

# Insights from Multi-Screen Research

Millennials: Distinct in Video Consumption?

Research in partnership with IPG Media Lab

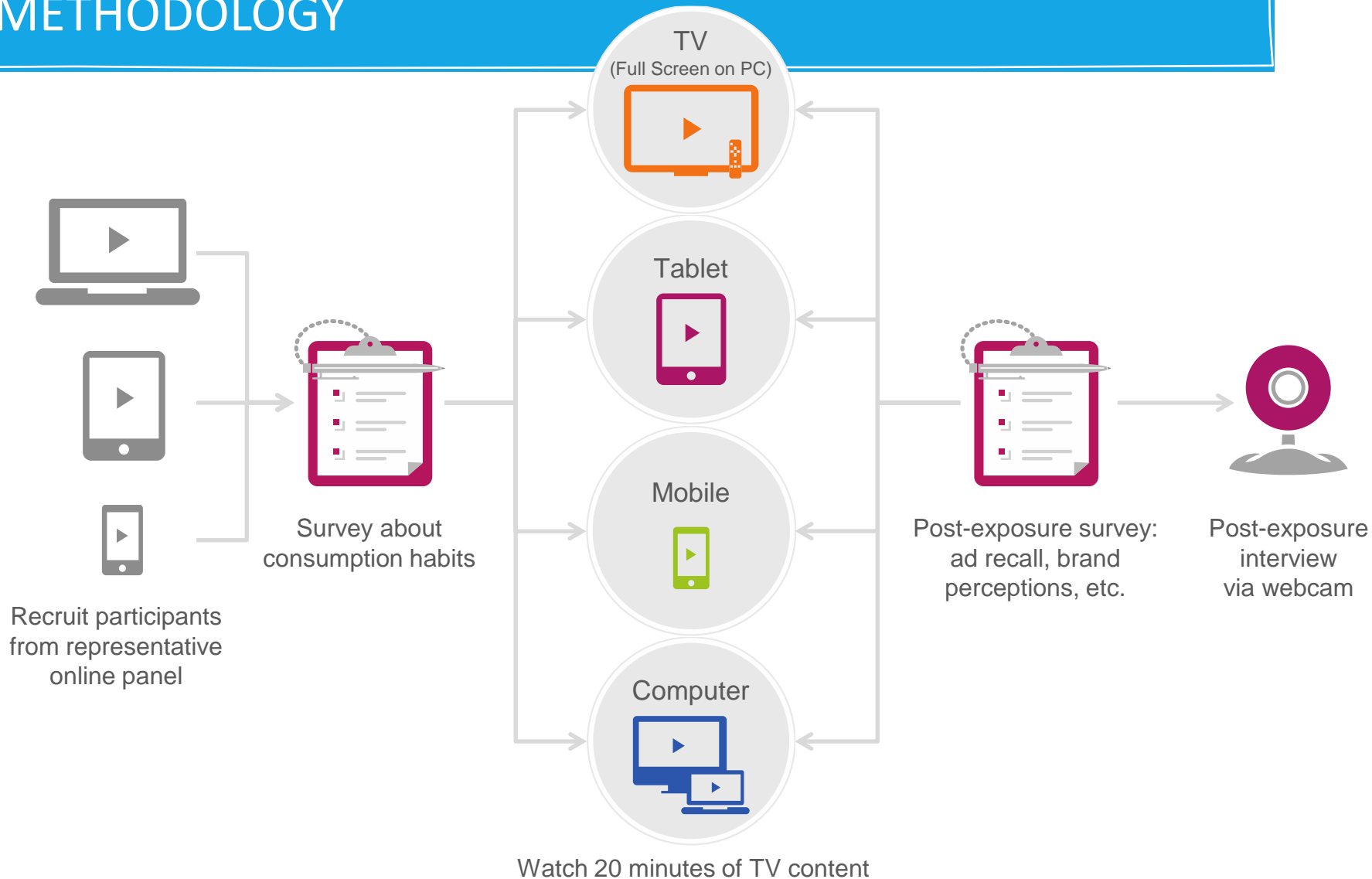


# BACKGROUND

**For this media trial, we explore the distinct video viewing patterns of Millennials across a number of dimensions:**

- Devices
- Context
- Multi-tasking
- Brand metrics

# METHODOLOGY



# WHAT WE KNOW ABOUT MILLENNIALS

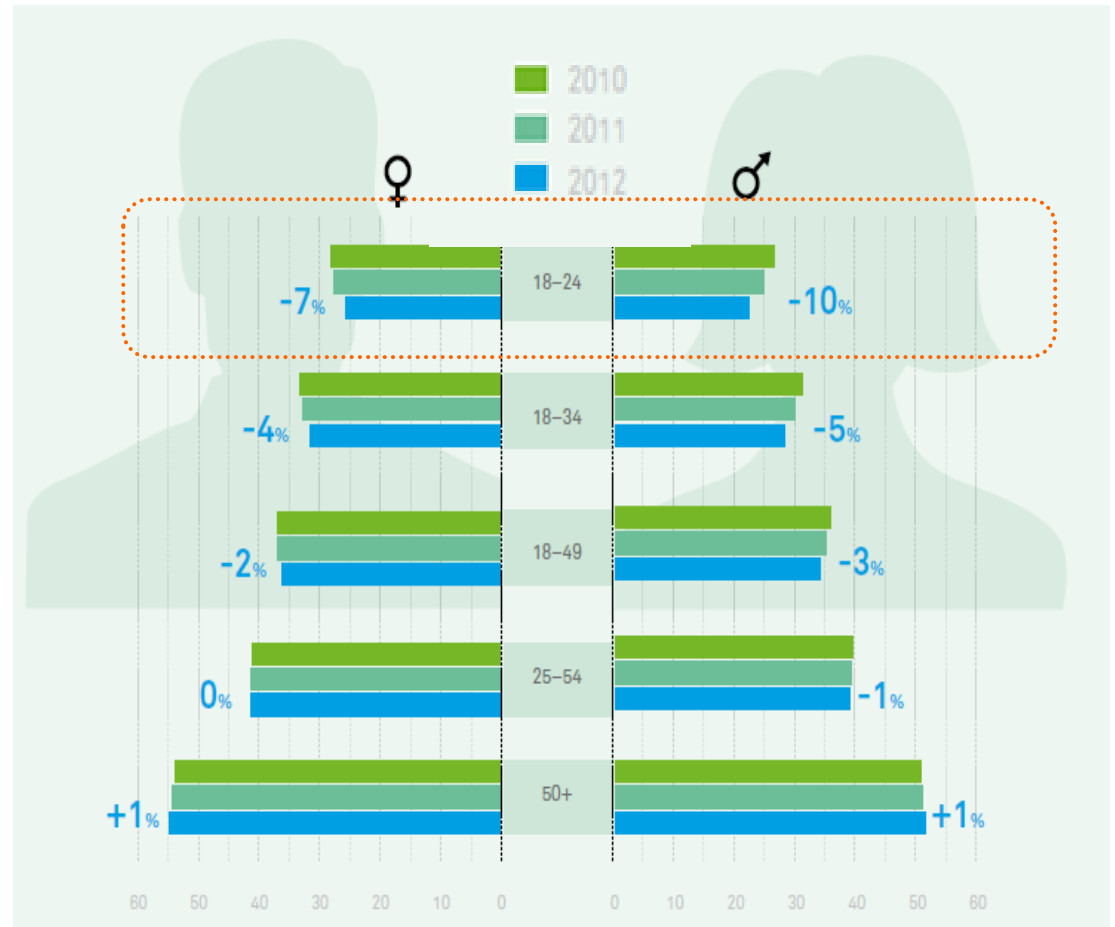
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WHAT WE KNOW

