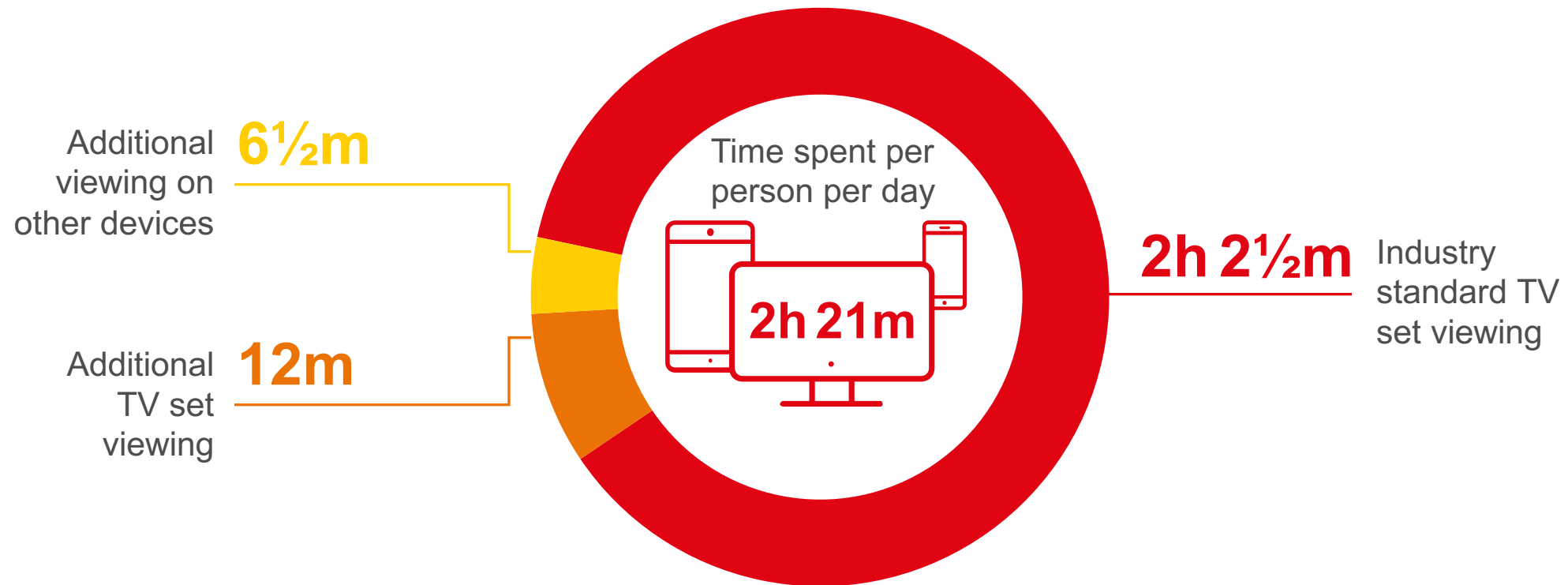


Young people & TV

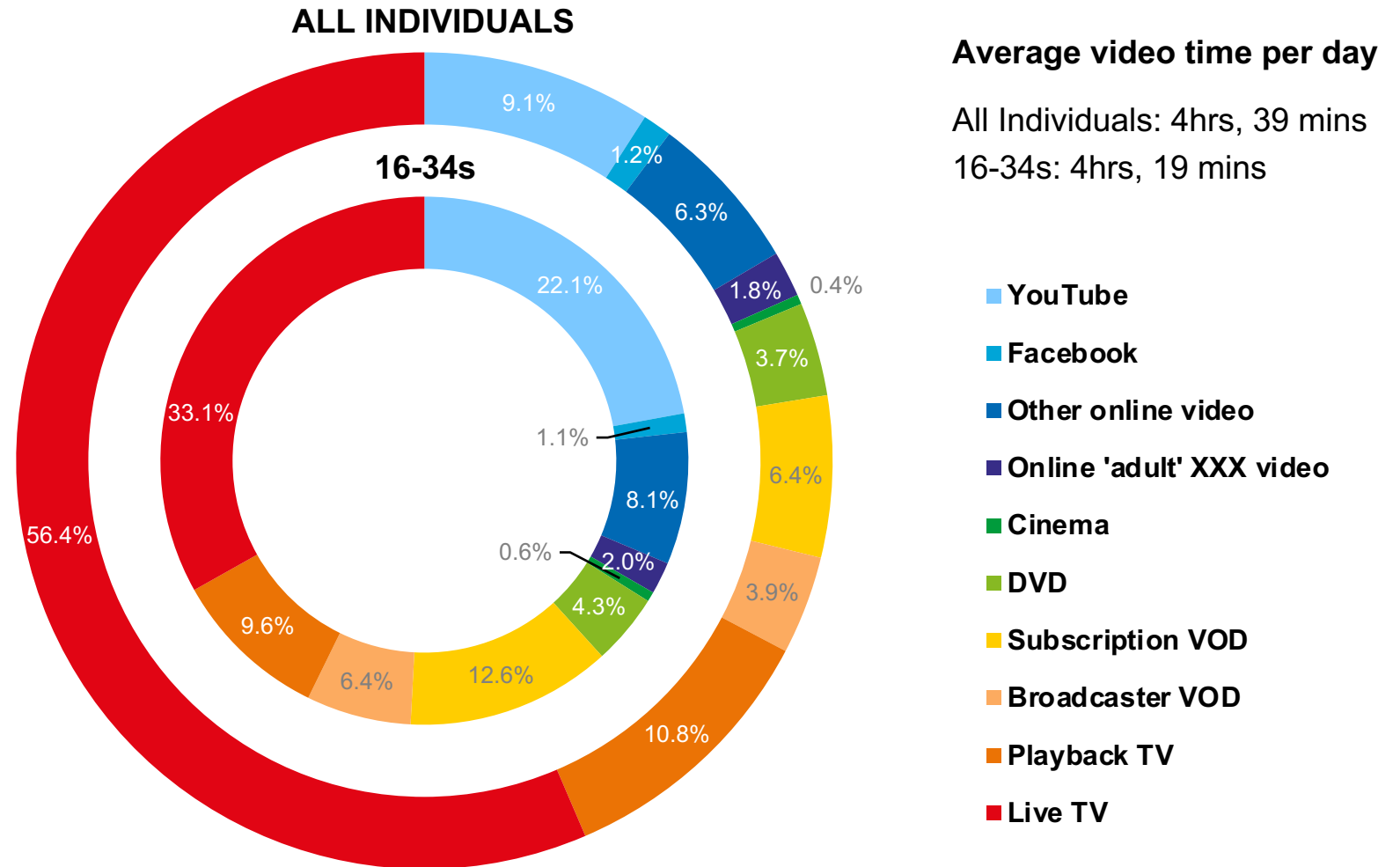


There's an additional 15% of TV