



TiVo Research Reveals New Trends in Binge-viewing

A just-released report from the TiVo Research Group reveals that ninety percent of TV viewers engage in binge-watching (viewing at least three episodes of a television series in a single day). This data is of critical importance to the traditional networks because time spent on Netflix or Amazon Prime detracts from viewing of network fare. Also, the bingers are less likely to gravitate back to traditional programming.



Dr. John Morse of Byron Media comments, "It is clear that as new electronic venues have gotten widespread distribution, the consumption patterns have also shifted. This is especially dramatic in comparing generational patterns by device usage and digital video viewing. While younger adults have been aptly described as being in the vanguard of new tech adoption, the Boomer population is rapidly catching up."

Some highlights from the TiVo report:

- Binging is being done throughout the year even when first run episodes of favorite series are available.
- Serial dramas and comedies are the most popular genres for binging.
- Nearly a third of the respondents indicated that they prefer to wait for a series to complete its initial run so they have the opportunity to view the programming all at once.
- Traditional networks can still draw the bingers with marathons of popular shows.
- Binging tends to spike on weekends.
- Reality shows tend not to do well with bingers.

MediaPost Communications, July 15, 2015

Millennials: Dramatic Impact on the American Workplace

This year Millennials (people born between 1980-2000) ascend to a critical role in the American workforce as they become its largest generation. Specifically for any Internet-related business, this group is a very important demographic.

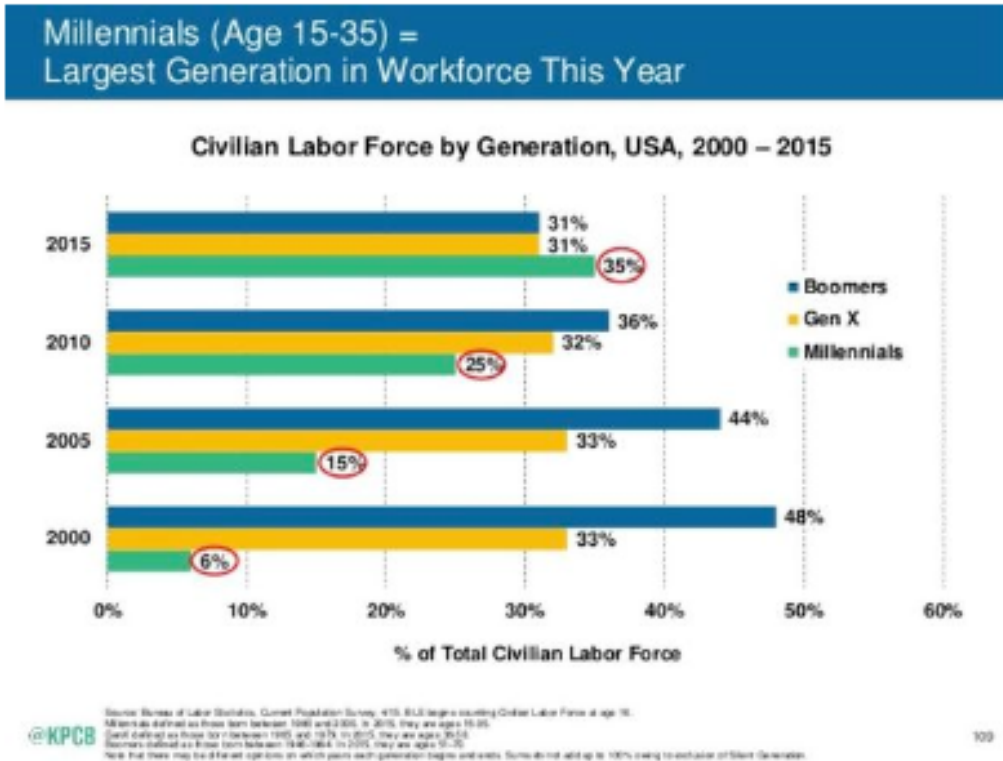
Dr. Morse notes that "Young adults consider their use of technology to be the distinguishing feature of their generation, according to reports from the Pew Research Center. The significance of digital electronics in their lives has been frequently documented. It almost seems that they are "hard wired" into mobile devices, tablets, and laptops....that their technologies serve as their pathways for social connections.

This behavior is manifested in terms of OTT subscriptions including VOD/SVOD as well as:

- TOD...Transactional On Demand (cable/telco/satellite paid VOD transactions - movies)
- FOD...Free On Demand (cable/telco/satellite free VOD content - typically TV series)
- iVOD...Internet Video On Demand (Internet-based VOD ala iTunes, Amazon, Xbox, Google Play, Vudu, etc.)

- EST...Electronic Sell-Through (Internet-based digital purchases ala iTunes, Amazon, Xbox, Google Play, Vudu, etc.)”

Additional Facts and Figures Regarding Millennials Workplace Participation:



Top Needs

To get the maximum potential from the Millennial talent pool, it is important to recognize some critical workplace values that this group regards very highly. Current research lists the top five workplace benefits as:

- | | |
|--|-----|
| 1. Training and Development | 22% |
| 2. Flexible Hours | 19% |
| 3. Cash Bonuses | 14% |
| 4. Free private health care | 8% |
| 5. Pension or other retirement funding | 6% |
| 6. Greater vacation allowance | 6% |

In addition they expect to be mobile and work from home/office/cafes/etc. at will:

- 32% believe they will be working ‘mainly flexible hours’ in the future.
- 38% are freelancing, versus 32% of those over the age of 35.
- 20% identify as ‘night owls,’ and often prefer to work outside of normal business hours.
- 34% prefer to collaborate online at work, as opposed to in-person or via phone.
- 45% use personal smartphones for work purposes (vs. 18% for older generations).
- 41% are likely to download applications to use for work purposes in the next 12 months and use their own money to pay for them.

Workplace Values

When polled regarding what they valued most highly for their careers, Millennial responses indicated:

- Meaningful work 30%
- High pay 27%
- Sense of accomplishment 24%
- Challenging work 10%
- High level of self expression 6%
- High level of responsibility 3%

Millennials Thrive in an "On-Demand" Economy

The "on-demand" economy has shown exponential growth accelerated greatly by the participation of Millennials. According to venture capital research firm CB Insights, funding for on-demand companies jumped 514 percent last year to \$4.12 billion. New investments in early 2015 have totaled at least \$3.78 billion. It is an industry where millennials contribute 44% of the workforce (1.2 million workers), GenX 32%, Baby Boomers 19% and Matures 5%. The immediacy of the "on-demand" concept is very much in line with the Millennial mindset.

*Internet
Trends Report*

Whether it's audience measurement, distribution or ad sales, marketing/promotion, multi-platform, or program content and scheduling, Byron Media has made the bottom-line difference for companies. For further information please contact John@ByronMedia.com or call 212-726-1093

