

Guide to Targeting Millennials

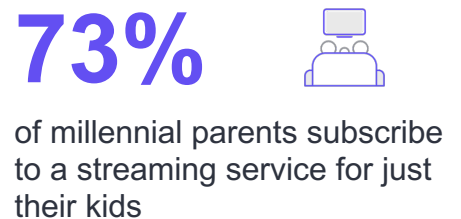
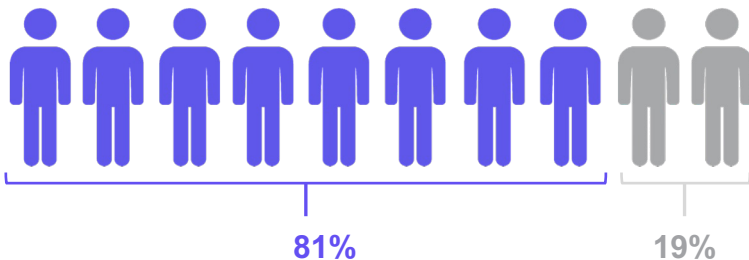


As the generation that wielded the scissors to first cut the cord, millennials are all-in on customizing their TV viewing experiences and accessing the content they want. But, having grown up with cable and the ads that came with it, they are also more willing than any other age group to embrace new AVOD models. Advertisers that take the time to understand this generation of both worlds will be well positioned to win their dollars in the holiday season and beyond.



Millennials were born to Netflix and chill, with 8 in 10 streaming TV and of those streamers, 84% use Netflix

8 in 10 millennials watch TV via streaming services



As millennials have aged up and taken on new roles as parents, their TVs are now dominated with top shows and advertisers oriented toward their kids. But what do millennials watch when given free rein of the TV? Live sports is popular, with more millennials watching than any other generation.



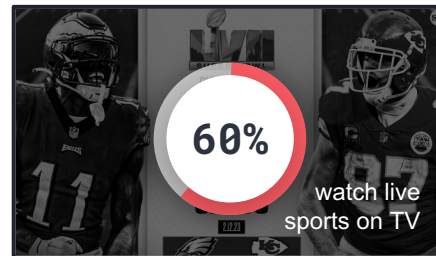
Top indexing streaming program*:



Top indexing linear network:




Top indexing advertiser:



*in H1 2023

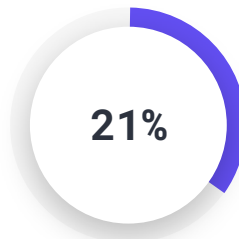
To reach millennials where they are, advertisers should lean into new ad-supported streaming options like FAST and SVOD ad-tiers

More than any other age group, millennials show willingness to make the switch from ad-free SVOD offerings to lower-priced options with ads. Advertisers should capitalize on this by including OTT in their omniscreen campaigns and syncing their messaging across platforms to maximize ROAS.

68% 


of millennials have a streaming subscription that shows ads (more than any other generation)

NETFLIX
Percent of millennials with Netflix subscribed to the ad tier




55% of this group signed up for Netflix after the lower cost ad-tier was created

Millennials embrace new technologies and advancements in the TV space more than any other generation, but are also sensitive to ad fatigue. Avoid oversaturating this audience by measuring true reach and frequency every step of the way.




68%

would be likely to **change their streaming subscriptions** if a current one released a cheaper version with ads




71%

say that watching the same ad for a brand over and over again in a month would **worsen their perception**



72%

would watch live events on top SVOD and AVOD platforms if they were offered



85%

look at a mobile device while watching TV