viewing on top of 'industry standard' for 16-34s



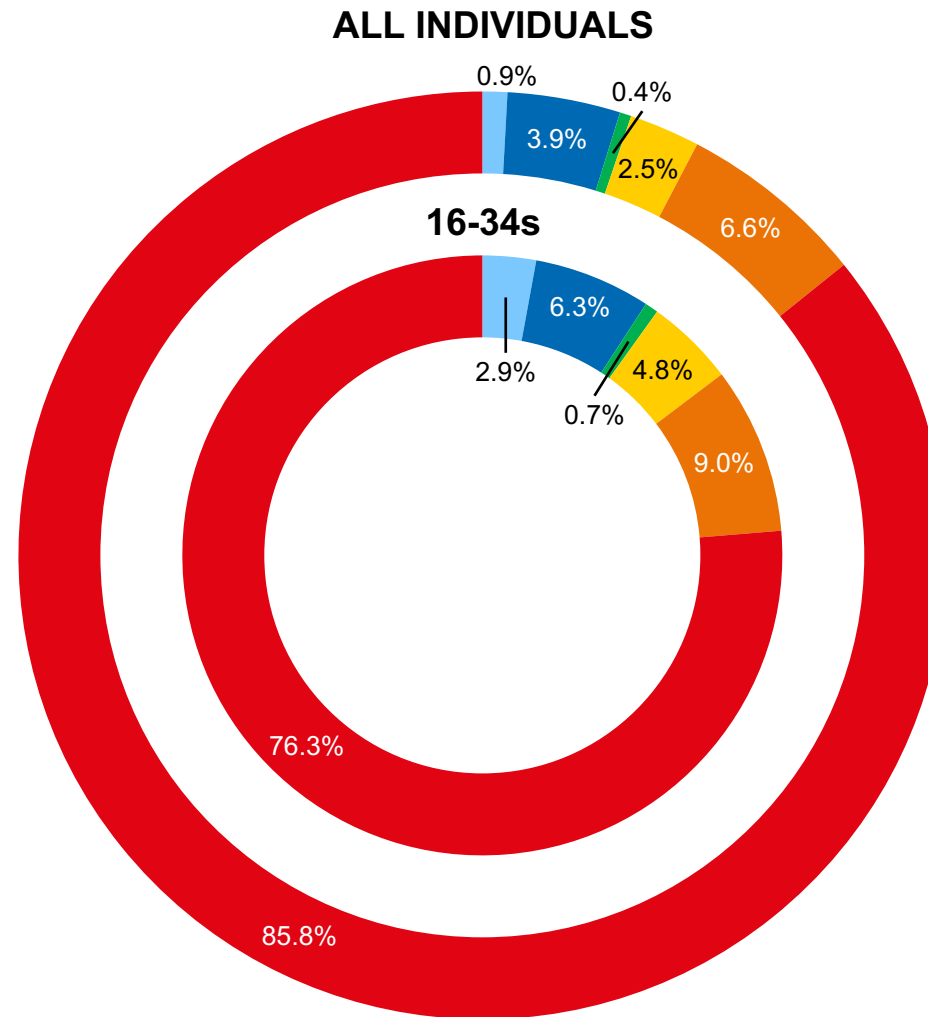
Source: BARB and UK broadcaster data, 2017, 16-34

TV account for half of 16-34s' video day



Source: 2017, BARB / comScore / Broadcaster stream data / IPA Touchpoints 2017 / Rentrak

