

# next tuesday afternoon

February 10, 2009

In Deloitte's recent media usage survey, three-quarters of Millennials (ages 14 to 25) view the computer as more of an entertainment device than their television. Although this is not exactly shocking news, it does offer solid evidence to marketers worldwide that this generation is in the process of changing how information will be delivered.

Since Millennials have been raised on the Internet, they are uniquely able to cross borders and cultures on a level unavailable to previous generations. Five countries were surveyed, including the U.S., England, Brazil, Japan and Germany. Here are the most notable findings:

- 80% of Millennials are regularly searching, downloading and listening to music over the Internet

- 73% are also regularly socializing online via social networking sites, chat rooms or message boards

- 59% of Millennials use their mobile phone as an entertainment device, versus an average of 33% of all consumers

- 12 hours - Time all U.S. consumers spent online in a typical 7-day week for personal and/or social reasons

On the television front, the news is not so great. Millennials are spending a third less time watching television than other generations.

Deloitte notes that it is less clear how much Millennial spending power will ebb with the current economic environment. Boomers (ages 43 to 61) already possess more discretionary income than any other generation, and many marketers will exclusively seek them for at least a decade, if not more.

Television remains the top choice across all five countries for video viewing but the personal computer, cell phone and handheld portable devices are gaining in popularity among video consumers. Consumers not only view video on all these devices, but also watch television and download music, and they want the ability to move that content to any device seamlessly.

As we watch this generation mature, we also need to adapt and understand their preferred ways of receiving communications.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at [OneAlliance.com](http://OneAlliance.com) and I'll be back next Tuesday afternoon.

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