What You Need To Know About Millennials

Turner Broadcasting Emerging Consumers Group

Millennials' Shared Experiences

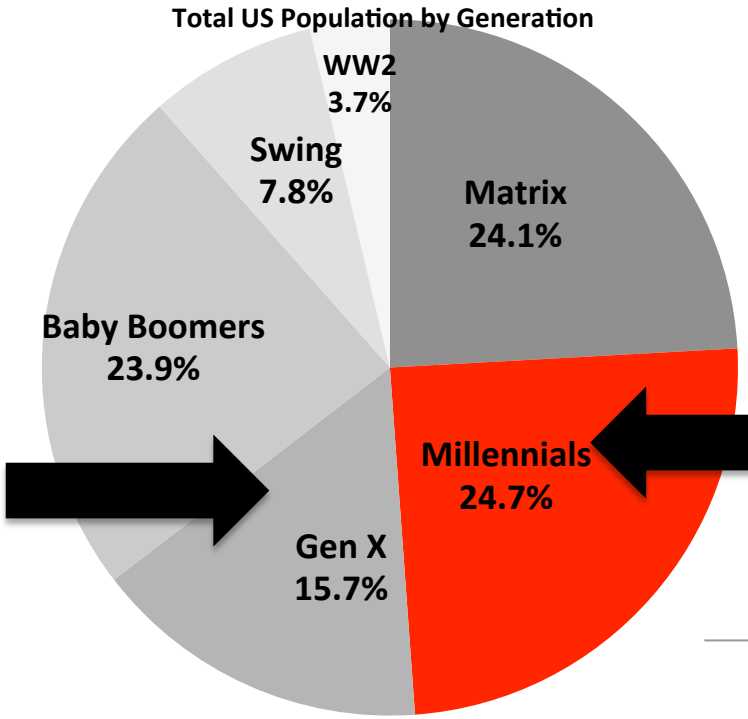
Diverse demographically and in life stage, Millennials' shared experiences provide a common thread:

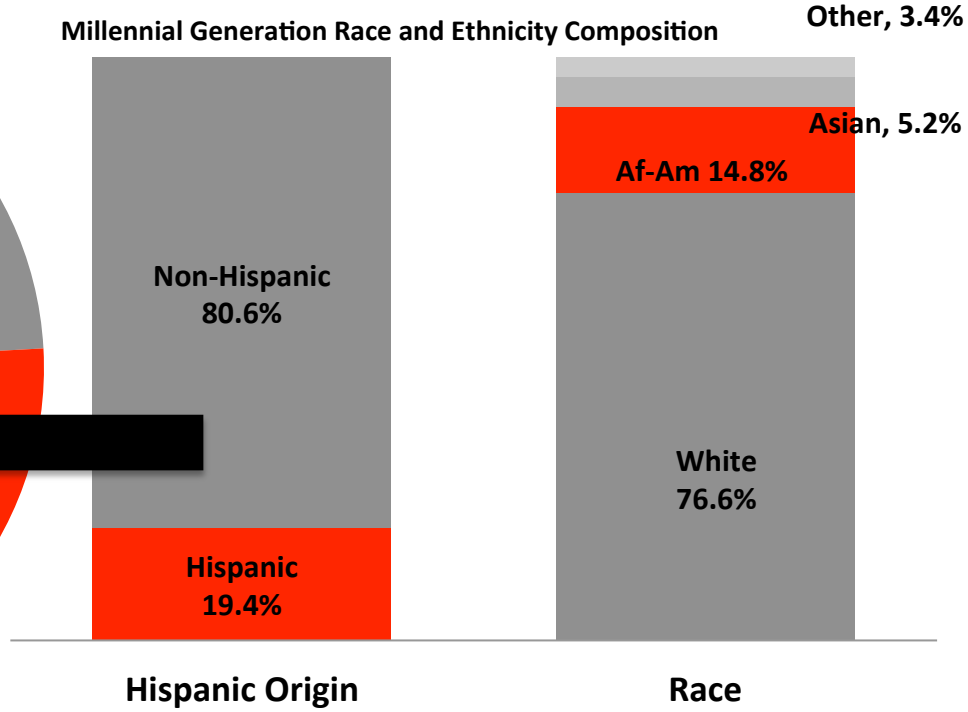
- External, traumatic influences
  - 9/11, Recession, Wars
- Rapid Advance of Technology
  - PC, Internet, Mobile
- On-demand media: What I want, when I want it
  - Post-VCR Generation, Digital Video, Personalized Experiences

Who are the Millennials?

- Varying Definitions:
  - Mintel: Born between **1977** and **1994 (Age 20-37)**
  - Pew: Born between **1981-1996 (Age 18-33)**
- Largest generation with approximately **78 million** USA*
- Most **multicultural** generation
- Purchasing power is estimated to be **$170 billion** per year

18-49 Demo is Gen X and Millennials





*MINTEL/U.S. CENSUS BUREAU, INTERIM POPULATION PROJECTIONS RELEASED 2008

Things to Know about Millennials

Not all the stereotypes are true

They are not a monolithic group

Millennials are constantly online, but feel ambivalent about that

Optimistic in the face of hard times

Things to Know about Millennials

They haven't forsaken traditional sources of TV and movies

Netflix is a critical distribution channel

They're entertainment omnivores

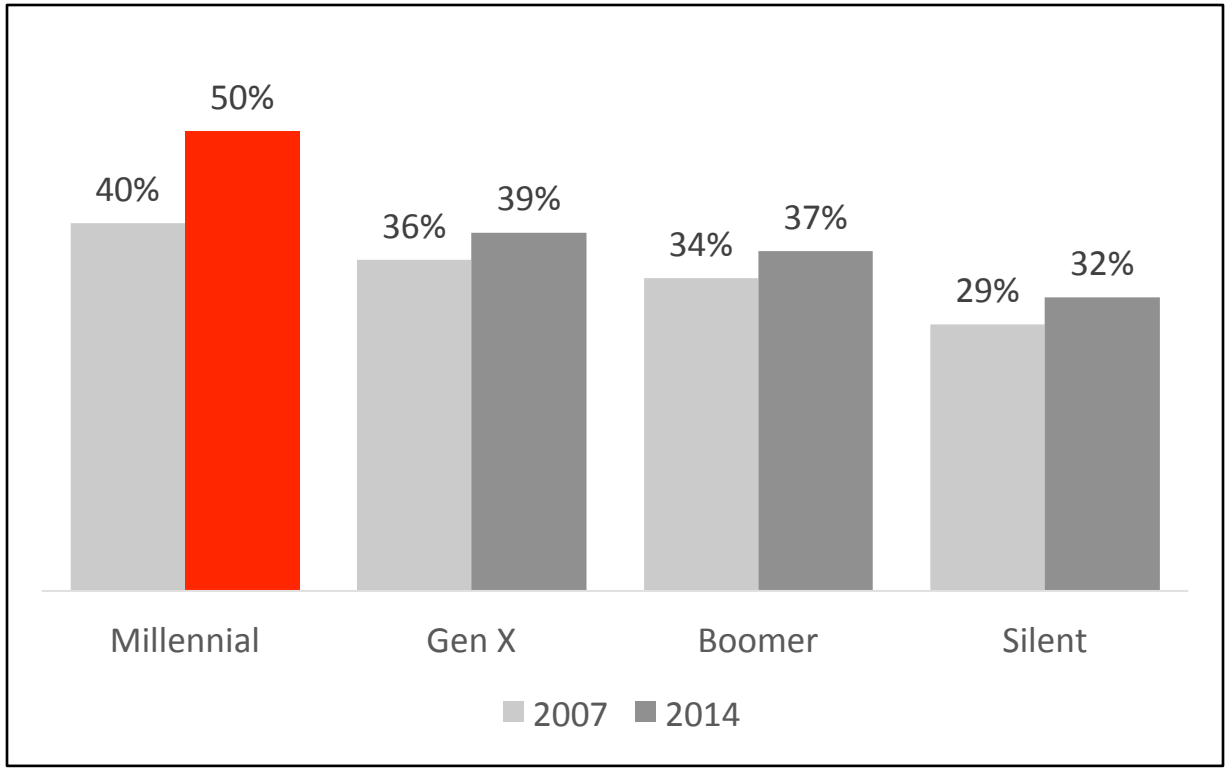
They engage in entertainment experiences together

