Magid

Millennials: Media, Myths and Momentum

About Magid

- Magid is renowned for its work in the media and entertainment industry, with both traditional and emerging players. We help develop and launch new products and services and work with clients to re-imagine their businesses, furthering content, marketing, distribution, advertising sales, programming, promotion, and branding efforts.

Internet	Games	Print Media	Mobile	Cable MSOs	TV/Cable Networks	CPG
Disney Interactive	EA	WSJ	verizon	COMCAST	Disney Channel	DR PEPPER SNAPPLE GROUP
Warner Bros. Interactive Entertainment	2K Games	GANNETT	at&t	COX	CBS	Nestlé
Google	zynga	HEARST corporation	Quattro Wireless	Charter	Disney | abc Television Group	Starbucks Coffee
LinkedIn	Microsoft	The New York Times	Motorola	CABLEVISION	Turner	Heinz
msn	Sony Computer Entertainment	The Washington Post	Tapjoy	verizon FiOS	NBC	General Mills
YAHOO!	SUPERCELL	meredith			The Weather Channel weather.com	
	BLIZZARD	TRIBUNE				
	NCSOFT					

1,000,000+

Frank N. Magid Associates, Inc. is a leading research-based consulting firm. We've interviewed more than 1 million consumers by phone, online, and in-person over the last 12 months. Our team of more than 200 employees serves clients from our offices in Atlanta, Chicago, Dallas, Iowa, Los Angeles, Minneapolis, New York, and San Francisco. After 5 decades, and thousands of engagements, our team of qualitative and quantitative researchers and consultants have experience across untold industries and in over 40 countries.

The Generational Lens

WHAT FORMS A GENERATION

PARENTS

- VALUES
- INVOLVEMENT
- PARENT'S OWN CHILDHOOD

ENVIRONMENT (SOCIETAL FACTORS)

- TRENDS
- ECONOMY
- REGULATIONS

FRAMEWORK **FACTOR** → **MINDSET** → **EFFECT**

MYTHS

MILLENNIALS

87 MILLION STRONG

Adults aged 19-38

MOSTLY ADULT LIFE STAGES

42% Parents and 25% Stable

UNIQUE MINDSETS

Expecation of customization most impactful

KEY PART OF DEMO

Will be majority of A25-54 within 5 years

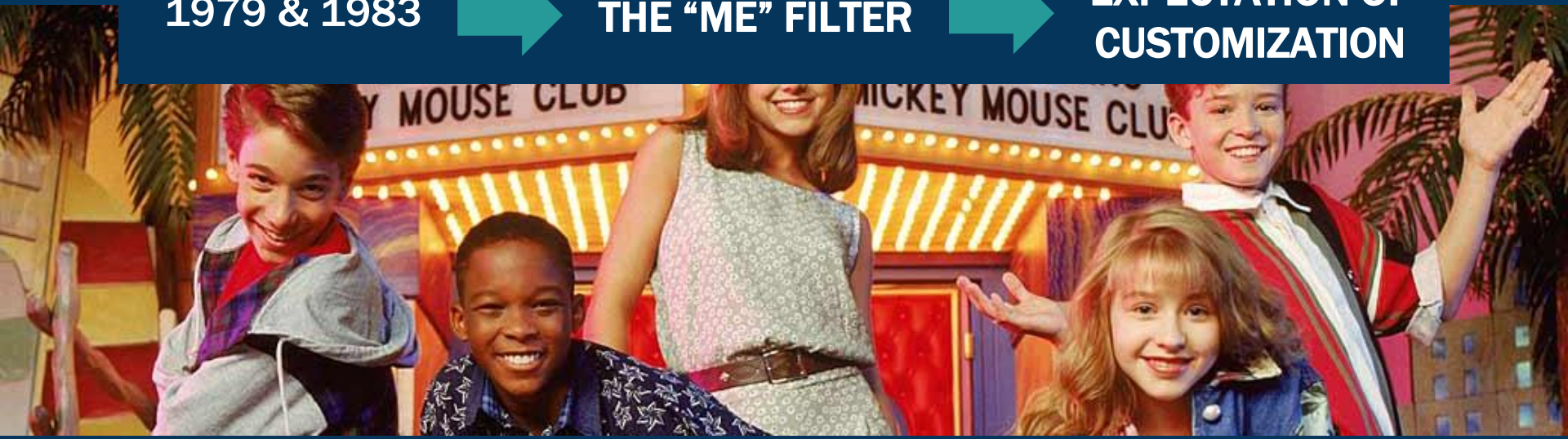
Magid Millennial Life Stage Segmentation Magid Millennial Life Stage Segmentation; Parents defined as any with a child under 18 under their care in their home; Stable defined as working full-time – if one works full time, but has a child, they are classified as Parent

MINDSETS

The Making Of Millennial Mindsets

DISNEY & NICK

1979 & 1983 → THE "ME" FILTER → EXPECTATION OF CUSTOMIZATION



CHOICE. CONTROL. CONVENIENCE.