TV accounts for 90% of 16-34s' video ad viewing time



Average video advertising time per day

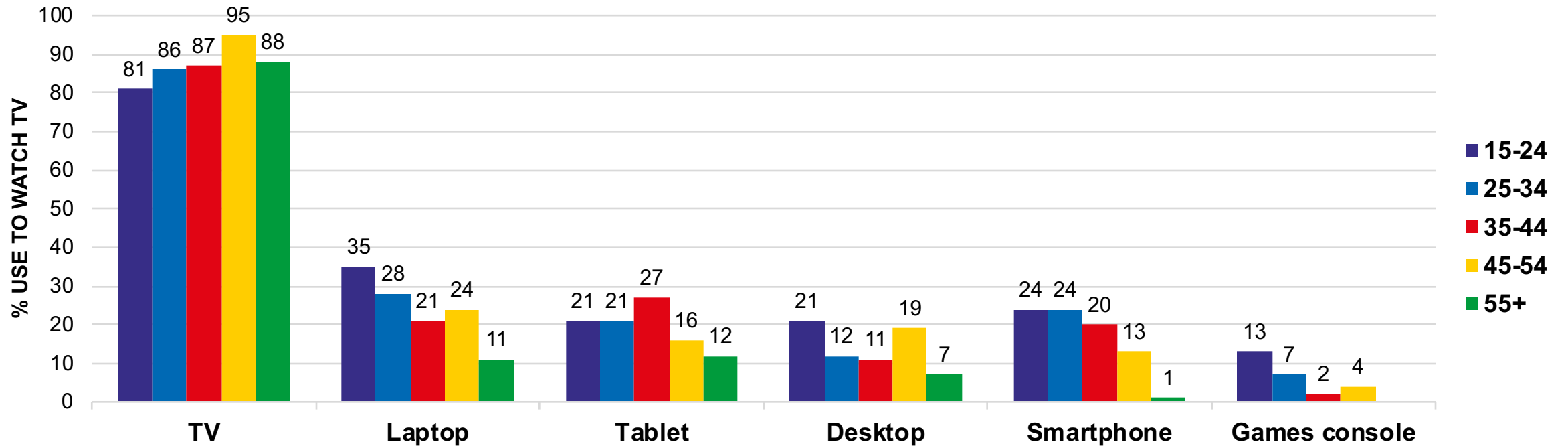
All Individuals: 21mins

16-34s: 14mins

- YouTube
- Other online video
- Cinema
- Broadcaster VOD
- Playback TV
- Live TV

Source: 2017, BARB / comScore / Broadcaster stream data / OFCOM Digital Day / IPA Touchpoints 2017 / Rentrak

Younger people are heavier viewers of TV on other devices



Source: TV/Ad Nation, 2016, Ipsos Connect/Thinkbox.

Question: 'In which of the following ways do you ever watch television?...

Reach is high for 16-34 adults

Commercial TV reaches:



53.2%
of the population
in a **day**







83.6%
of the population
in a **week**



94.3%
of the population
in a **month**

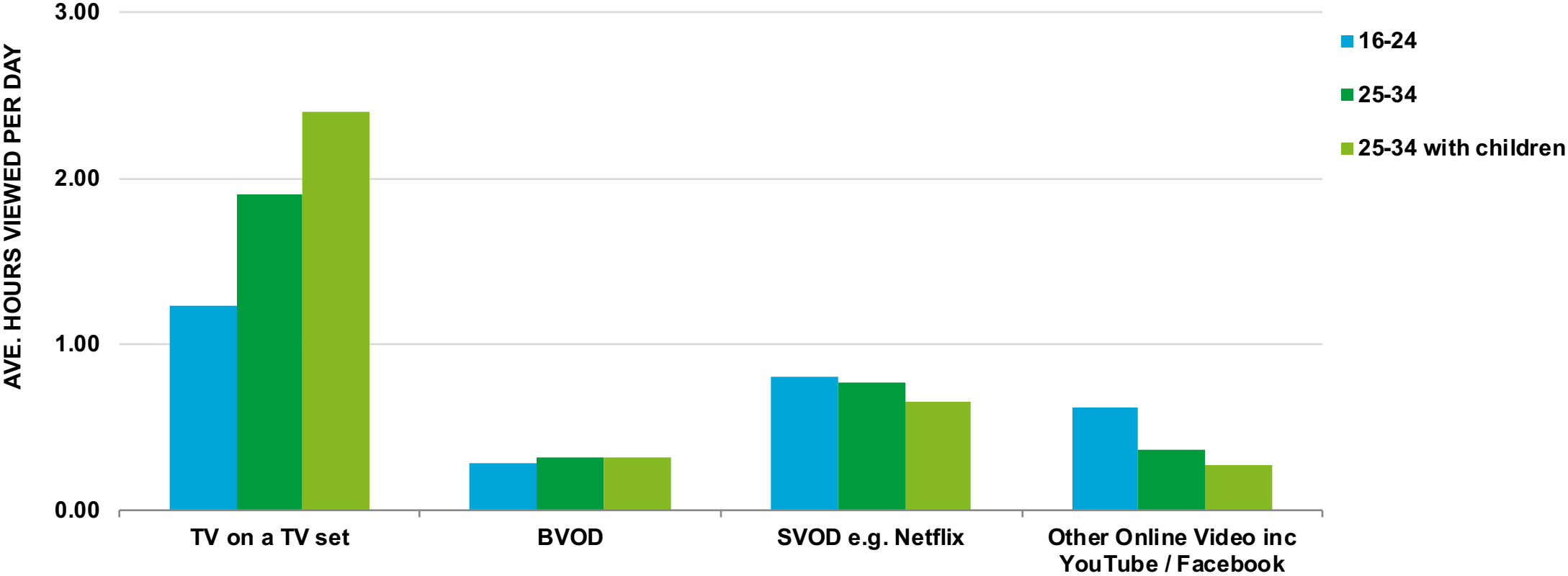
Source: BARB, 2017, 16-34 adults, reach 3min+. TV set viewing within 7 days of broadcast