## DECLINE IN TV USAGE

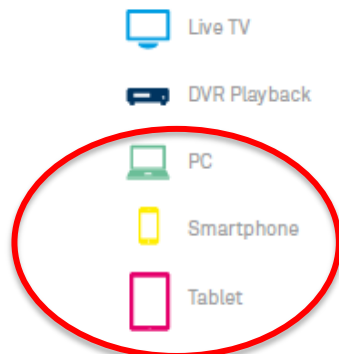
**Decline In TV usage sharpest among Millennials**



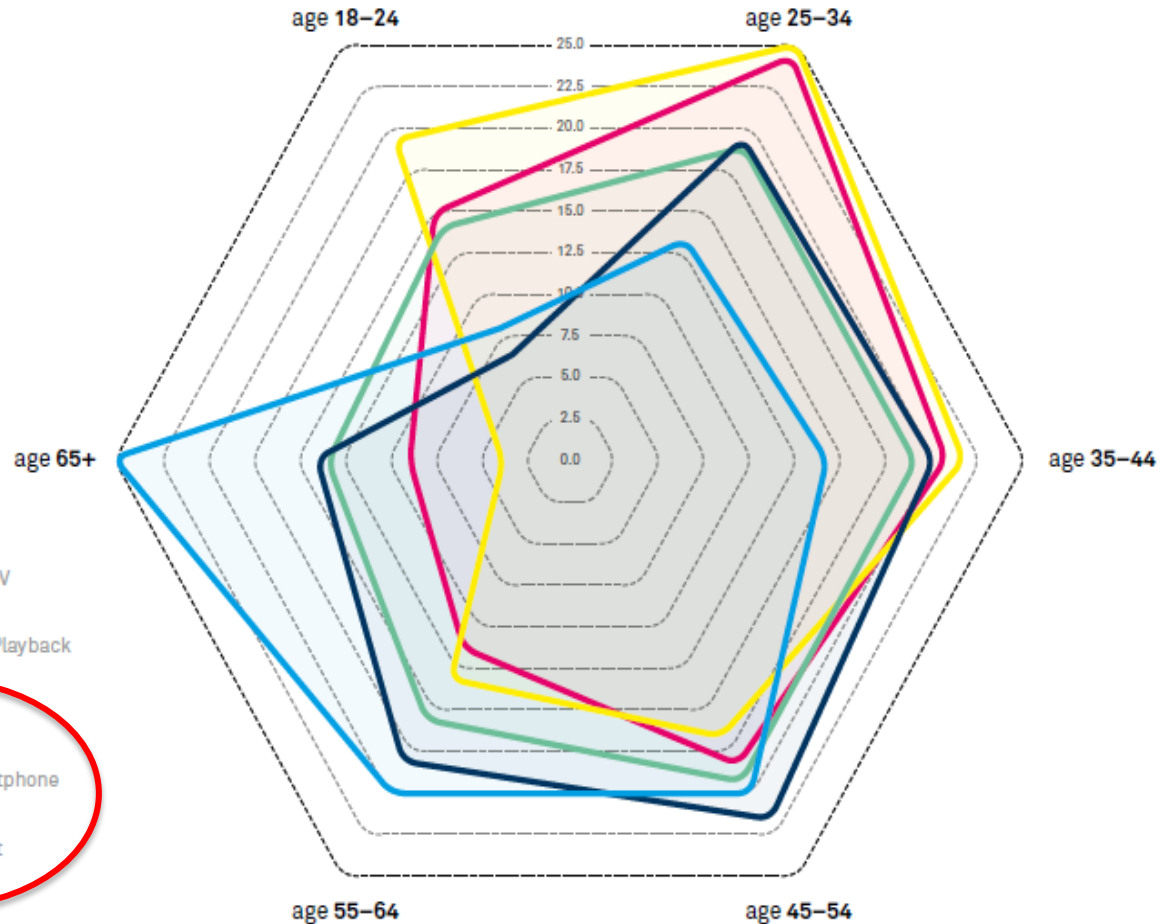
WHAT WE KNOW

# HEAVY SMARTPHONE USERS

**Millennials more likely to use alternative video devices, especially smartphones**



Sources: Nielsen, ComScore, MAGNA GLOBAL estimates



**But we have more questions:**

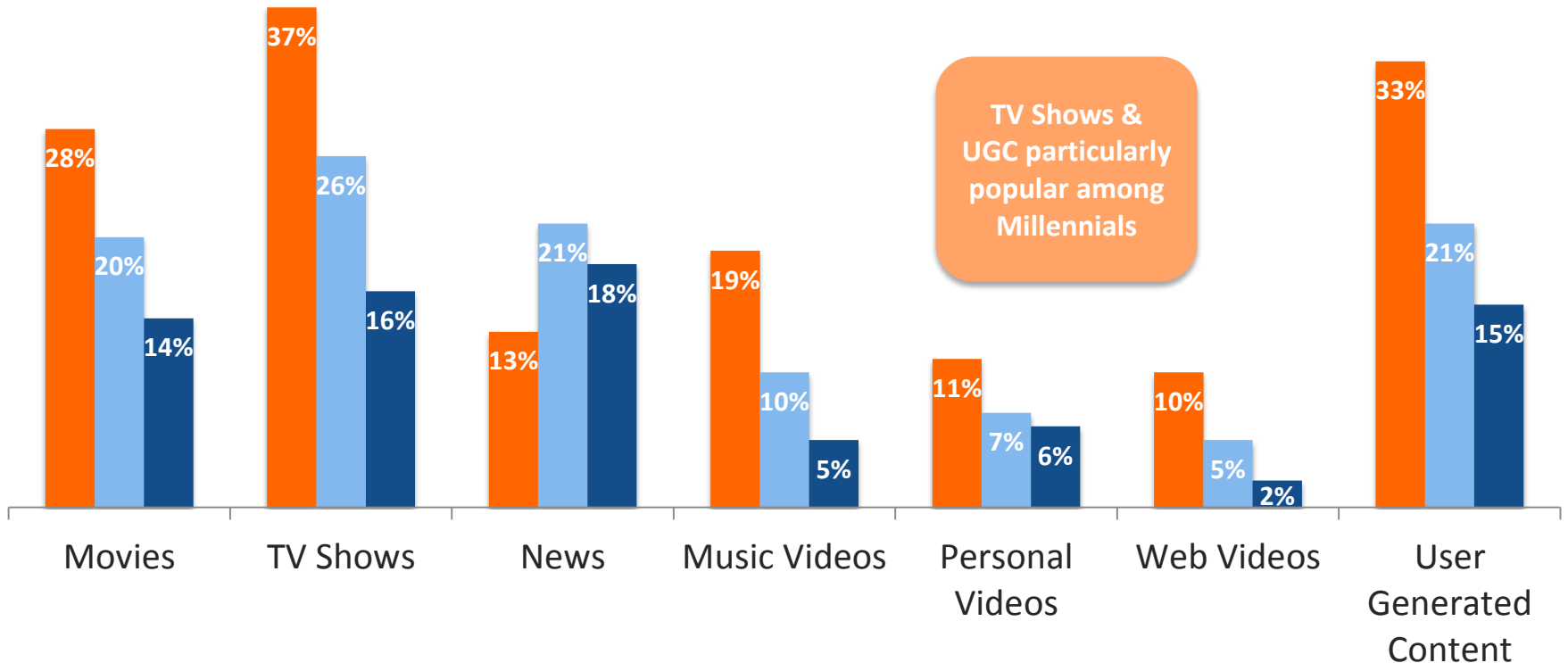