MEDIA

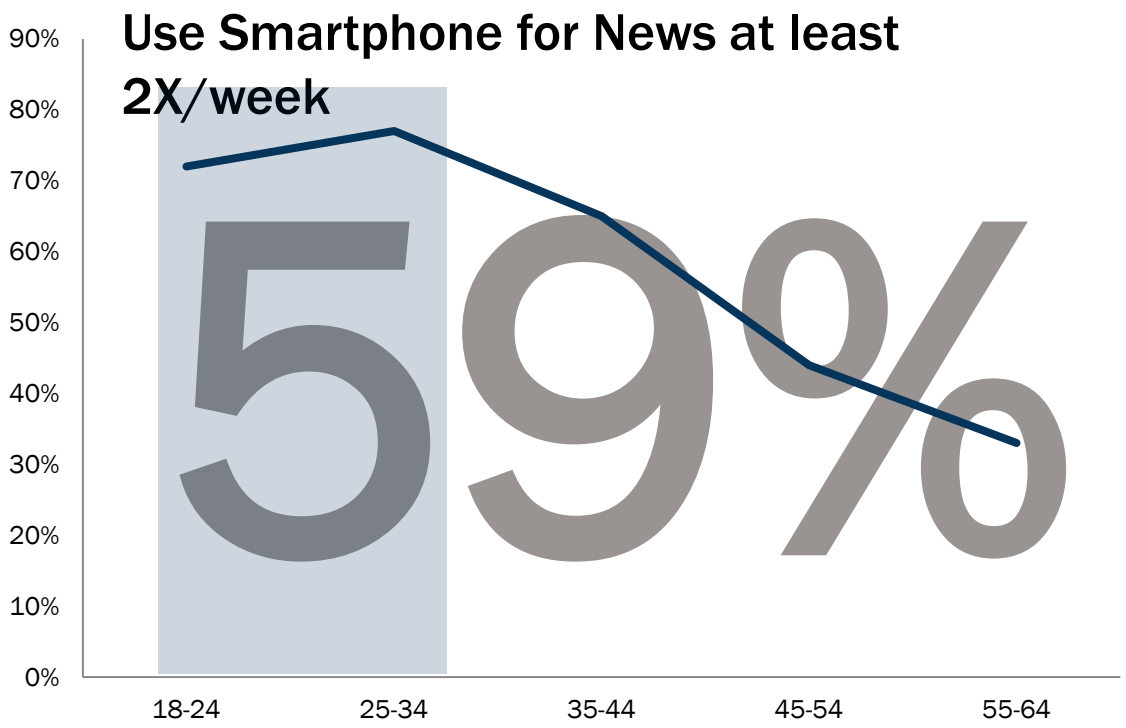
Like a wave, the energy of the shifting media landscape builds as it reaches shore

Media Habits

The move to digital platforms is far from new. But its impact on sources and habits, as well as the sharpness of the curve, is often masked by looking at broader demographic groups.