SOCIAL & ECONOMIC ATTITUDES
“CAUTIOUSLY OPTIMISTIC”

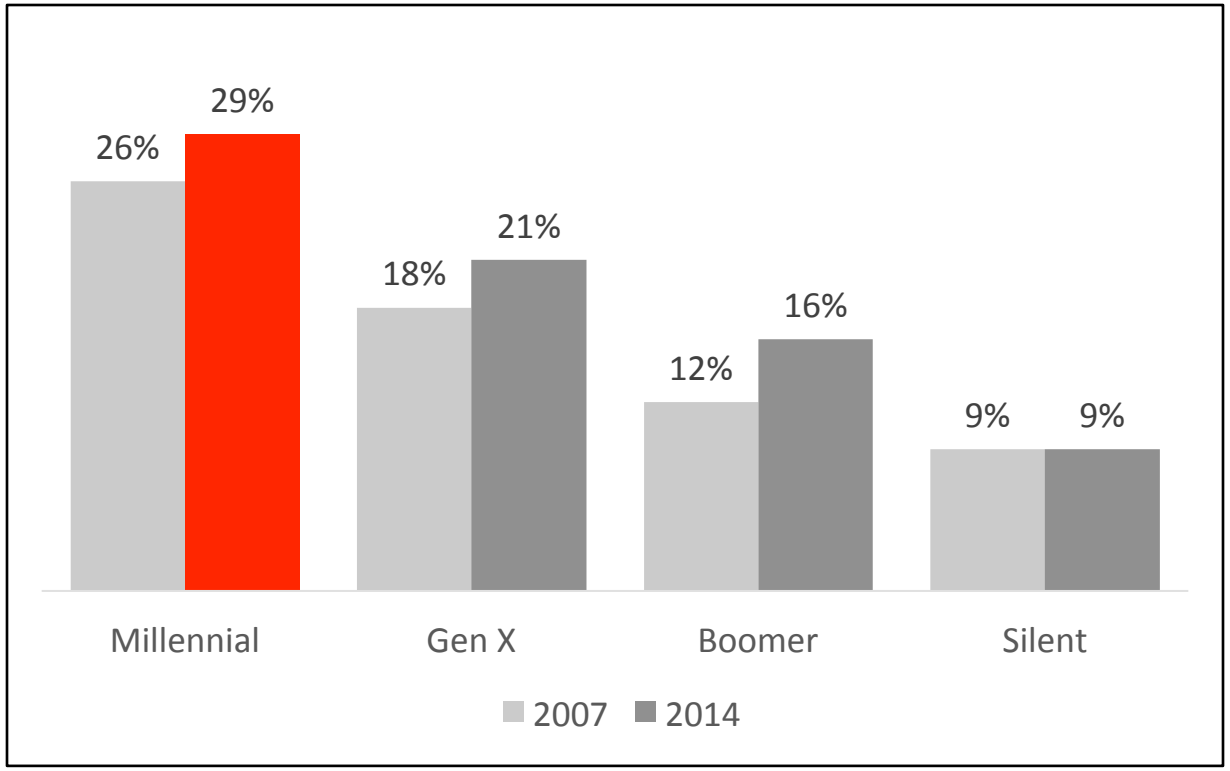
Unmoored from Institutions

Millennials are relatively unattached to organized politics and religion.