**In what ways does device usage among Millennials really differ from other generations?**

**What, if anything, do these differences mean for video ad effectiveness?**

# HEAVIEST VIEWERS OF ALL TYPES OF VIDEO CONTENT

**Types of Video Viewed – Top Box**  
(On Any Device: TV, PC, Smartphone, or Tablet)

Millennials Gen X Baby Boomers



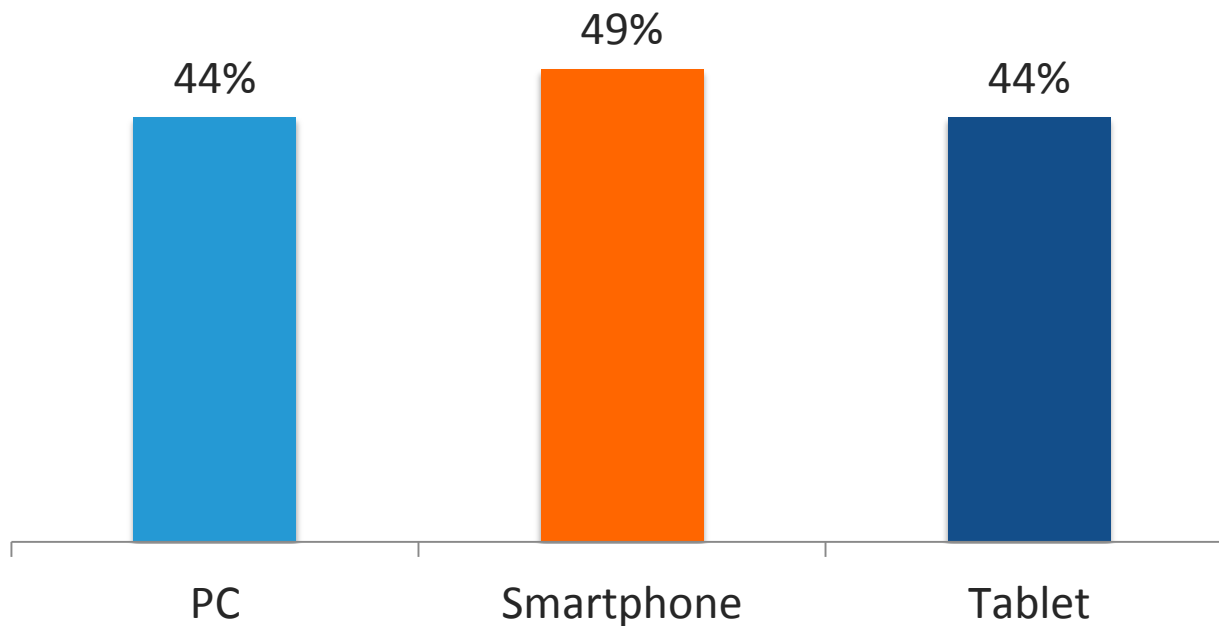
How frequently do you watch the following types of content on a \_\_\_\_?