Take Smartphones, For Example

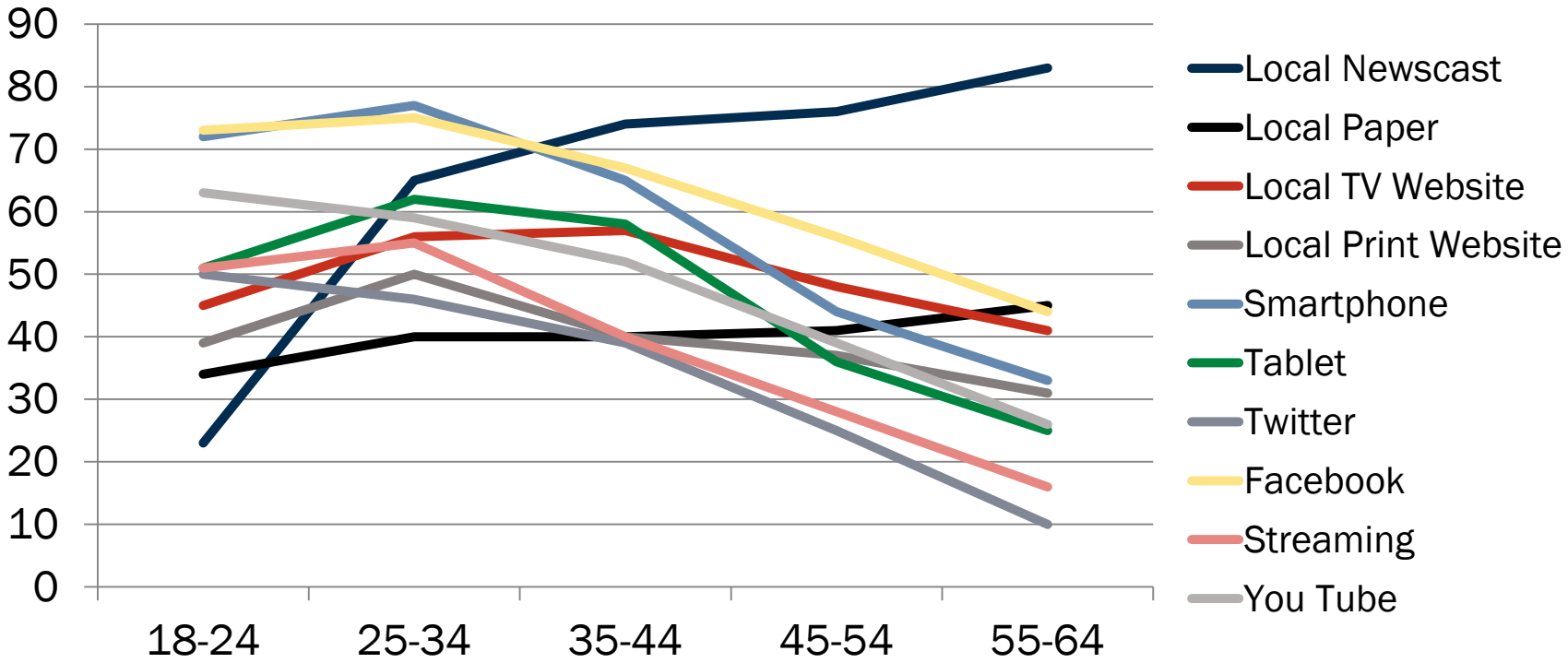
A commonly-discussed trend, but do you see the wave moving to shore?



We've all had conversations about the growth of mobile devices as a source for news – but were you aware how lopsided the trend is?