Viewing proportions by device – 16-34

% of all video time	Live/streamed/recorded TV	BVOD catch up	SVOD	YouTube	All other online video
	42.7%	6.4%	12.6%	22.1%	11.2%
	96%	58%	62%	17%	12%
	1.8%	21%	19%	34%	42%
	0.8%	11%	8%	14%	14%
	1.0%	7%	7%	33%	30%

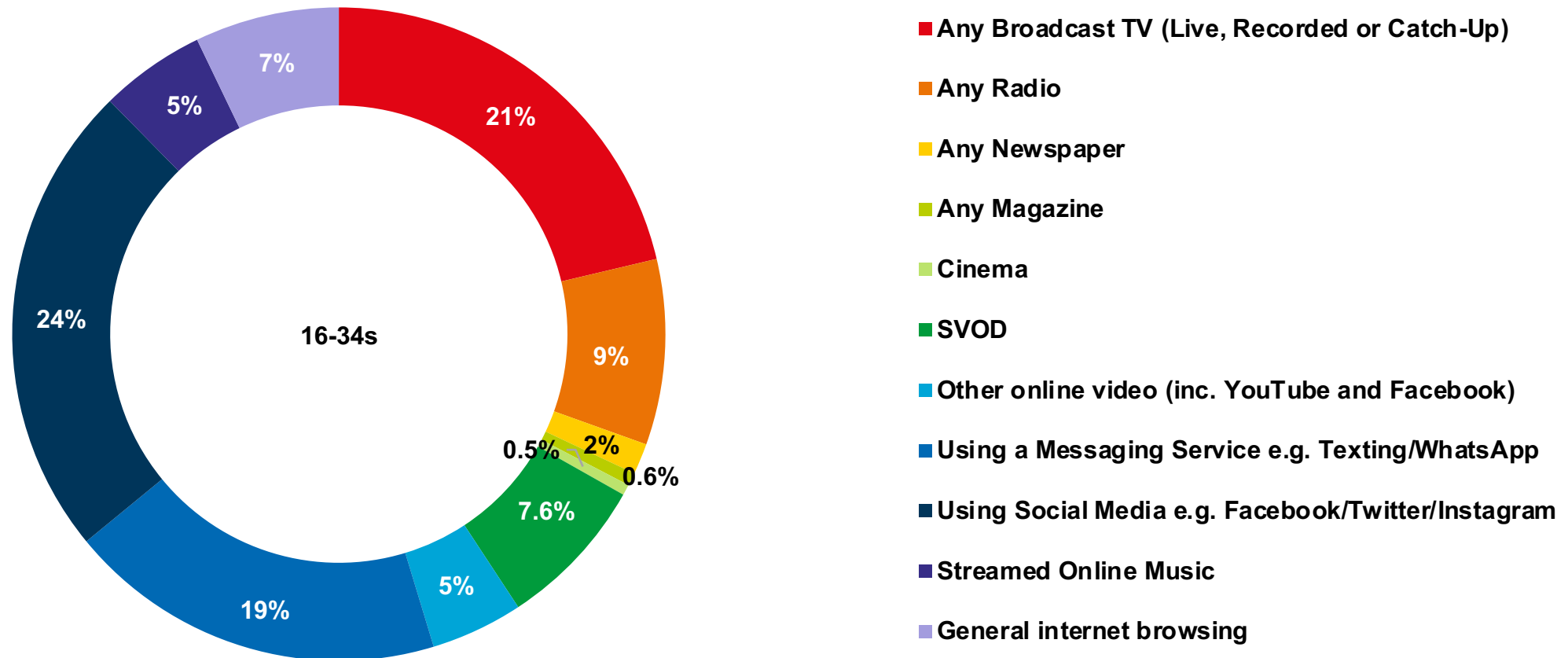
Source: TouchPoints 2018, IPA. 16-34. 'Other device' not shown