# SMARTPHONES MOST POPULAR FOR WEB VIDEOS

## Frequently Watch Web Videos by Screen

Top 2 Box



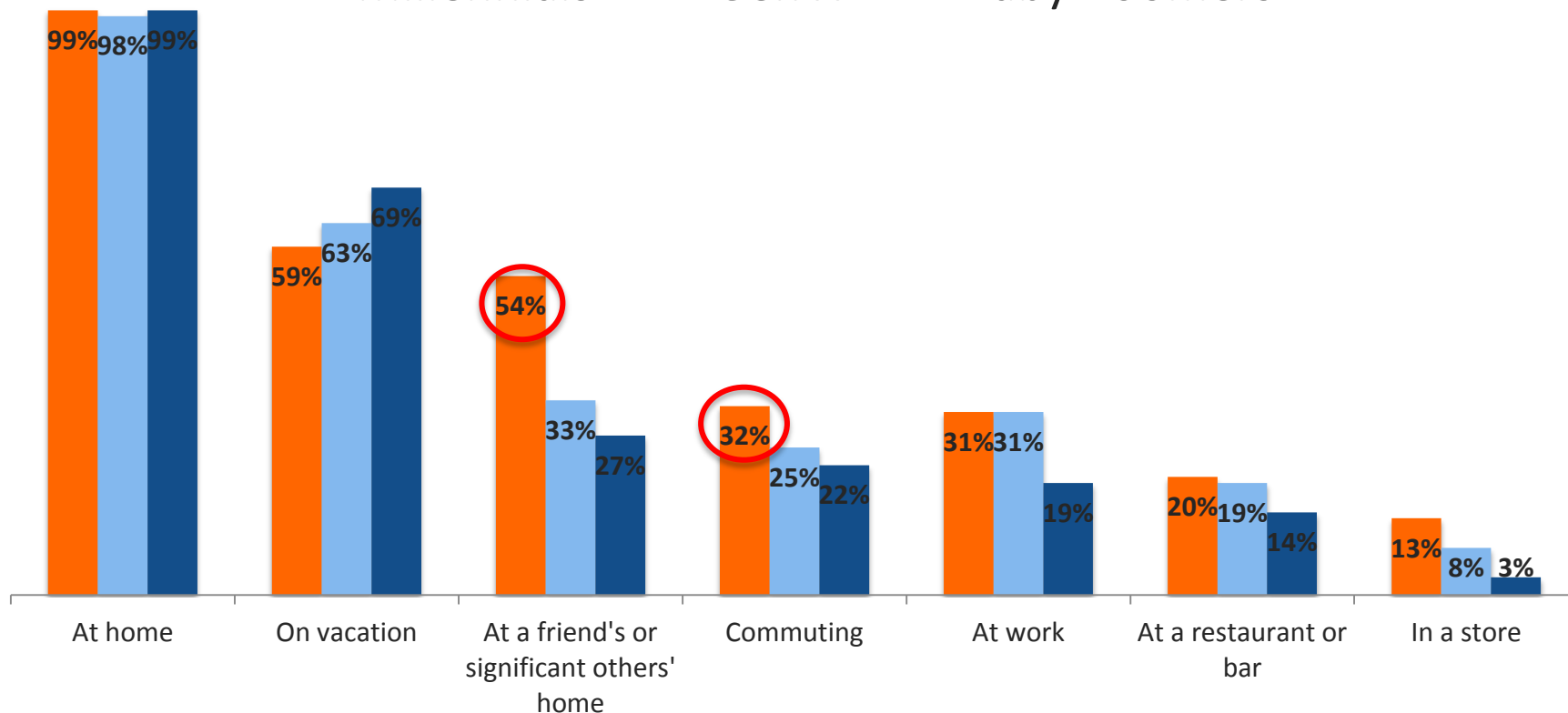
*How frequently do you watch the following types of content on a \_\_\_\_?*

# MORE LIKELY TO WATCH SOCIALLY AND ON THE GO

## Locations For Viewing Video

(On Any Device: TV, PC, Smartphone, or Tablet)

■ Millennials   
 ■ Gen X   
 ■ Baby Boomers

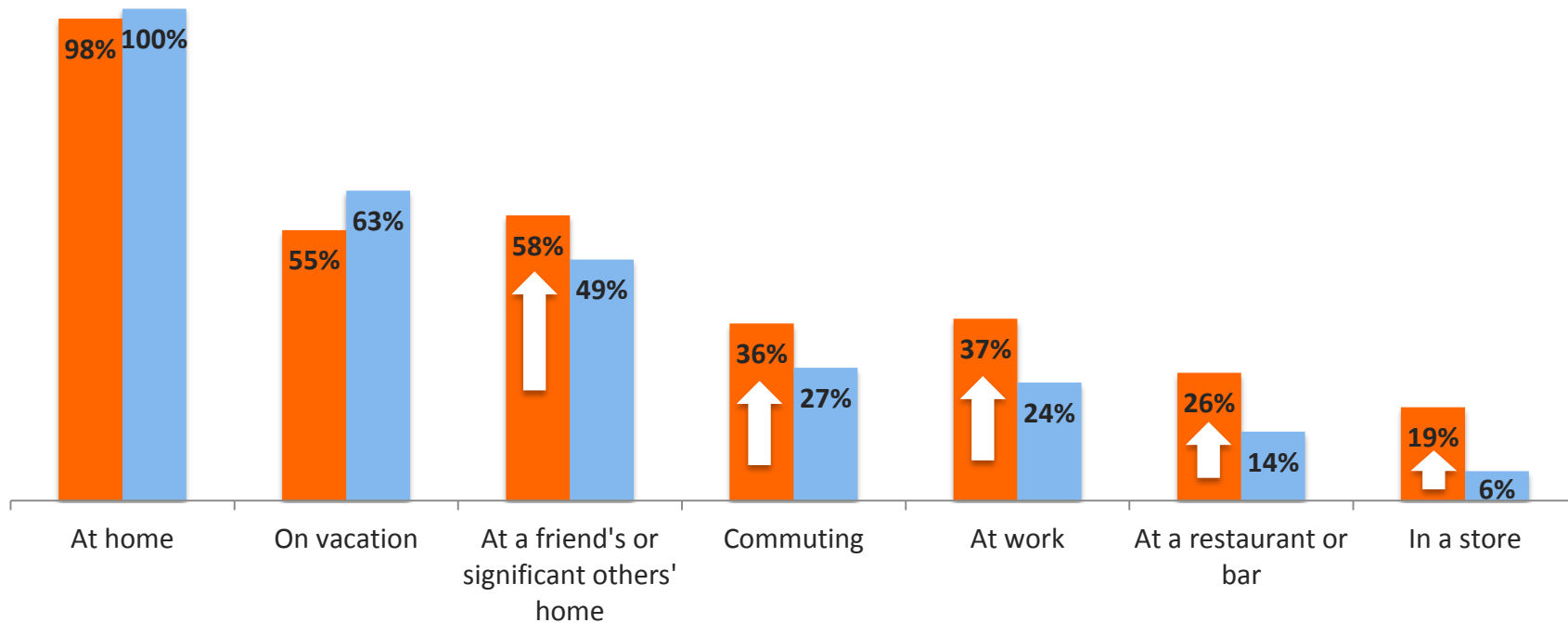


In which of the following situations do you watch video on \_\_\_\_\_? (Please select all that apply)

