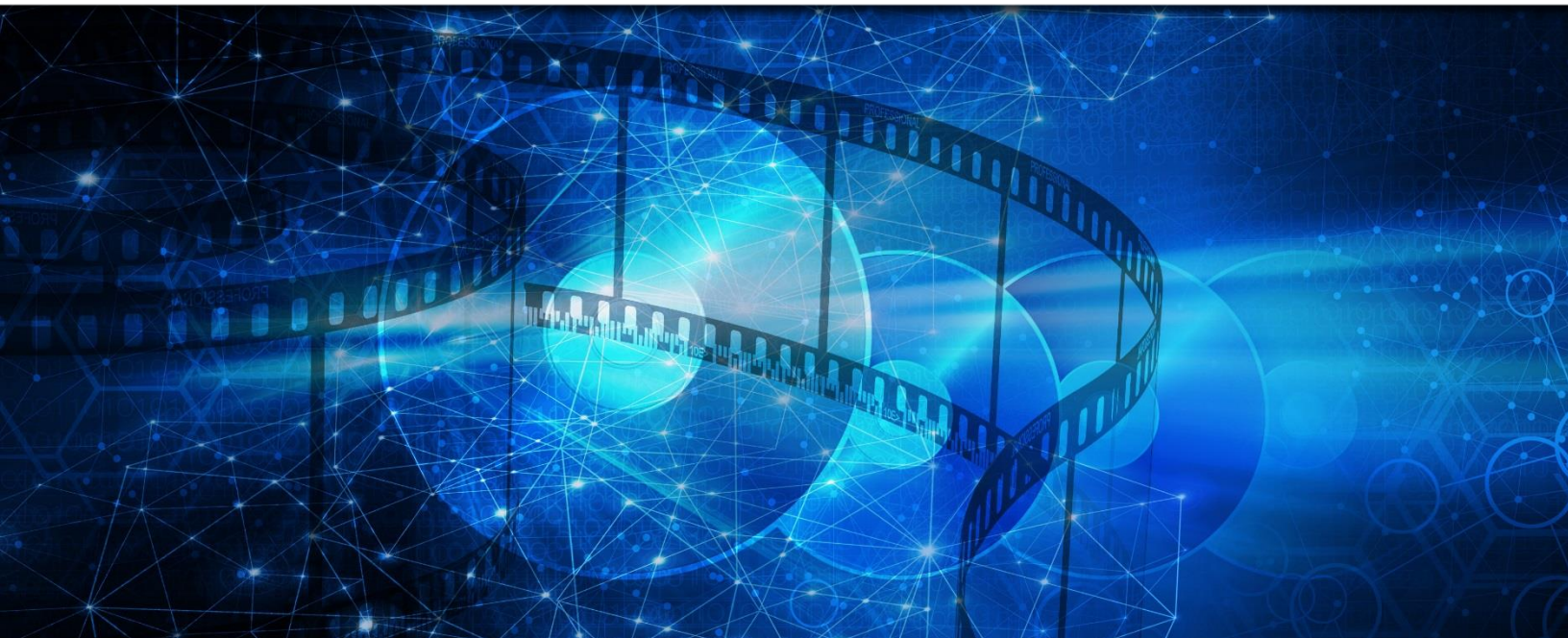


Industry Report

Digital Natives: Video Strategies for Millennials and Gen Z

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2017



By Glenn Hower, Senior Analyst

<p>Synopsis</p> <p>The Internet has changed the way young consumers watch video content, placing similar values on low-cost digital video and big-budget professionally produced video. Content companies have struggled to effectively capture and monetize the digital native audience given the wealth of video content available through any device. This report examines video viewing habits of millennials and provides strategic insight into building content brands that resonate with the digital-first audience.</p>	<p style="text-align: center;">Pay-TV Adoption among U.S. Age Groups</p> <div style="text-align: center;"> <p>Pay-TV Service Adoption U.S. Broadband Households</p> <table border="1"> <caption>Pay-TV Service Adoption Data</caption> <thead> <tr> <th>Age Group</th> <th>Adoption Rate (%)</th> </tr> </thead> <tbody> <tr> <td>Millennials or Gen Y</td> <td>~70</td> </tr> <tr> <td>Gen X</td> <td>~80</td> </tr> <tr> <td>Boomers</td> <td>~85</td> </tr> <tr> <td>Mature</td> <td>~90</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p> </div>	Age Group	Adoption Rate (%)	Millennials or Gen Y	~70	Gen X	~80	Boomers	~85	Mature	~90
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<p>Publish Date: 1Q 17</p>	<p>“Video content industry professionals see millennials as natives to the Internet and connected technology, unwilling to pay for content, possessing tastes that change on a short cycle, and nostalgic about past video and television content,” said Glenn Hower, Senior Analyst.</p>										
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List of Companies		
	ABC	Nerdist
	Adam Savage's Tested	Netflix
	Amazon	Nielsen
	Bell Mobility	NRK
	Cartoon Hangover	Orange
	CollegeHumor	PlayStation Vue
	Comedy Central	RiffTrax
	CONtv	Rooster Teeth
	Crunchyroll	Seeso
	Dailymotion	Shudder
	DC Entertainment	Sling TV
	DIRECTV Now	Snapchat
	Disney	Sony Pictures Television
	Drama Fever	Spike
	DreamWorks Animation	The CW
	EY	T-Mobile
	Facebook	Turner Broadcasting
	Fox	Twitter
	Freeform	U.S. Census Bureau
	Funimation	Vessel
	Funny or Die	Vidéotron
	Geek & Sundry	Vimeo
	Ginx	Vine
	Goldman Sachs	Vivendi
	Google	VRV
	Hulu	W. Chump & Sons
	Instagram	Warner Bros.
	Machinima	Yahoo
	MONDO	YouTube
	NBCUniversal	YouTube Red

Attributes		
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