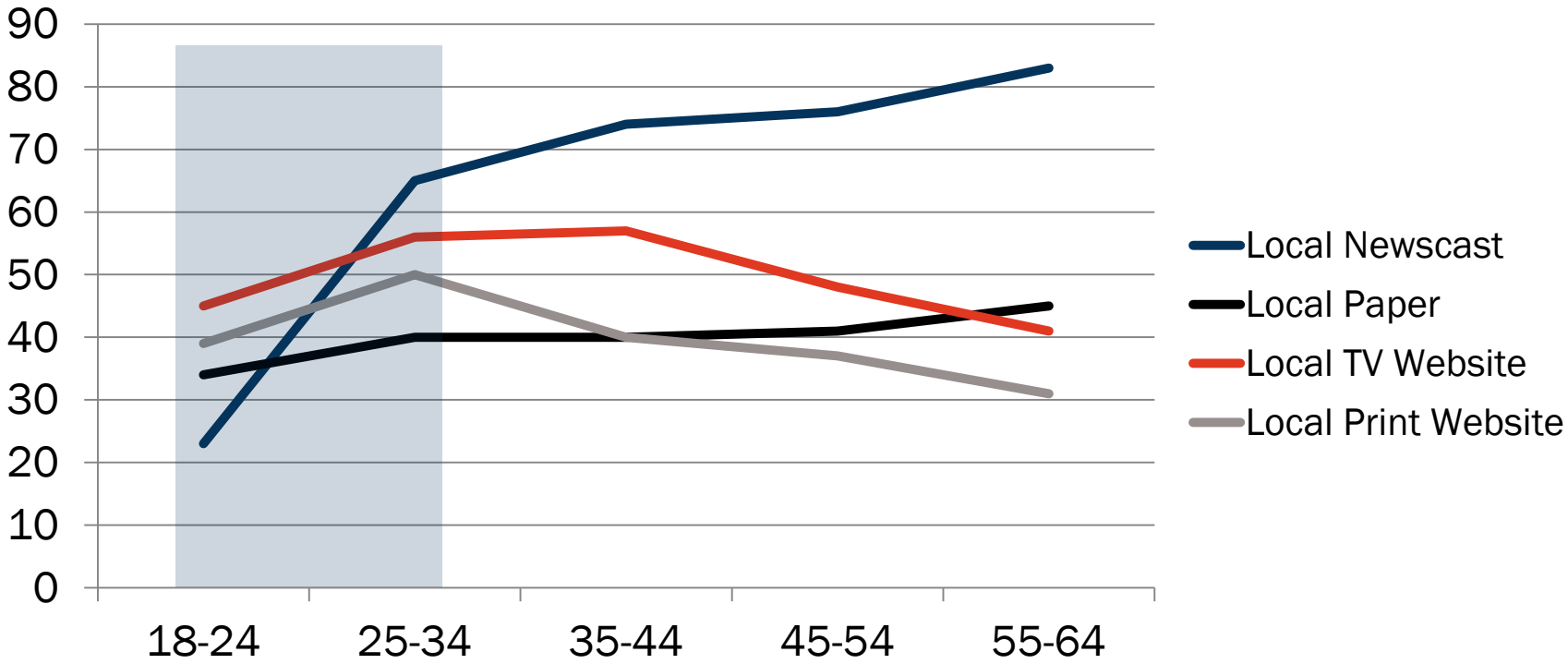
This Wave Is Present With Nearly All Platforms

Percent who use the platform at least twice per week



This Wave Is Present With Nearly All Platforms

Percent who use the platform at least twice per week

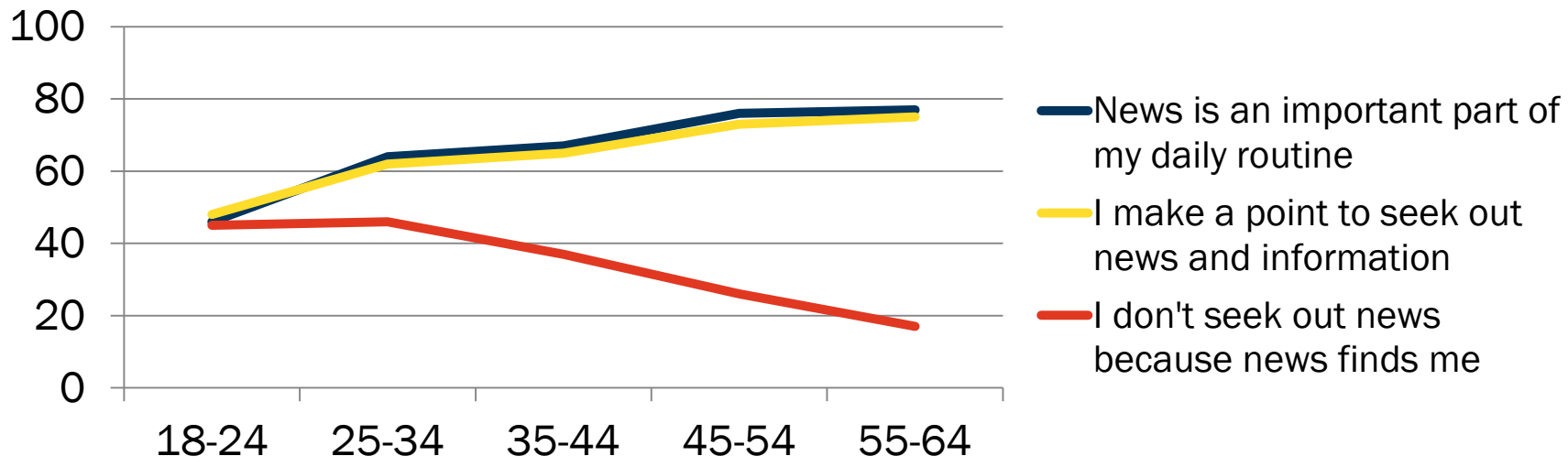


Why the shift?