Millennials' TV viewing increases as they get older and have kids



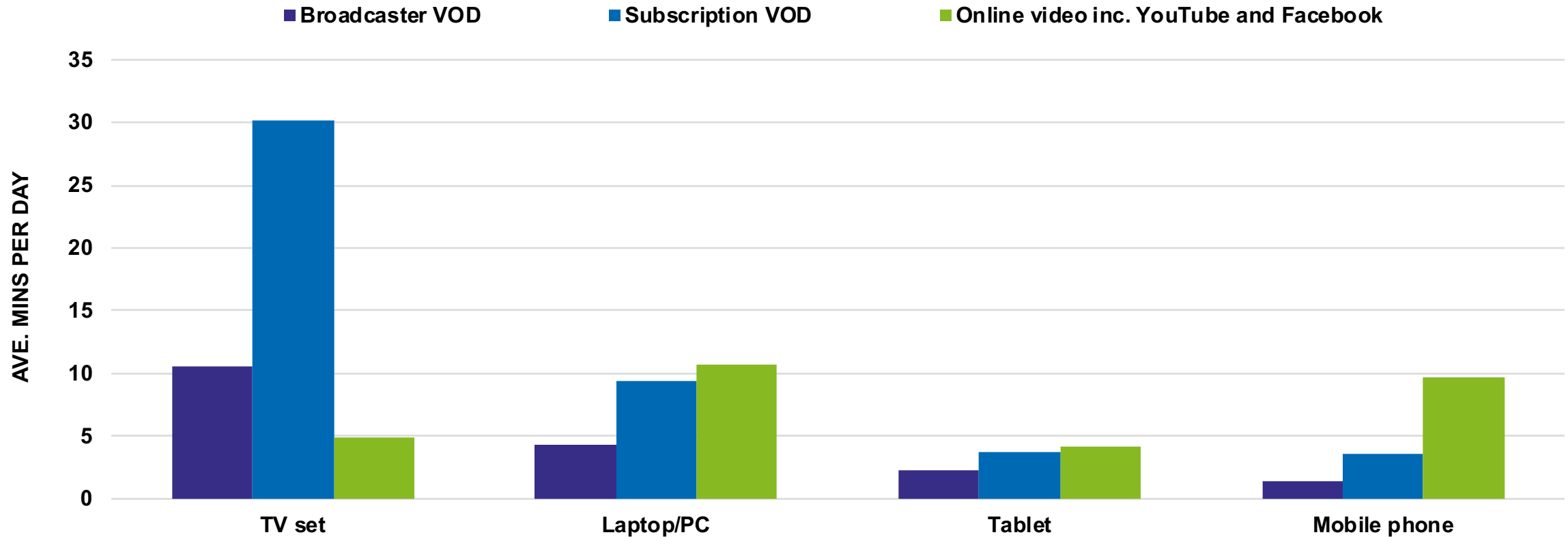
Source: TouchPoints 2018, IPA. Base: 16-24, 25-34, 25-34 with children