Consider Themselves Political Independents



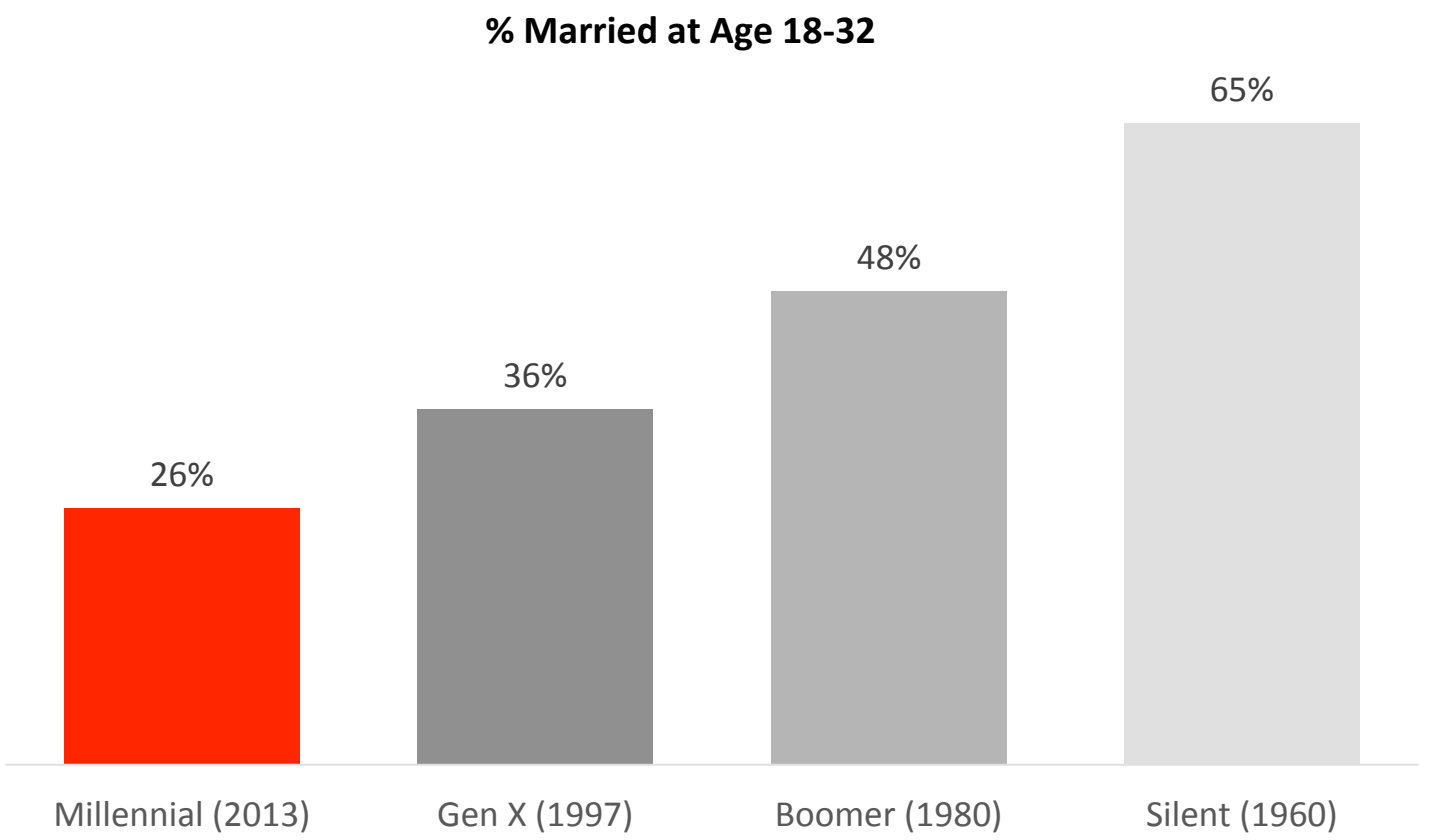
Religiously Unaffiliated



SOURCE: PEW RESEARCH CENTER

Less Likely To Marry Young

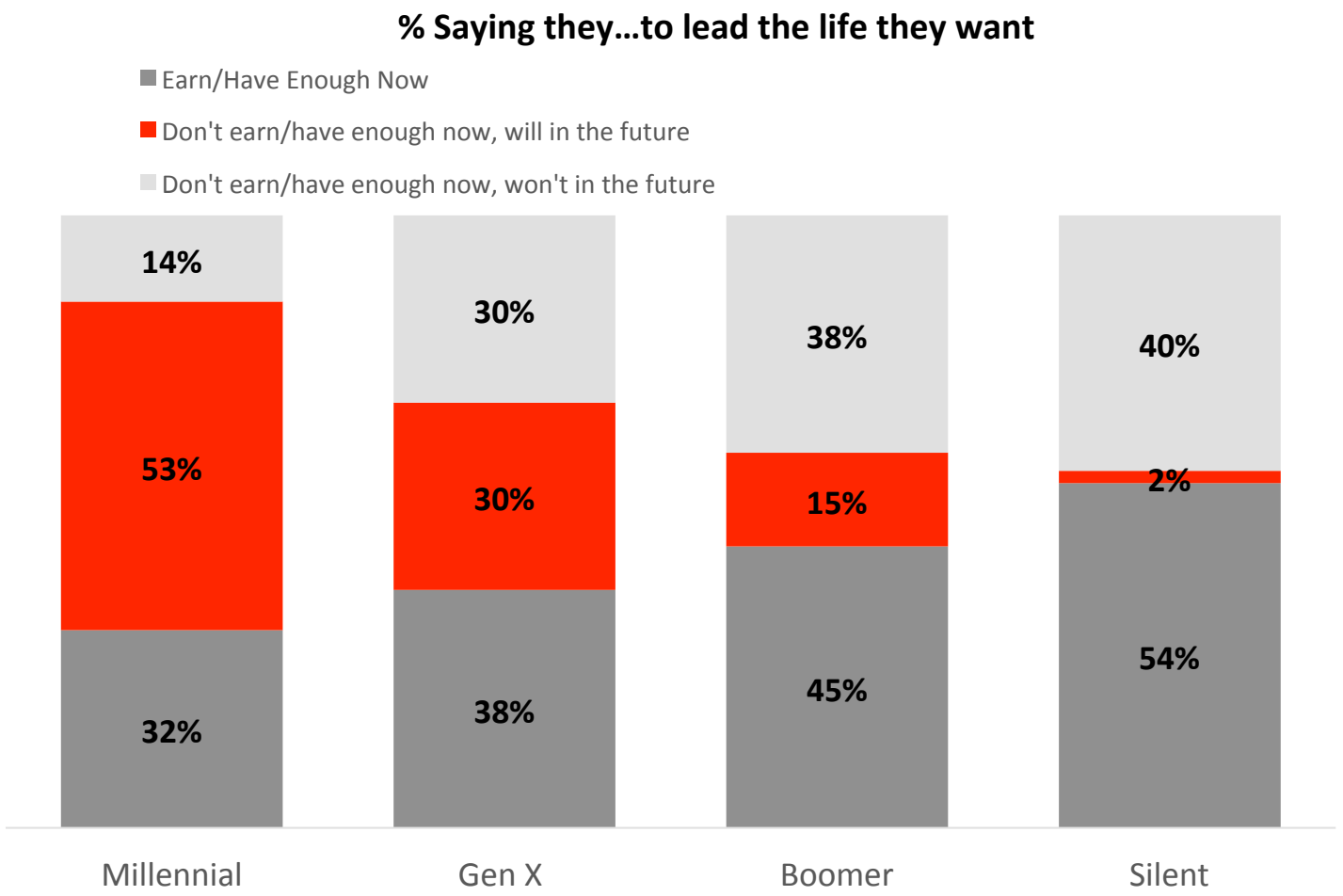
Many unmarried Millennials (69%) lack what they deem a prerequisite to marriage, a solid economic foundation.