# SMARTPHONES MORE POPULAR IN MOST PLACES

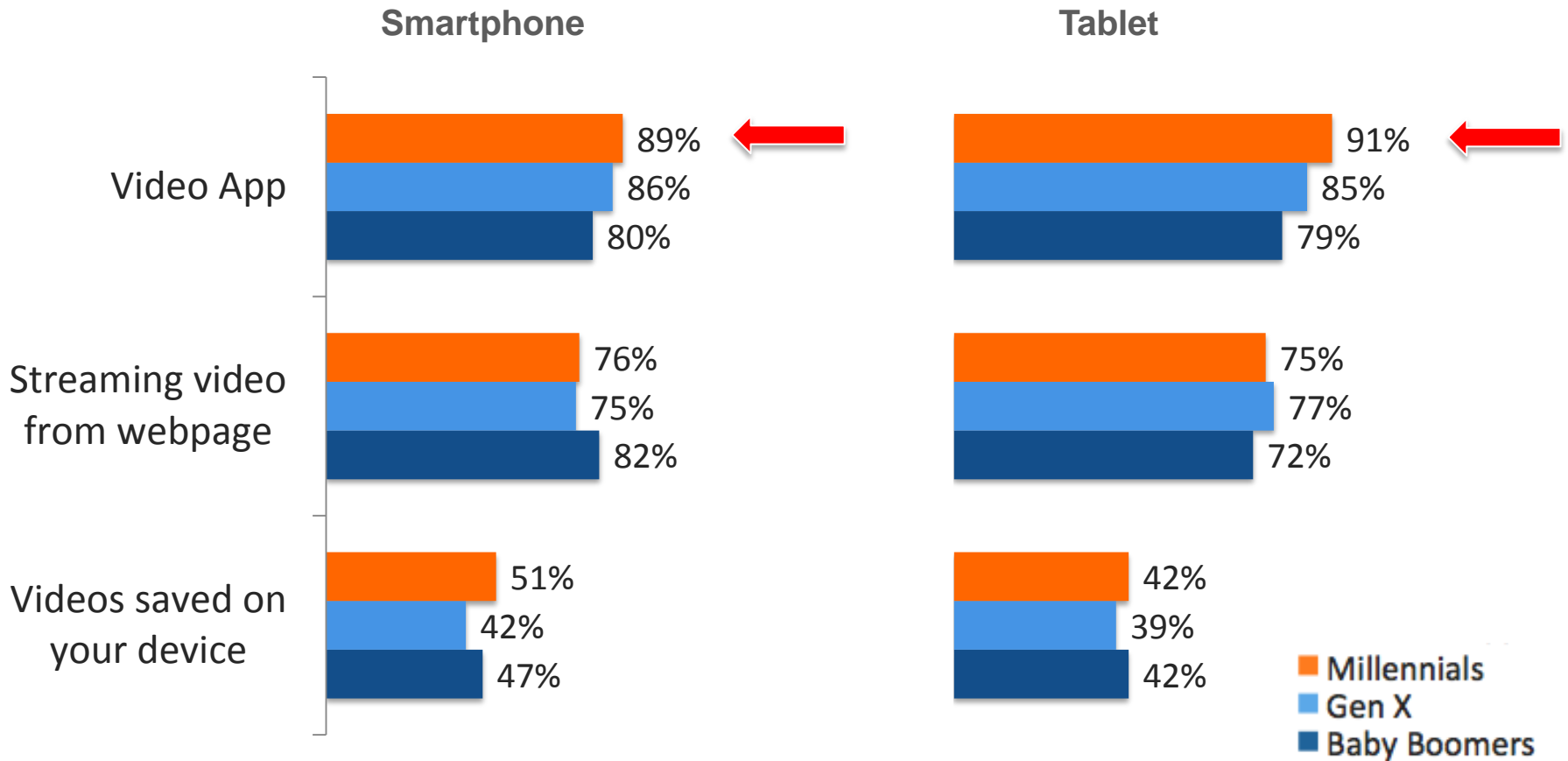
## Locations For Video Viewing Among Millennials

Smartphones Tablets



In which of the following situations do you watch video on \_\_\_\_\_? (Please select all that apply)