For consumers young – and increasingly – older, access and 'push' have changed the landscape

In A Word, 'Habit' Is The Force Behind Change

Consumers aren't making an appointment for news



The idea of a news habit is far from dead, but younger consumers are far less likely to do so. We also see they are much more likely to let the news find them. In a crowded, competitive environment, the content and brands that find them will win.

Win At The Point Of Sale

Consumers aren't guaranteed to come looking for your content

Entry points today serve up content in a marketing-centric fashion.

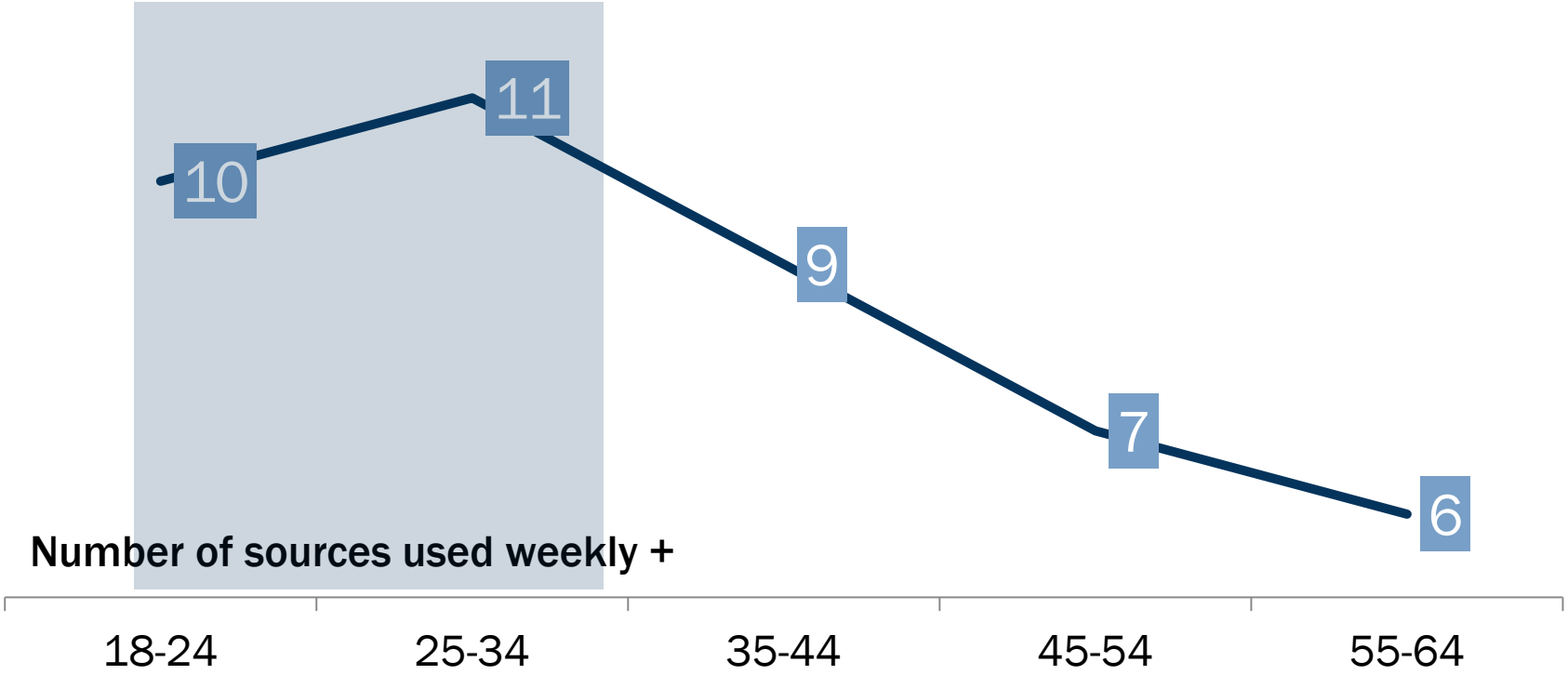
'Traditional' platforms still have significant value. But you've got to get them there.

Content Will Guide Your Future Success

Platforms, distribution channels and brands are critical factors in the future of media. But Content is still at the center of every decision. Find platforms that deliver value, and you'll find your audience.