SOURCE: PEW RESEARCH CENTER

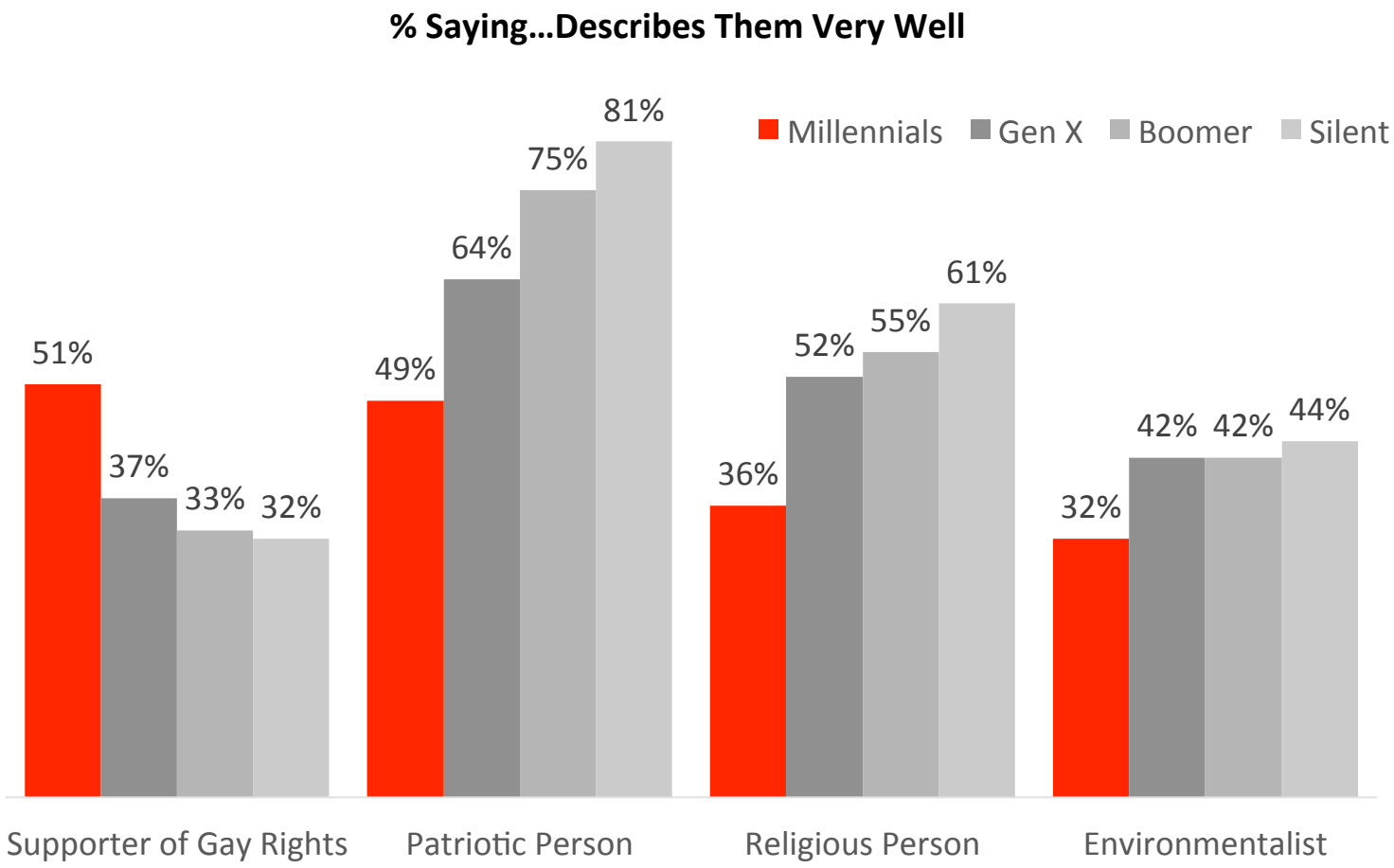
And Yet -- Upbeat About the Future

Despite their financial burdens, Millennials are the nation's most stubborn economic optimists.



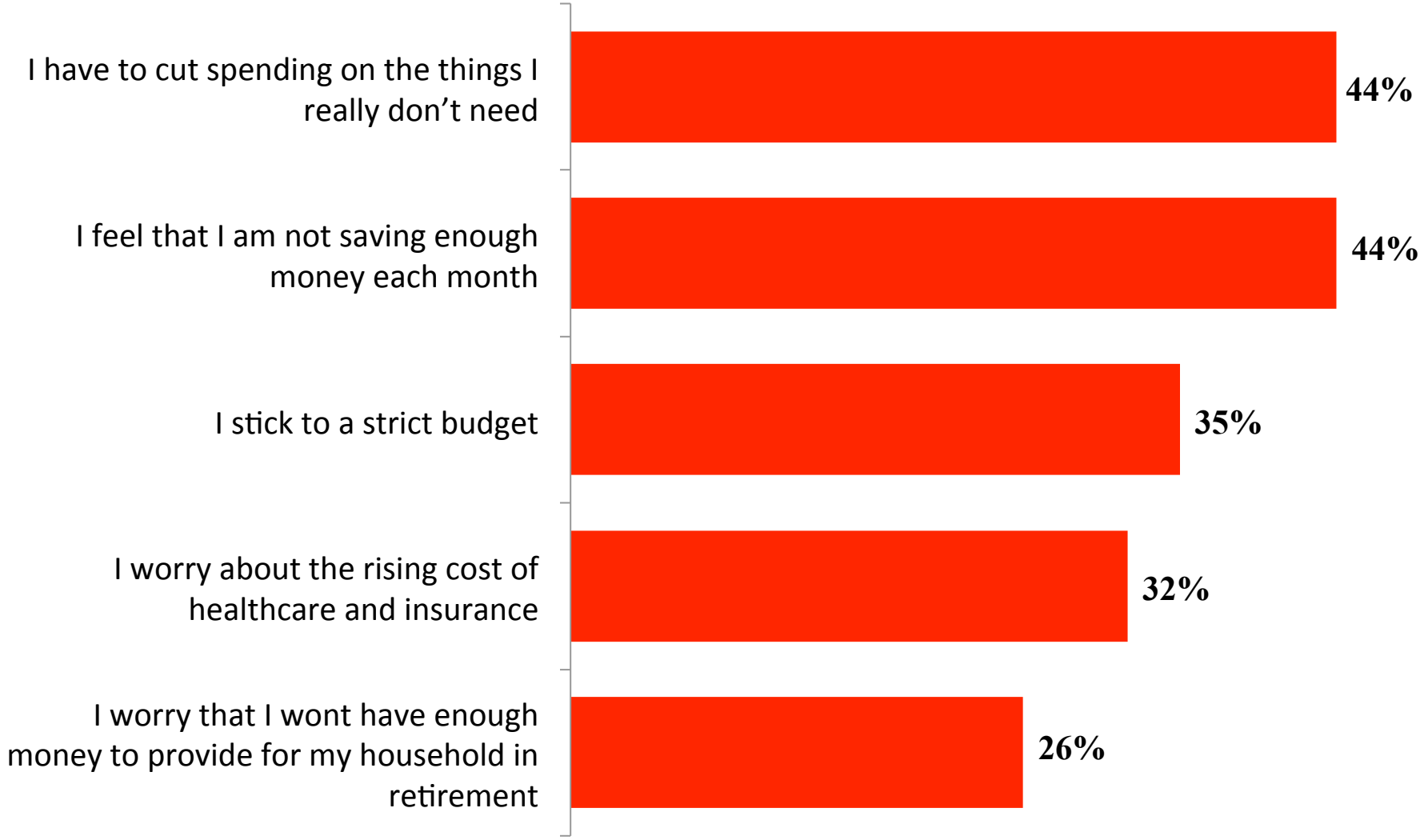
SOURCE: PEW RESEARCH CENTER

Millennials are less likely to identify as religious or Patriotic -- but more inclined to support gay rights



SOURCE: PEW RESEARCH CENTER

Millennials Are More Averse To Economic Risk



MINTEL: Marketing to Millennials – Please tell us which of the following statements, if any, you agree with about your personal finances.