# HEAVY APP USAGE FOR WATCHING VIDEO



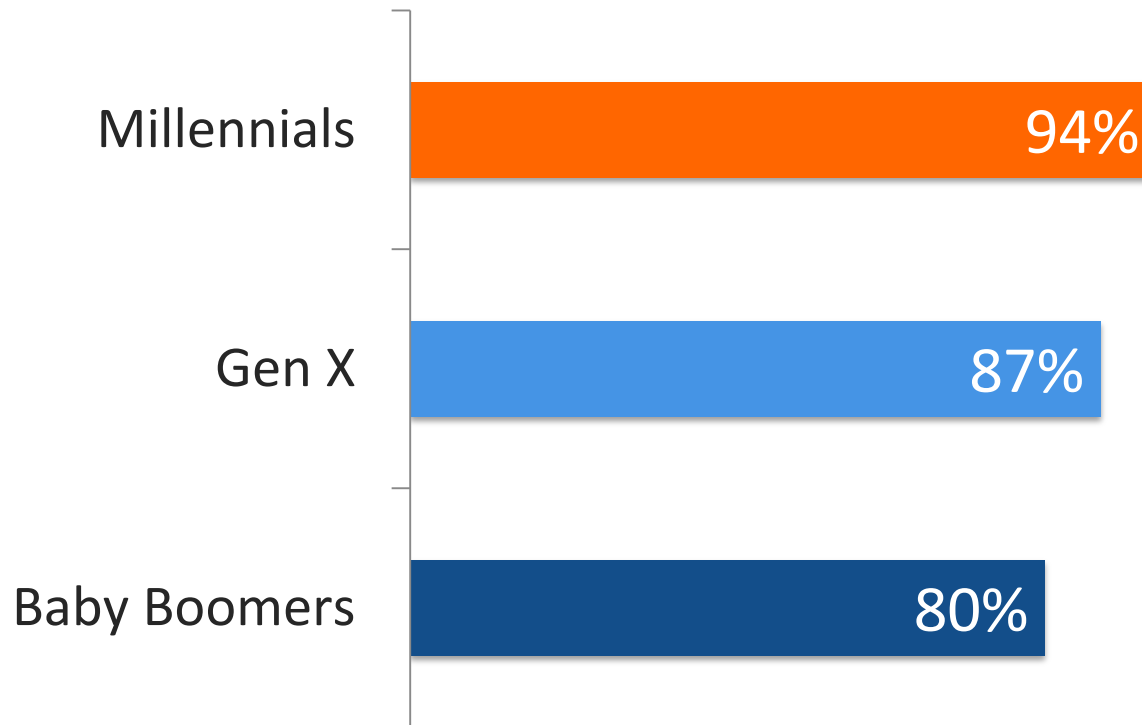
When you watch video on \_\_\_\_\_, which of the following do you use? (Please select all that apply)

MILLENNIALS

# HEAVY MULTI-TASKING

## Total Multi-Taskers

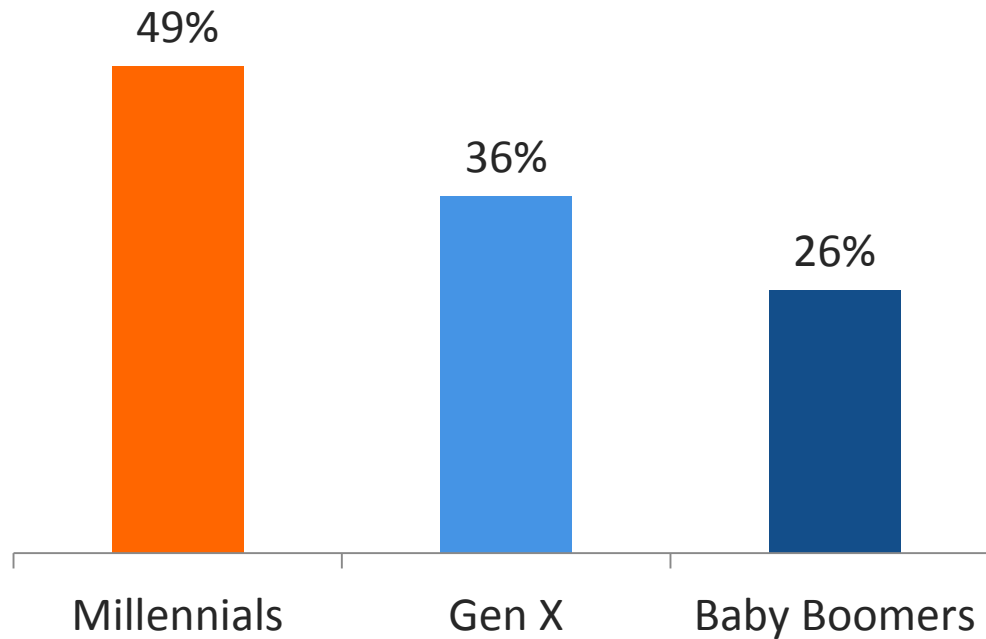
*(On Any Device: TV, PC, Smartphone, or Tablet)*



*When you watch video on \_\_\_\_\_, in which of the following ways do you multi-task or perform other activities at the same time? (Please select all that apply)*

