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Global stats reveal how TV dominates Millennials' media lives

19 November 2015 – TV continues to dominate millennials' media lives. Despite the popularity and hype around video services such as YouTube and Netflix, the latest data gathered from around the world show how popular TV remains with younger generations.

To mark [World Television Day](#) on Saturday 21 November, TV organisations from around the world have brought together the latest statistics to reveal how millennials' relationship with TV looks today. With data from 13 countries – including the US, Canada, Australia, Germany, the UK, and France – the insights show how much TV millennials now watch, how it is the dominant form of video in their lives, how important the TV set remains, the huge reach of TV, and their attitudes towards TV advertising.

Millennials watch hours of TV a day

Although different countries measure and report TV consumption in different ways, what is clear from statistics from across the world is that young people are watching a lot of TV:

- In the **USA**, 18-24s watch an average of 2 hours, 33 minutes of TV a day, 25-34s watch an average of 3 hours, 50 minutes a day (source: Nielsen, 'Total Audience Report', Q2 2015)
- 15-34s in **Ireland** watch an average 2 hours, 25 minutes of TV a day. 86% of this is watched live (source: Nielsen, Jan-Oct 2015)
- 16-34s in the **UK** watch 2 hours, 23 minutes of linear TV on a TV set a day (source: BARB, H1 2015)
- 18-34s in **Germany** watch 2 hours, 21 mins of TV a day (source: AGF/GfK Jan-Oct 2015)
- In **Belgium** 12-24s are watching an average of 1 hour, 29 minutes of TV a day, 10 minutes more a day than in 2010 (source: Audimetric CIM, 2014 vs 2010)
- **Italian** 15-34s watch an average of 2 hours, 33 minutes of TV a day (source: Auditel, Nov 2014 – Oct 2015)
- 18-34s in **Canada** watch 2 hours, 43 minutes of linear TV a day (source: Numerous, Sept 2014-Aug 2015)

TV dominates Millennials' video world

Some new video services, such as Netflix and YouTube, have gained popularity in recent years. The data gathered from different countries shows their popularity among younger generations relative to TV:

- In **Germany**, 74% of 14-29s' video consumption is accounted for by TV, 26% by online video (source: TNS Convergence Monitor 2015)
- TV content accounts for 70% of 15-24s' video consumption in **France** (source: Mediamétrie, 2015)
- TV accounts for 65% of 16-24s' total video consumption in the **UK**; 7% is YouTube and 4% is Subscription VOD services such as Netflix (source: Thinkbox, 'Truth about youth', 2015)
- 18-34s in **Canada** spend 7.6 times more time watching TV each week than they do on YouTube (19 hours vs. 2.5 hours), 17 times more time with TV than with Netflix (1.1 hours) and 3.3 times more with TV than

they spend on Facebook, Instagram and Twitter combined (5.2 hours/ 0.4 hours / 0.2 hours respectively) (source: Digital: comScore Media Metrix; Multi-Platform; Sept 2014 - Aug 2015)

- TV accounts for 41% of 14-24s' media day in the **UK**. The next most popular media activity is social networking/messaging, which accounts for 15.7% (source: IPA Touchpoints, 2014)
- In the **USA**, 18-34s spend more time online with ad-supported TV brands than with Google, AOL, MSN and Yahoo! combined or with Facebook. On average, 18-34s in the US spend 39 minutes a month watching TV online compared with 25 minutes with Google/AOL/MSN/Yahoo! and 23 minutes with Facebook (source: Nielsen Npower Live+7 July 2015 P18-34/ VAB analysis of comScore duplicated July 2015 data, mediametrix, multiplatform A18-34)
- 38% of 15-34s in **Belgium** say TV is the medium they would miss the most compared to 16% for social networks (source: TNS, 'La perception des médias', 2015)
- In **Spain**, 15-34s spend more time watching TV than doing any other thing online. They spend 2 hours, 28 minutes a day watching TV, triple the 55 minutes they spend online (sources: Kantarmedia /Comscore MMX, 2015)
- Also in **Spain**, 9 out of 10 15-34s who use the internet do so to watch TV (source: Comscore MMX, 2015)

The TV set is Millennials' favourite screen

As new screens proliferate, it means TV can be watched wherever and whenever people want. However, the TV set remains millennials' favourite way to watch:

- In the **UK**, 70% of 16-24s' total video consumption – 65% of which is TV – takes place on a TV set (source: Thinkbox, 'The Truth about Youth')
- In **Australia**, 25-34s spend 80.1% of their screen viewing time watching broadcast TV on a TV set, compared to 9.3% watching video (incl. TV) on laptops, 5.6% on smartphones and 5.1% on tablets (source: 'Australian Multi-Screen report Q2 2015')
- For 18-24s in **Australia** it is a similar picture: 60.9% with broadcast TV on a TV set, 21.9% on laptops, 12.5% on smartphones and 4.7% on tablets (source: 'Australian Multi-Screen report Q2 2015')
- The TV set is by far the most popular device for 15-34s in **Finland**. 60% of their time spent watching TV and other video content is on TV sets (source: Nelonen media/TNS Gallup, 'The Future of TV May', 2015)
- 99% of 13-34s in the **Netherlands** own a TV set (source: VIMN/BrandDeli, 'TV (Re)defined')
- Similarly, in **Germany**, 76% of 14-25s' total video contact continues to happen on the TV set (source: IP Fourscreen Touchpoints, 2014)
- In **Sweden**, 51% of 18-34s' prefer to watch any video content on a TV set, 33% prefer a laptop, 10% prefer a tablet and 5% opt for their mobile device (source: Reklamkraft, 2015)