MEDIA USAGE
“ENTERTAINMENT OMNIVORES”

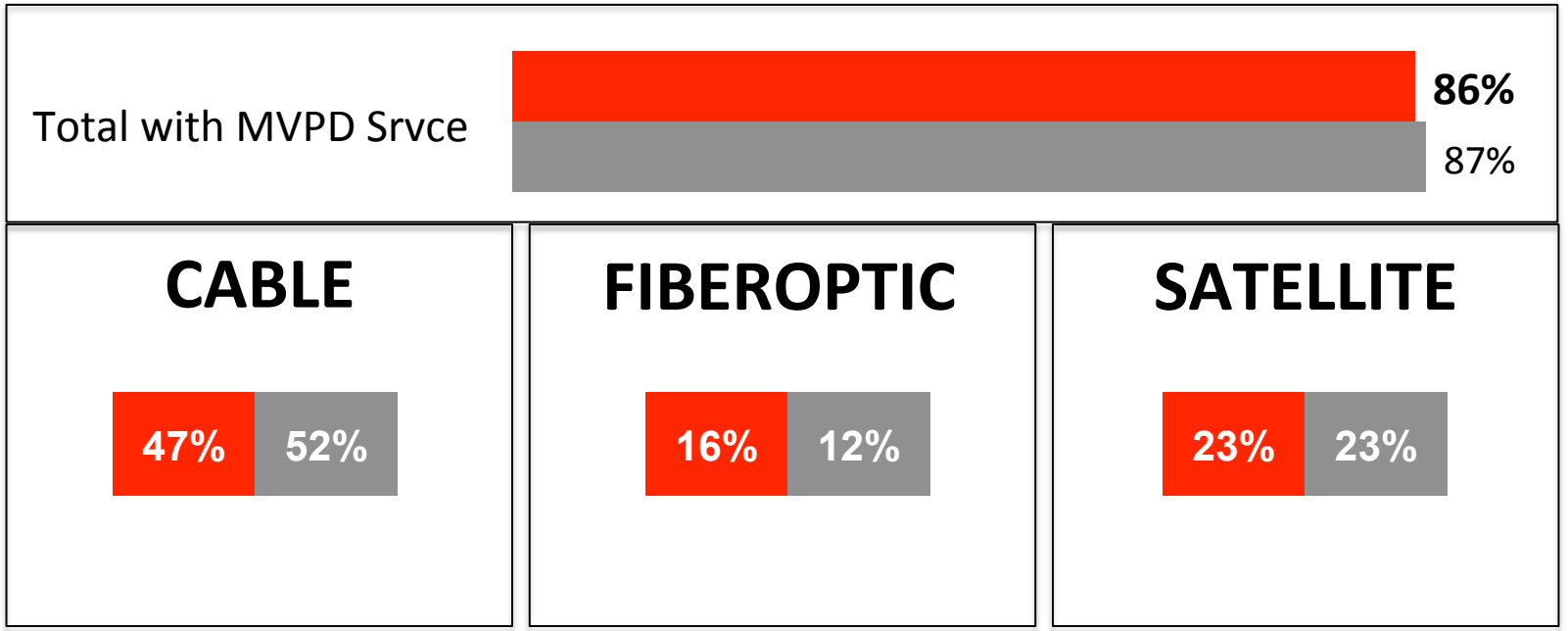
Millennials are More Likely to Use a Range of Personal Technology Products

	Millennials	Non-Millennials
iPhone	44%	21%
Google/Android Phone	41%	28%
Blackberry	7%	3%
iPad	31%	18%
Kindle/Nook with Color Display	22%	18%
Google/Android Tablet	19%	12%
iPod Touch	36%	14%
Any Other iPod that Can Play Video	13%	6%
Any Other MP3 Player that Can Play Video	10%	7%
Nintendo DS (Any)	30%	12%
Sony PlayStation Portable (PSP)	21%	6%

Source: Time Warner Millennial Research Conducted by HUB Entertainment Research; Period: 11/22/13-12/6/13; Base: 1,461 Millennials (P16-34), 795 Non-Millnnials (P35-64); Q1L: And which of the following devices do you personally use?

Millennials Have NOT Given Up on Traditional TV

They're about as likely as non-Millennials to have a subscription with a cable, fiber optic or satellite TV provider.



Note: For students who have Pay TV, use of cable is higher among those who live in a shared living situation (60%), and use of satellite is much lower (8%).

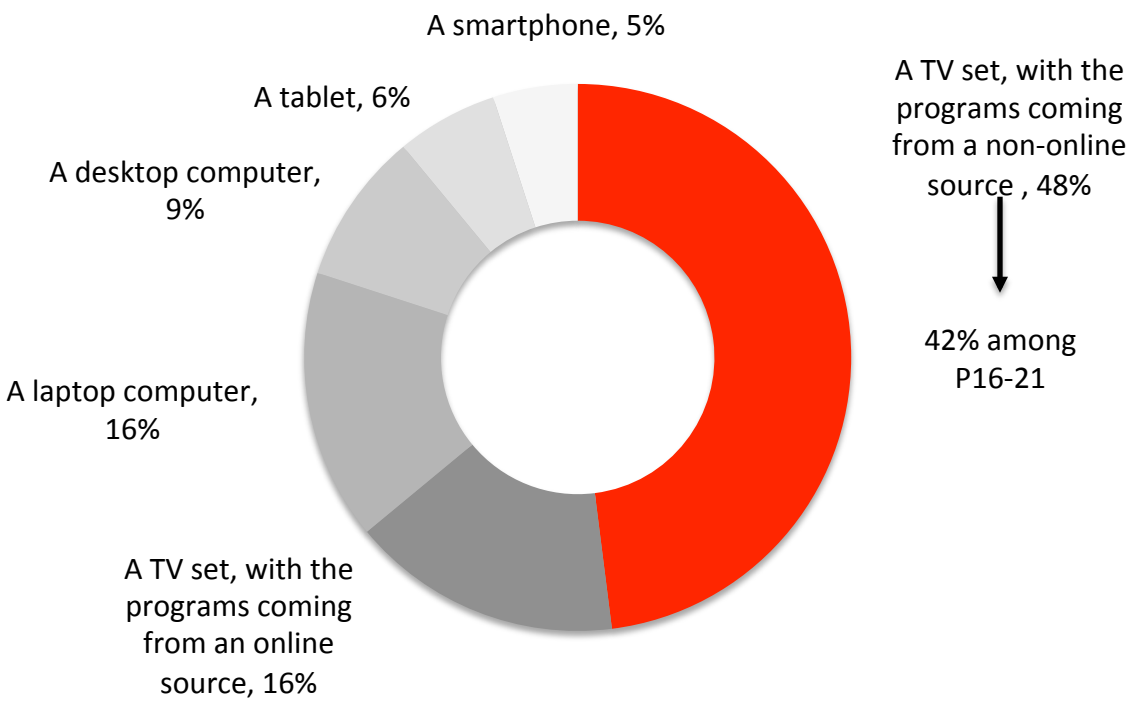
Source: Time Warner Millennial Research Conducted by HUB Entertainment Research; Period: 11/22/13-12/6/13; Base: 1,461 Millennials (P16-34), 795 Non-Millnnials (P35-64); Q2A: Do you currently have any of the following television services in your home?