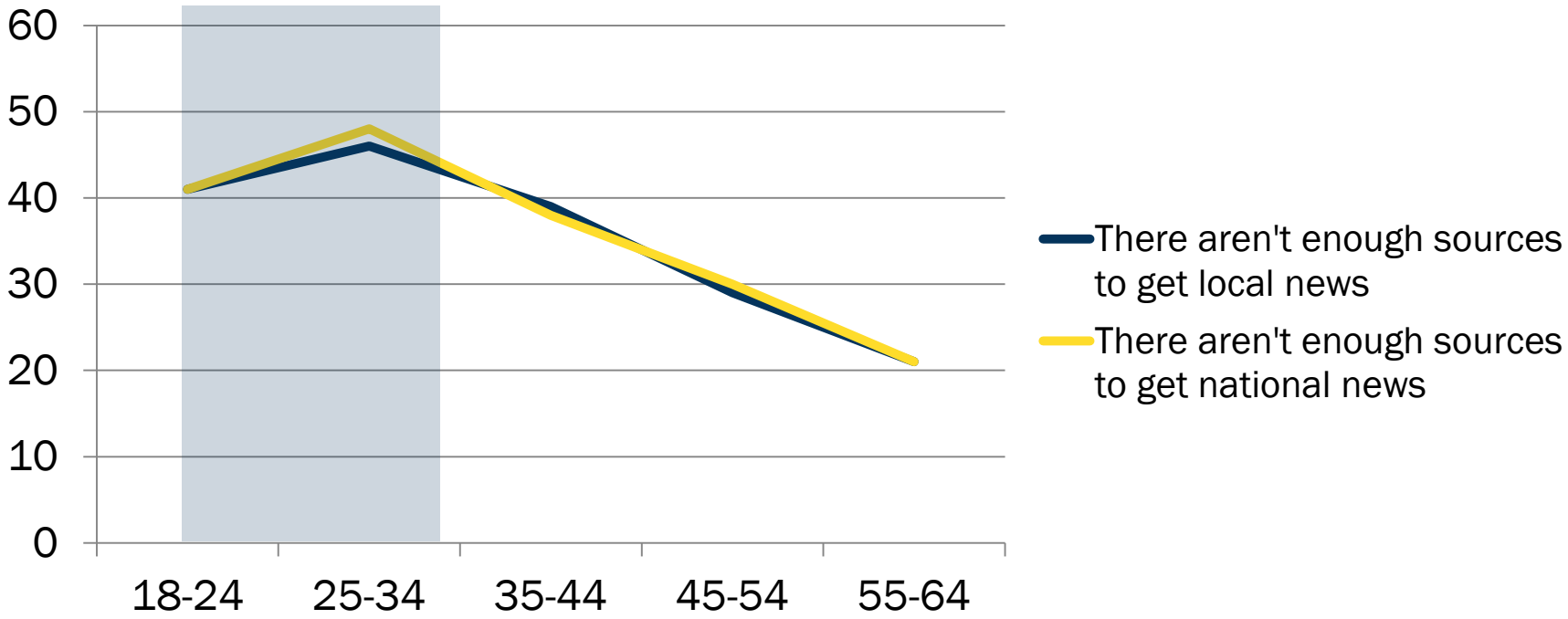
Millennial's Are Voracious News Consumers

