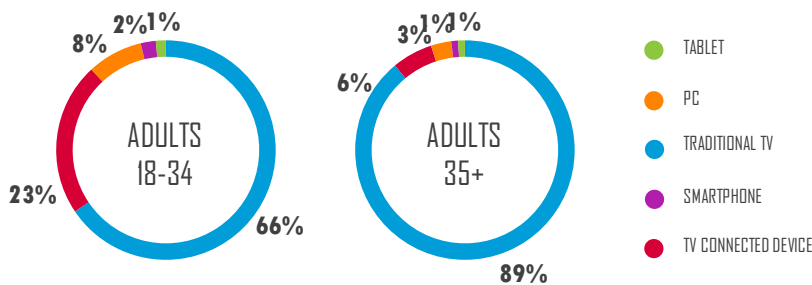
UNDERSTANDING MILLENNIAL MEDIA CONSUMPTION

THE STRUGGLE IS REAL

Millennials are now the largest generation in the U.S., they engage in media like no one else and they're 'grown up' and have money to spend. It's a demographic ripe for targeting, but why is it so hard to connect with them?

The Millennials on Millennials Report is led by Nielsen Millennial associates and analyzes the unique nature of this demographic group by leveraging Nielsen data-sets.

Q1 '16 Avg. Weekly Gross Minutes **Video Time Distribution**



HOW IT WORKS

We've assembled a group of Millennial associates who specialize in the use of a variety of Nielsen data-sets across Reach, Resonance and Reaction products. This group of associates is the most familiar with their own generation, and they are the best equipped to recognize emerging trends, technology and cultural phenomena to analyze in future reports.

The Millennials on Millennials report will release bi-annual reports analyzing different topics that impact the Millennial generation and the media industry as a whole. Topics will include ways Millennials perceive advertising, social media, communication, entertainment, spending, technology and more. A custom survey will be fielded to understand the "why's" behind the data trends we see in regards to these topics.

Our inaugural report provides an overview of the Millennial media landscape, as well as an in-depth look at the use of ad-blockers and fandom of social media starts among Millennials today.

WHAT DO YOU GET IN THIS MILLENNIALS ON MILLENNIALS REPORT?

Media Landscape

A detailed look into the time distribution for Millennials consuming digital and traditional TV and on what devices they are viewing on.

Ad Avoidance

Through a custom survey fielded to the Harris Poll Online Panel, we investigate the "why's" behind Millennials' aversion to advertisement.

Social Media Stardom

Online personalities are becoming synonymous with the word "celebrity." Find out more through our use of Nielsen N-Score product.

Talk to your Nielsen representative today for more information on The Millennials on Millennials Report