Most of Their TV Viewing Time is Spent with Traditionally Delivered Content

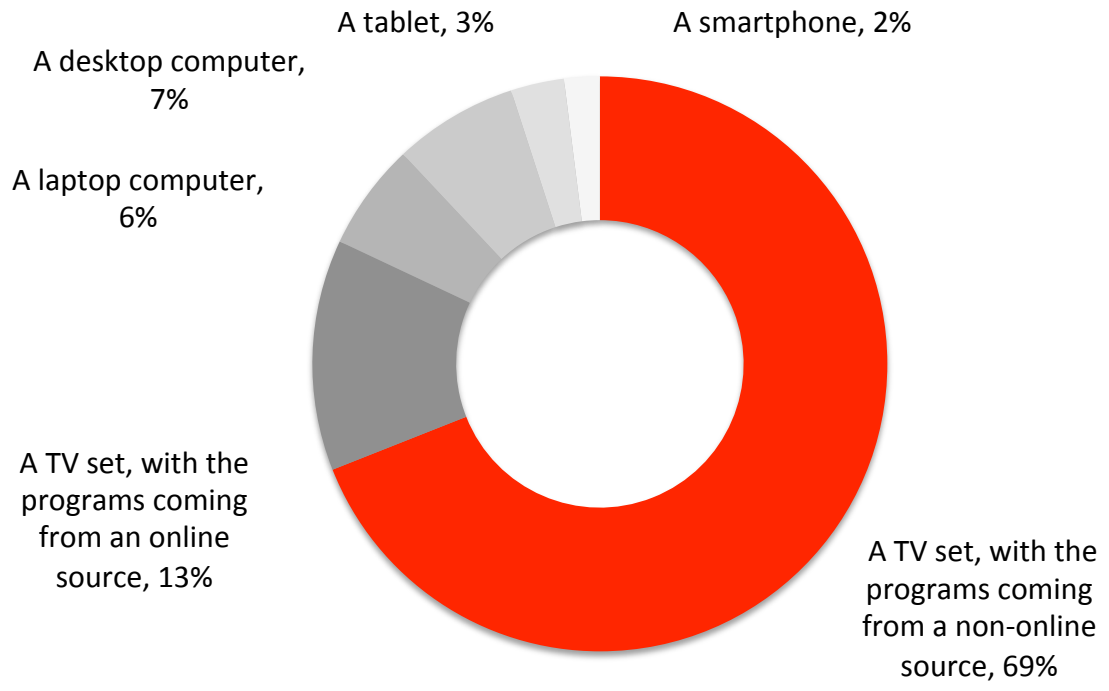
Even so, about half of the time Millennials are watching TV, they are watching online content.

% of Total TV Viewing Time

Millennials



Non-Millennials

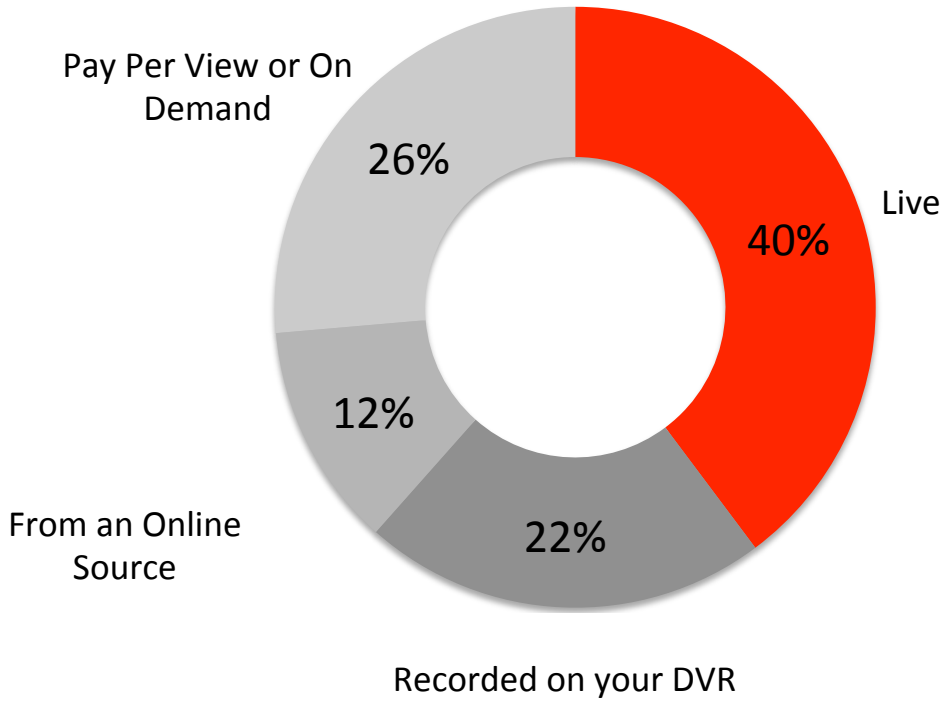


Source: Time Warner Millennial Research Conducted by HUB Entertainment Research; Period: 11/22/13-12/6/13; Base: 1,461 Millennials (P16-34), 795 Non-Millnnials (P35-64); Q7M: And what percent of all the TV viewing you do is watched on...?