They use nearly twice the number of sources as the oldest consumers



Younger Consumers Are Still Hungry

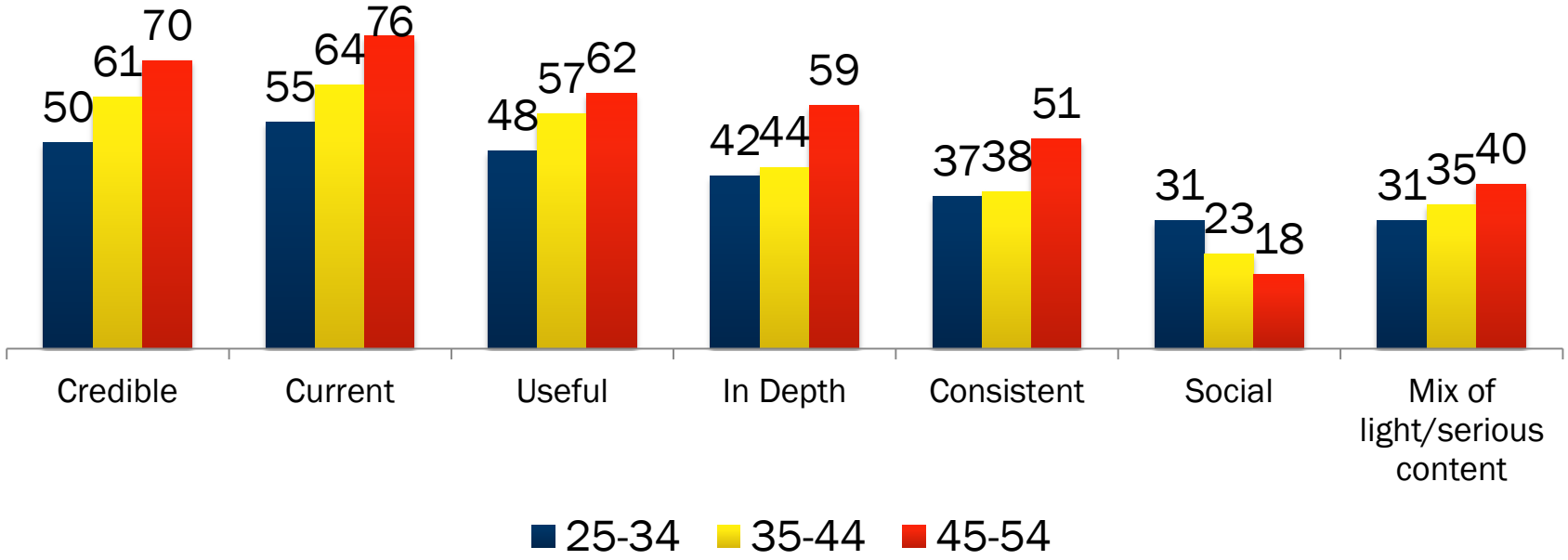
The desire for more sources shows needs aren't being met



What Do They Want?

The list is long and varied, but trends emerge

Older users are more passionate, but several of the ideals are consistent across groups – social and consistency buck the trend.



Today's Viewer Values Meaning Over Details

It's not material to have the *most* information – consumers want to understand the impact

34%

Baby Boomers

42%

Millennials

WHAT CAN WE LEARN FROM *LAST WEEK TONIGHT*?

