



## How to Reach Millennials: User Generated Content

**Dr. John Morse of Byron Media** has been following the viewing habits of the millennial generation for a number of years. He comments: "The shift from traditional linear TV viewing to digital multi-screen usage is clearly being led by the millennials . . . no surprise there. What's also interesting to me is how much older age groups have increased their digital screen multi-tasking, including the 50-64 age cohort. It leads me to wonder what the TV audience ecosystem will look like five years from now."



A recent article detailing a survey from *Ipsos MediaCT/Crowdtap* revealed that millennials (generally defined as being born between 1980 and 1995) spend 30% of their media consumption time with user generated media (UGC). This often means viewing multiple devices simultaneously and exceeds the amount of time viewing television. On a daily basis, millennials use social media more than all other media types:

- Internet 20%
- Social Networking 18%
- Live TV 13%
- Pre-Recorded TV 10%
- E-mail/Text 6%
- Talk with others 6%

Millennials tend to trust user generated content more than information from traditional sources including TV, radio and newspapers. By 40% they find more validity in information from friends and family. Conversations with friends and family are the most trusted UGC format, followed by peer reviews. Conversations with friends and family are trusted 2:1 over TV and radio and almost 4:1 over banner ads.

Marketing to this group only through traditional media is simply no longer effective. Conversely employing UGC provides marketers with superior tools to influence the purchasing decisions of millennials:

Percent of millennials who say media type has influence on purchase decision:

- User Generated Content 53%
- Traditional Media 44%
- Banner Ads 23%

*MediaPost Communications, March 17, 2014*

## Social Networking Sites a Magnet for Online Adult Usage

Corresponding with friends and acquaintances on the web has become a way of life for many Americans as 73% of all online adults used social networking sites during September of last year:

- Adults ages 18-29 -- 90% use social networking sites
- Adults ages 30-49 -- 78%
- Adults ages 50-64 -- 65%
- Adults ages 65+ -- 46% use social networking sites.
- In May 2013, 74% of women were users of social networking sites, compared with 62% of men

- 40% of cell phone owners use a social networking site on their phone, and 28% do so on a typical day
- Young people, Blacks, Hispanics, the highly educated and those with a higher annual household income are more likely to be active in social networking on their phones than other groups

In addition:

- 71% of online adults use Facebook
- 18% use Twitter
- 17% use Instagram
- 21% use Pinterest
- 22% use LinkedIn

Pew Research Internet Project, 2014

## Networks Do Battle to Woo Male Viewers

One of the more interesting subtexts in programming today is how to reach a male audience whose taste for live programming is evolving into areas other than sports. Contrasting strategies are showcased by two of the strongest contenders for this group of viewers:

- Spike TV recently celebrated its 10<sup>th</sup> anniversary as the first network aimed specifically at men featuring various fare including animation (*Stripperella*, *The Ren & Stimpy Show*), comedy (reality TV parody *The Joe Schmo Show*), syndicated reruns (*Baywatch*, the *Star Trek* franchises) and plenty of World Wrestling Entertainment action. It brazenly went for men who wanted to be men without apologizing for it.
- Esquire Network launched late last year and targeted a more upscale, millennial, urbane male viewer. Its programming includes an original special that established the brand (*Esquire's 80th Anniversary*); lifestyle-themed reality shows built around food (*Knife Fight*), drink (*Brew Dogs*) and travel (*The Getaway*); just a touch of tasteful T&A (*Women We Love*, another special pulled from the pages of the magazine); and blocks of the off -HBO series *Sex and the City*, a holdover from female skewing Style, which it replaced.

Also in the fray to grab male viewers are smaller networks such as IFC, Reelz and BBC America and major industry players like History and Discovery Channel. All the networks involved want to gain more men while still keeping their female audience.

The primetime network numbers indicate that the genres favored by male audiences are:

1. Sports
2. Comedy
3. Animation
4. Reality shows
5. Scripted Drama

Research by A & E Networks reveals that nine out of 10 men tune into television to watch comedy. This is a good reason why broadcast comedies still dominate the primetime ratings for men 18-49. In addition, 88% want to gain knowledge and 76% want to experience things they've never heard of before.

Men also enjoy cable's impressive array of shows in the "learning" and "living" genres. For the week ended Feb. 16: Seven of the top 10 reality shows among men 18- 49 were cable originals, and of those, six belonged to A+E — A&E's *Duck Dynasty* (2) and *Wahlburgers* (3), and History's *Pawn Stars* (4), *Swamp People* (6), *American Pickers* (9) and *Ax Men* (10). Discovery's *Moonshiners* was No. 8.

Some additional information from Frank N. Magid Associates (*Video Entertainment Study*, Fall, 2013) provides further perspective on the male viewing audience 18-49:

- While statistics suggest men watch less television than women, in general they actually consume a greater variety of programming.
- 88% had a cable- or satellite-TV subscription.
- 72% preferred to pay a monthly subscription price for a package of networks and services, while 28% preferred to pay as they go.
- 41% said they now spend more time watching full-length movies and TV shows because of OTT services.
- 46% had a subscription to an over-the-top service (Amazon Prime, Hulu Plus and/or Netflix).
- 52% purchased or downloaded a movie or TV show from a transactional site (such as the iTunes Store or Google Play).

*Multichannel News, March 10, 2014*

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