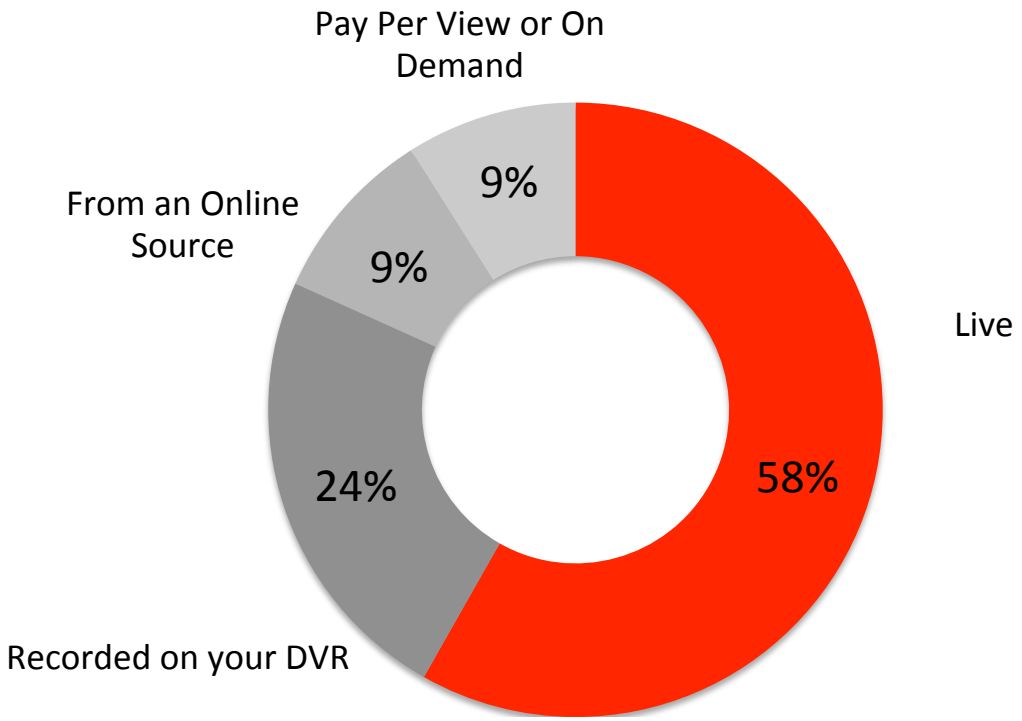
Millennials Spend Much Less Time Watching Linear TV

% of Hours Viewing TV

Millennials



Non-Millennials



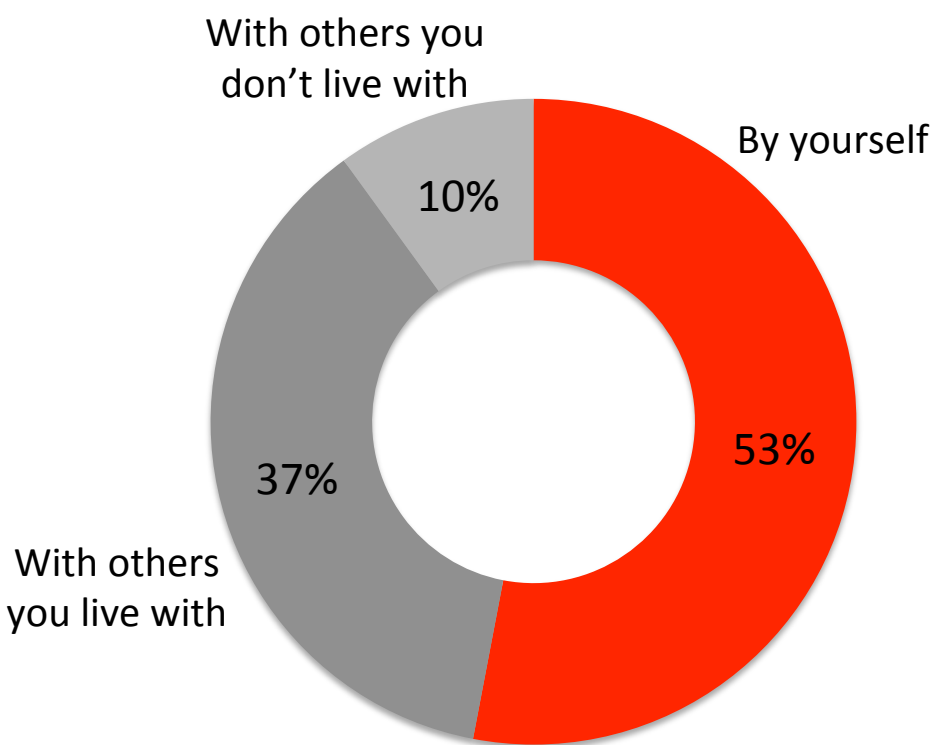
Source: Time Warner Millennial Research Conducted by HUB Entertainment Research; Period: 11/22/13-12/6/13; Base: 1,461 Millennials (P16-34), 795 Non-Millnnials (P35-64); Q7L: What percent of all the TV viewing you do is made up of...?

Millennials and Non-Millennials Spend Half Their TV Time Watching Alone

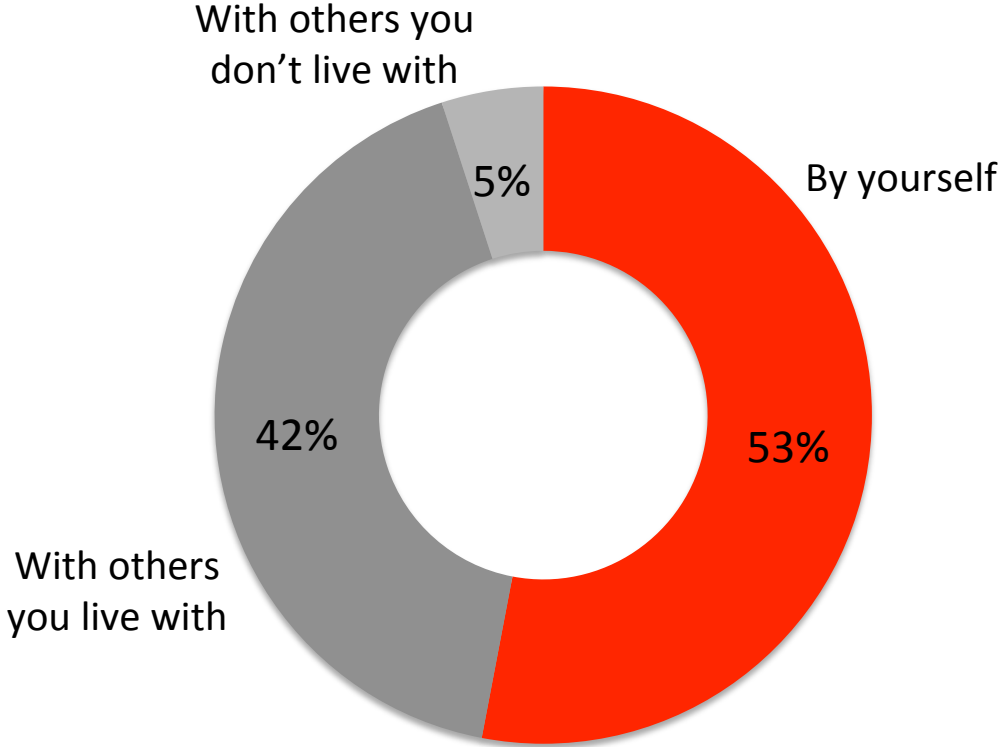
93% of Millennials and 81% of Non-Millennials Say They Use a Second Device While Watching TV at Least Some of the Time.