Longer form content works

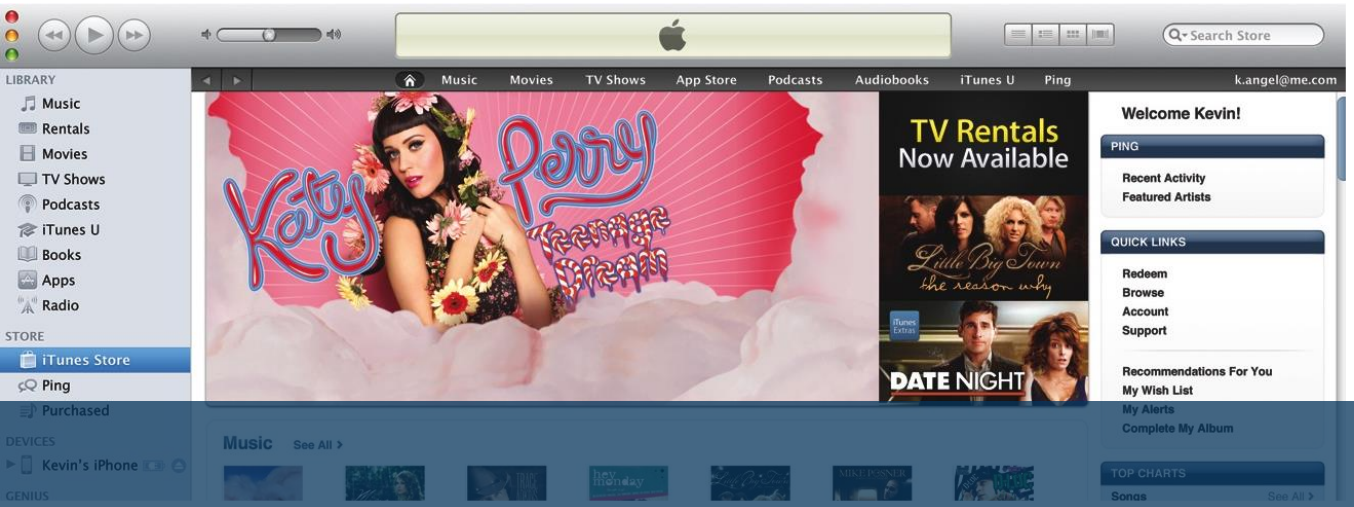
Fewer stories, but they go deeper

"Evergreen" content placed online

Simple production value

MOMENTUM

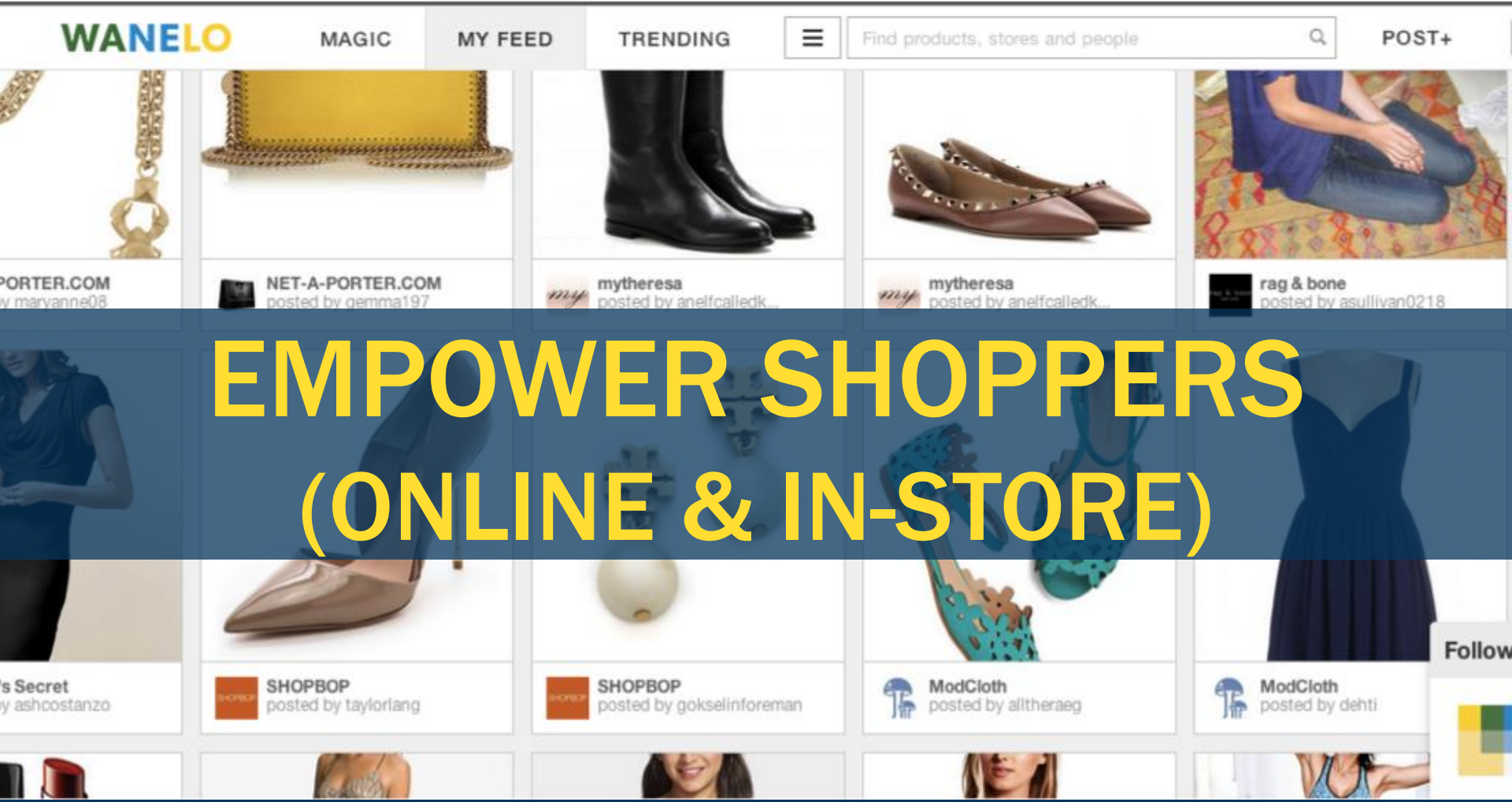
TEAM DECISION MAKING



THE IN-COMMAND CONSUMER

APPLYING THE GENERATIONAL LENS TO YOUR BUSINESS

EMPOWER SHOPPERS (ONLINE & IN-STORE)



BE A BRAND WITH A SOUL

CREATE DIALOGUE,
NOT A MONOLOGUE

LET THEM BE CO-CREATORS

THANK YOU

Bill Day
Executive Director
bday@magid.com
757.771.1230

Magid