



egtabites

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We ♥ TV
WORLD TELEVISION DAY



The evidence is compelling: Millennials love TV!

In this week's egtabite we would like to share with you a selection of research and latest statistics that were brought together by TV trade bodies from around the world about today's relationship between Millennials – a common term for young adults – with television.

To mark World Television Day on **Saturday 21 November**, we bring you data from various countries – including the US, Canada, Australia, Germany, the UK and France. These show how much television 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 television advertising. A joint Press release with facts and figures has also been published by twelve TV trade bodies around the world as a collective effort to promote TV's strength.

Focus on Millennials

Young viewers are an interesting target group for broadcasters and advertisers alike. Whilst some claim that TV is losing young viewers, the industry is very aware that this is to a great extent due to the way the medium is measured, as TV's content is consumed on an increasingly diverse range of platforms every day, and not all of this viewing is currently measured. The role television plays in the life of this target group is unquestionable. TV is simply taking a new form, and its content is now being watched on many devices.... but it all remains TV!

While the reality may be different from country to country, egta wanted to bring you a selection of research that has been carried out in various markets by different actors who wanted to know more about Millennials' consumption of media, and more specifically of TV. A larger list is available here.

Examples of research

- **Young Adults Report, Eurodata TV**
10 European countries, Asia and North America

Based on data from the period September 2014 to April 2015, this report reveals that the daily TV viewing time of 15-34 year-olds depends on the country and varies widely, ranging from 1 hour 24 minutes in Sweden to 3 hours 18 minutes in the United States. Young Americans tend to be the only ones to spend over 3 hours a day watching TV, followed by young Italian viewers (2 hours 54 minutes) and the Dutch (2 hours 37 minutes). Young adults enjoy iconic programmes, entertainment being the most preferred genre, followed by fiction.



- **The Common Sense Census: Media Use by Tweens and Teens, Common Sense Media, 2015, US**



This study shows that traditional media still dominate among teens. They consume an average of nine hours of media per day, without including homework or school related activities. At the top of the list come TV and music, meaning that almost two-thirds (62%) of teens watch TV every day, whereas 24% watch online videos and 27% play mobile games every day. More details can be found here and here.



- **Kids Study 2015, RTL Plus TV, Austria**



Kids Study 2015 was conducted in March 2015 among children between 6 and 12 years old and their parents who watch TV at least once a week. The survey shows that TV usage is the preferred leisure time activity for children, as it provides entertainment and aids relaxation. Furthermore, parents recognise the social benefits of television consumption for their children, as it allows them to be up-to-date at school.

More details can be found [here](#).

Promoting World Television Day 2015



You can find additional pieces of research from other countries on the [World Television Day](#) website. Additionally, a [30-second video](#) highlighting young people's love for TV was created for egta, ACT and EBU. This clip will be broadcast by television stations across Europe, Asia, North America and Australia on 21 November.

Why does this matter to egta members

Young adults are both an important audience for television broadcasters and advertisers as well as the generation of viewers that will love and support the medium for years to come. Understanding how they choose to consume TV content, the evolution of their device usage and new modes of accessing media concurrently today is critical to ensuring television's sustainability in the long term.

Robust and unbiased research from respected organisations is also needed to demonstrate that, as a group, young people are not turning away from television – they are just adapting the ways they watch. This knowledge will help marketers and media agencies recognise the true and enduring value of TV as an advertising platform, and it highlights the importance of developing new and more sophisticated measurement techniques that capture all viewing and provide holistic representations of television's audience.



Background info

Please click on the links below to access the relevant documents:

- » **World Television Day website** (please click [here](#))
- » **Additional pieces of research from other countries** (please click [here](#))
- » **PEPPTV Press Release** (please click [here](#))