% of Hours Viewing TV

Millennials



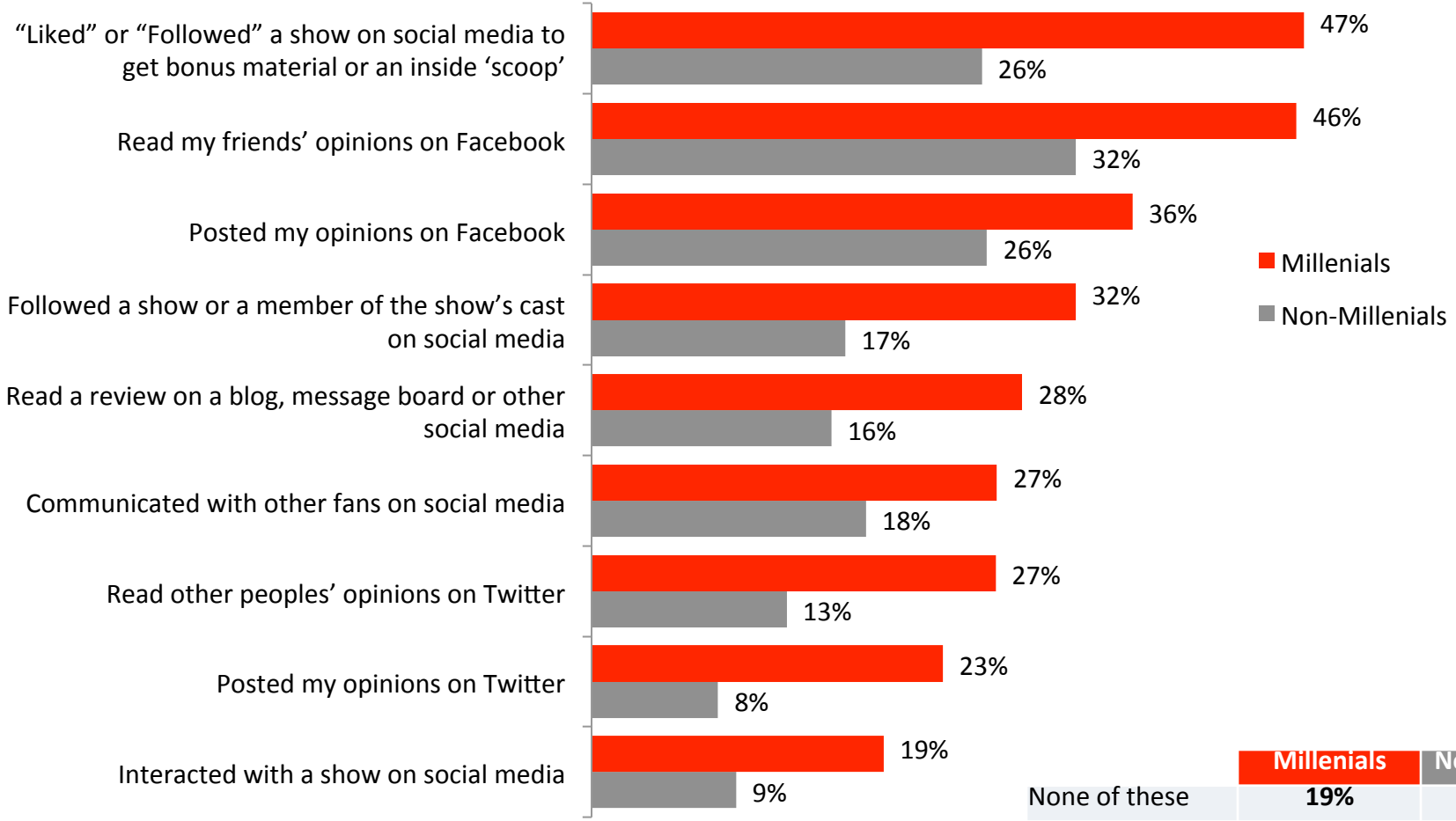
Non-Millennials



Source: Time Warner Millennial Research Conducted by HUB Entertainment Research; Period: 11/22/13-12/6/13; Base: 1,461 Millennials (P16-34), 795 Non-Millnnials (P35-64); Q7K: What percent of all the TV viewing you do is...? and Q7R: While you are watching television or movies at home, from any source and on any device, what percent of the time are you ALSO using a different device to do other things at the same time?

Millennials are Consistently More Likely to Engage in "Social TV" Behaviors

Social Activities Related to TV in Past Year



	Millenials	Non-Millenials
None of these	19%	46%

Source: Time Warner Millennial Research Conducted by HUB Entertainment Research; Period: 11/22/13-12/6/13; Base: 1,461 Millennials (P16-34), 795 Non-Millnnials (P35-64); Q8G. Which of the following have you done in the past year, with regard to a TV show or shows? (Q8h.) a movie? BASE : USE SOCIAL MEDIA TO SOME EXTENT

Millennials Use Social Media in More Forms and More Often

	Millennials	Non-Millennials	Millennials	Non-Millennials
	Use at least daily		Use at all	
facebook	69%	56%	90%	79%
twitter	29%	12%	61%	31%
Instagram	27%	5%	51%	15%
Pinterest	20%	6%	53%	30%
g+	17%	7%	43%	21%
tumblr.	16%	3%	39%	11%
Vine	15%	2%	39%	9%
foursquare	10%	2%	25%	7%
GetGlue	9%	2%	23%	6%

Source: Time Warner Millennial Research Conducted by HUB Entertainment Research; Period: 11/22/13-12/6/13; Base: 1,461 Millennials (P16-34), 795 Non-Millnnials (P35-64); Q8F. How often do you use each of the following social media sites or applications?

Marketers Should Leverage Technology with Millennials

	Millennials	Non-Millennials
I only want e-mails from companies/brands if they offer me something in return.	51%	25%
Companies/brands that don't communicate with their customers using technology are outdated	41%	29%
Companies/brands need social media pages	39%	20%
I like seeing advertisements for companies/ brands on my social networking sites	39%	25%
I like getting text messages from companies/brands	31%	17%

MINTEL: Marketing to Millennials - Please tell us which of the following statements, if any, you agree with about companies/brands

What Does This Mean for Advertising to Millennials?

- Don’t stereotype them
- Strongly embrace diversity
- Leverage technology
- The “on demand” generation (personalization)
  - Do not cut corners when it comes to the customer experience.
- Reflect their optimism:
  - Make altruism an integral part of the corporate culture
  - Take an active role in the community

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ENTERTAINMENT RESEARCH

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