## Connected Multi-Tasking Activities Among Millennials

*(On Any Device: TV, PC, Smartphone, or Tablet)*

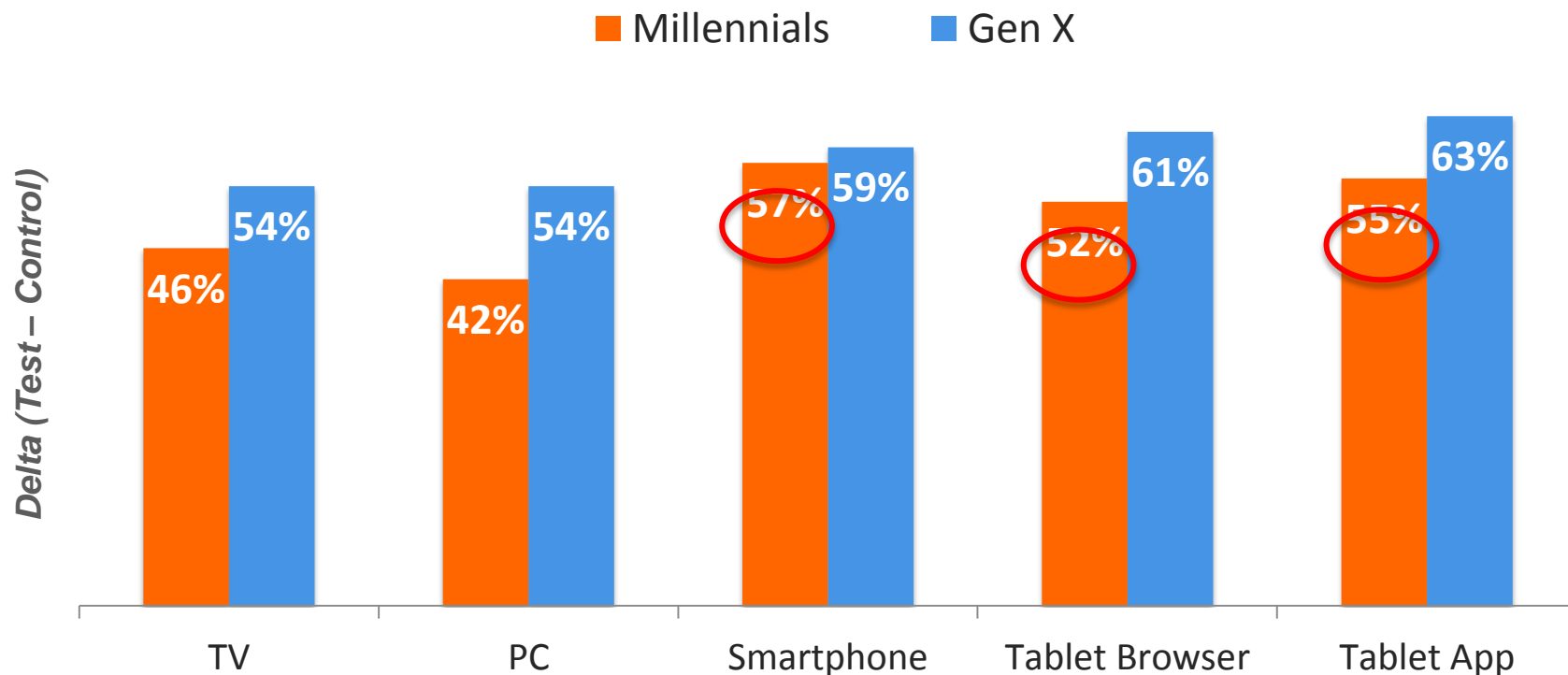


*When you watch video on \_\_\_\_\_, in which of the following ways do you multi-task or perform other activities at the same time? (Please select all that apply)*

## HIGHER LEVELS OF MULTI-TASKING = LOWER AD RECALL

*However, among devices, smartphone ads are most effective*

## Unaided Ad Recall

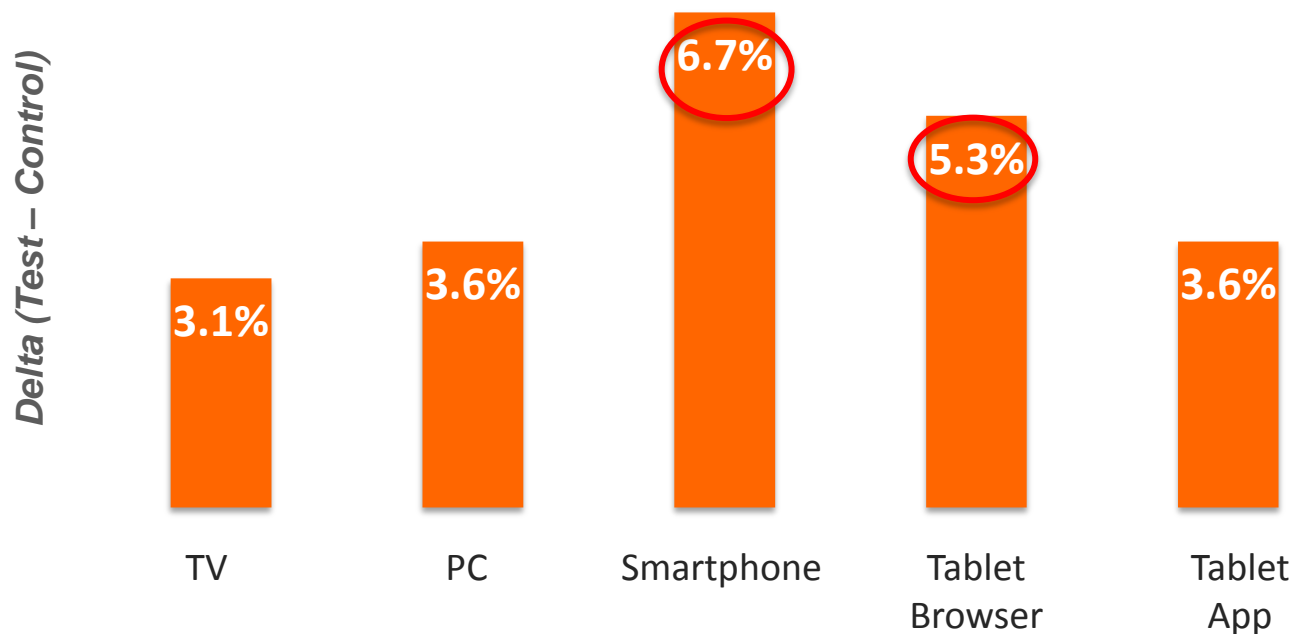


*Thinking about the video you just viewed, can you recall any brands you saw advertised?*