TV reaches Millennials like nothing else

TV is the world's most popular medium for every age group. In an average week, TV reaches:

- 89.9% of 16-34s in the **UK** (source: BARB, H1 2015)
- 82.6% of 25-39s in **Australia** (source: OzTAM, 1 Jan-15 Oct 2015, commercial TV only)
- 85% of 15-34s in **Finland** (source: Finnpanel Oy, H1 2015)
- 77% of 18-34s in **Germany** (source: AGF/GfK Jan-Oct 2015)
- 88% of 13-24s in the **Netherlands** (source: SKO, Jan-Oct 2015)
- 96.1% of 18-34s in **Canada** (source: Numeris, Sept 1 2014 – Aug 30 2015)
- 64% of 15-34s in **France** (source: Mediamétrie, 2015)
- 72% of 15-29s in **Switzerland** (source: Mediapulse Fernsehpanel, 2015)
- 71% of 15-24s in **Sweden** (source: IIS, 2015)
- 74.6% of 15-34s in **Italy** (source: Auditel, Nov 2014 - Oct 2015)

Millennial attitudes to advertising

The data also shows that Millennials are more favourable towards TV advertising than other forms:

- 16-24s in the **UK** find TV advertising more enjoyable, memorable and humorous than any other media. 54% enjoy TV advertising, compared to 16% for social media; 69% say TV advertising makes them laugh, compared to 24% for social; and 73% say TV advertising is memorable, compared to 17% for social media (source: Ipsos Mori, 'TV Nation', 2014)
- 65.7% of **Italian** 18-34s of 18-34s claim they pay attention to TV advertising. They also consider it to be more useful than the average population (source: Gfk Eurisko, 2015)
- In **Canada**, 18-34s say they are most likely to pay attention to advertising on TV than other media: 39% picked TV, compared to 12% for Social Networks and 2% for mobile. They also chose TV as the form of video advertising they are most likely to watch: 64% for TV compared to 7% for phone, 11% for tablet and 16% for computer (source: Omnivu survey, 2015)

For further research and figures about media consumption of kids, teenagers and millennials, please visit <http://www.worldtelevisionday.tv/facts-and-figures/>

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The Association of Commercial Television in Europe (ACT) represents the interests of leading commercial broadcasters in 37 European countries. The ACT member companies finance, produce, promote and distribute content and services benefiting millions of Europeans across all platforms. ACT engages with the EU institutions to achieve a balanced and appropriate regulatory framework which will encourage further investment and growth in our sector.

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egta is the association representing television and radio sales houses, either independent from the channel or in-house, that market the advertising space of both private and public television and radio stations throughout Europe and beyond. egta fulfils different functions for its members in fields of activities as diversified as regulatory issues, audience measurement, sales methods, interactivity, cross-media, technical

standards, new media etc. During its 40 years of existence, egta has become the reference centre for television & radio advertising in Europe. egta counts 128 members operating across 38 countries.

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SNPTV (The Syndicat National de la Publicité Télévisée) is a professional organisation of the French TV sales houses (TF1 Publicité, M6 Publicité, France Télévisions Publicité, Canal + Régie, TMC Régie, Next Régie, Lagardère Publicité, Be Viacom). SNPTV has for the main mission to collect the proofs, through collective studies, that the television is the undeniable media for the advertisers and their TV ads in terms of return on investment, construction of brand, fame, image ...

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SPOT is the Dutch marketing center for television advertising. SPOT provides information about television as a medium for advertising, offers services in support of advertisers, and represents the interests of television broadcasting advertising agencies. The following organizations participate in SPOT: Ster, Discovery Networks Benelux, ORN, RTL Nederland, FOX Channels Benelux, AT5, SBS Broadcasting, Disney Channels Benelux, BE VIACOM Benelux, Eurosport, Eredivisie Live and Sport1.

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Thinkbox is the marketing body for commercial TV in the UK, in all its forms. Its shareholders are Channel 4, ITV, Sky Media, Turner Media Innovations and UKTV, who together represent over 99% of commercial TV advertising revenue through their owned and partner TV channels. Associate Members are RTL Group, Virgin Media, TalkTalk, London Live, Australia's ThinkTV, and Norway's SBS Discovery and TV2. Discovery Channel UK, UTV and STV also give direct financial support. Thinkbox works with the marketing community with a single ambition: to help advertisers get the best out of today's TV.

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Screenforce is the initiative of the TV Sales houses for television and online video in Germany, Austria and Switzerland. The thirteen partners of Screenforce are representing more than 95% of the German and Austrian TV advertising markets.

ABMA is the Belgian Association for Audiovisual Media. For more information, please see www.abma-bvam.be/.

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TVB USA is the not-for-profit trade association of America's commercial broadcast television industry. TVB actively promotes local media marketing solutions to the advertising community, and in so doing works to develop advertising dollars for the medium's multiple platforms, including on-air, website and mobile.

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TVB Canada is the trusted and authoritative voice advancing the power of television advertising in Canada. Through leading-edge research and education, TVB helps marketers optimize their use of television to achieve their business objectives. TVB's members are local and national broadcast and specialty networks covering over 95% of the Canadian TV market.

Reklamkraft is a virtual organisation that is run by a steering group consisting of members from the commercial broadcasting companies. The daily operations and communications work is outsourced to a PR agency in Stockholm. Reklamkraft's members commercialise 90% of the TV market in Sweden.

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