TV accounts for 21% of 16-34s' chosen media day



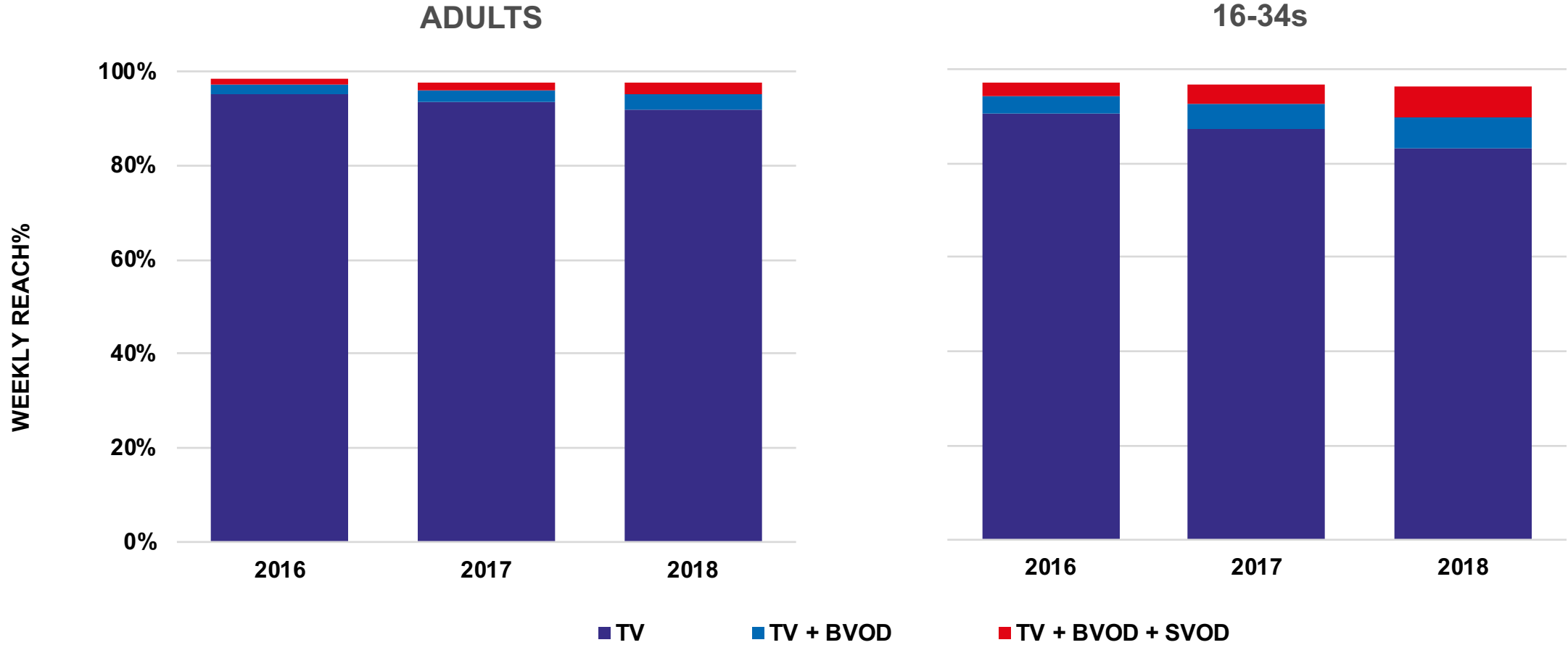
Source: TouchPoints 2018, IPA. Base: 16-34s. Includes only media which people choose to consume. TV, radio, newspaper & magazine figures include online/app consumption

Viewers are using all these devices to watch video



Source: TouchPoints 2018, IPA. Base: 16-34s

Incremental reach achieved by TV + VOD



Source: TouchPoints 2016, 2017 and 2018, IPA