# VIDEO ADS POSITIVELY IMPACT BRAND OPINIONS

*Especially true for video ads on mobile devices*

## “Is A Modern Brand”

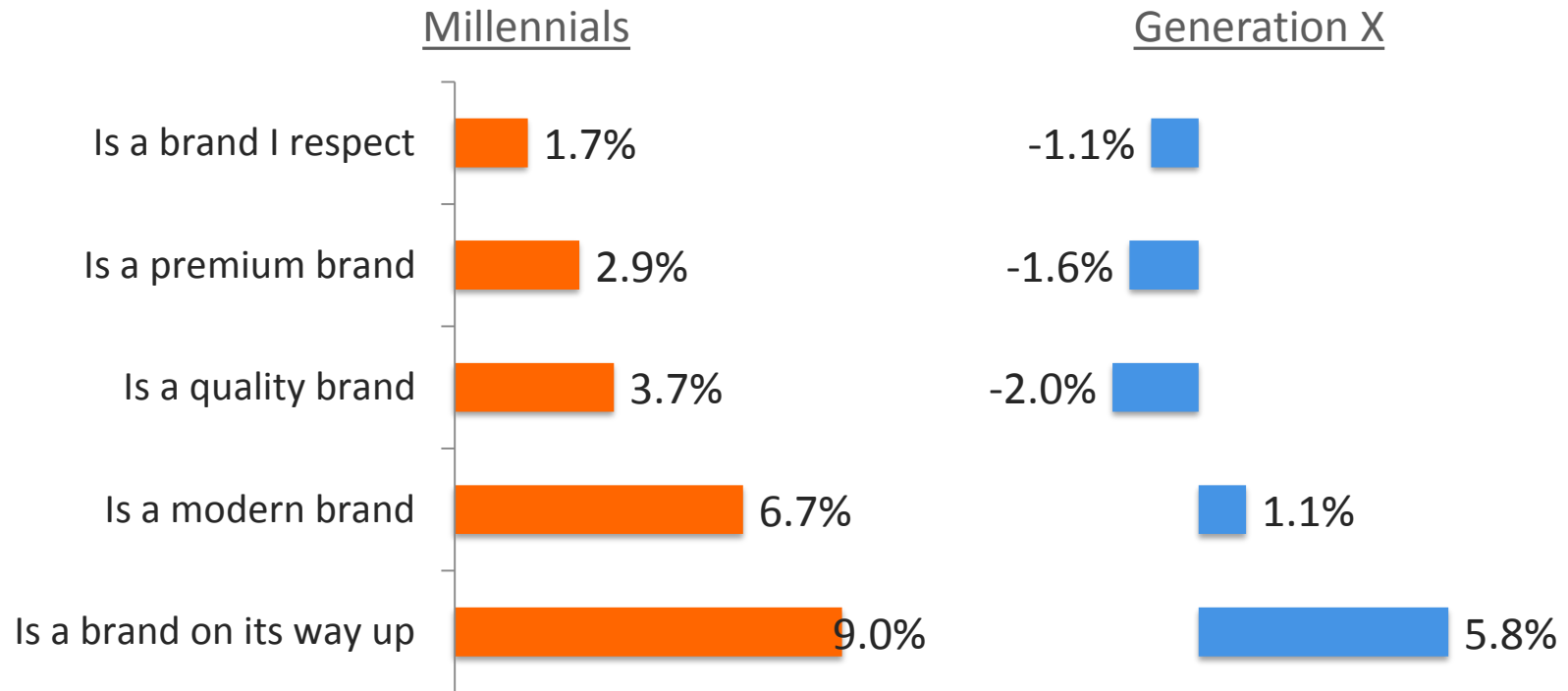


Please indicate how much you agree or disagree with each of the following statements about \_\_\_\_\_.



# MILLENNIALS ARE MORE IMPRESSIONABLE

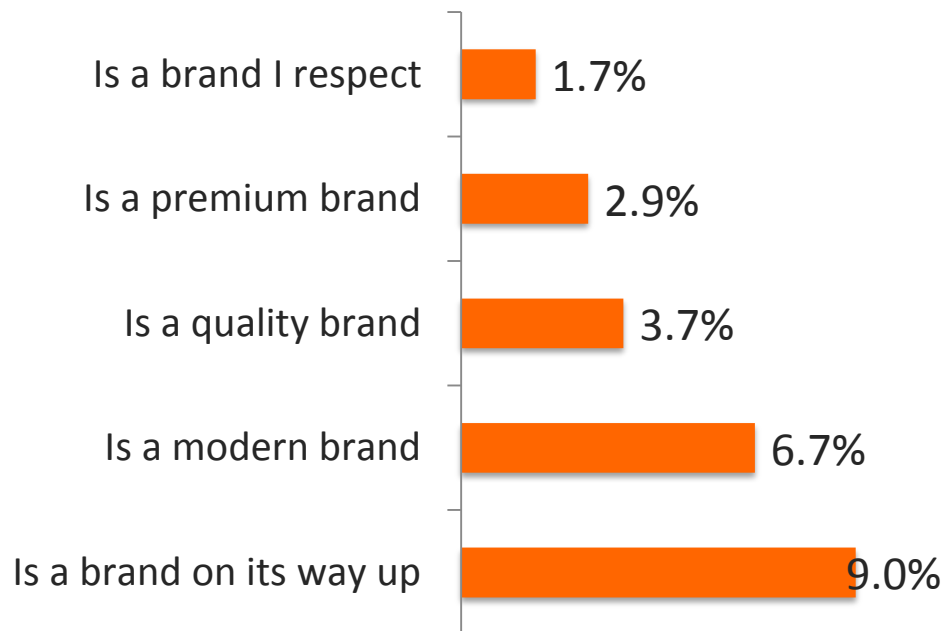
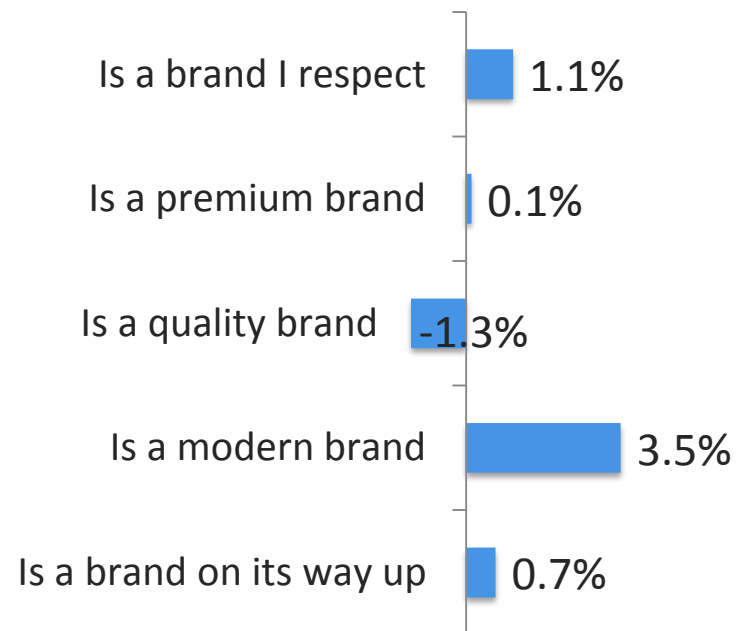
## Impact of Video Ads on Smartphone *Delta (Test – Control)*



Please indicate how much you agree or disagree with each of the following statements about \_\_\_\_\_.

## SMARTPHONES ARE HIGHLY PERSUASIVE

## Impact of Video Ads on Millennials

*Delta (Test – Control)*SmartphoneTablet

Please indicate how much you agree or disagree with each of the following statements about \_\_\_\_\_.

## KEY TAKEAWAYS

- Millennials are more heavily distracted while watching video, and therefore, ads have a harder time breaking through
- When video ads do break-through, however, they positively shape brand perceptions
- Video ads are especially effective among Millennials when appearing on smartphones
- Since Millennials tend to multi-task with other connected devices, there is a clear opportunity to plan for duplication & exposure timing across devices

Thank You

