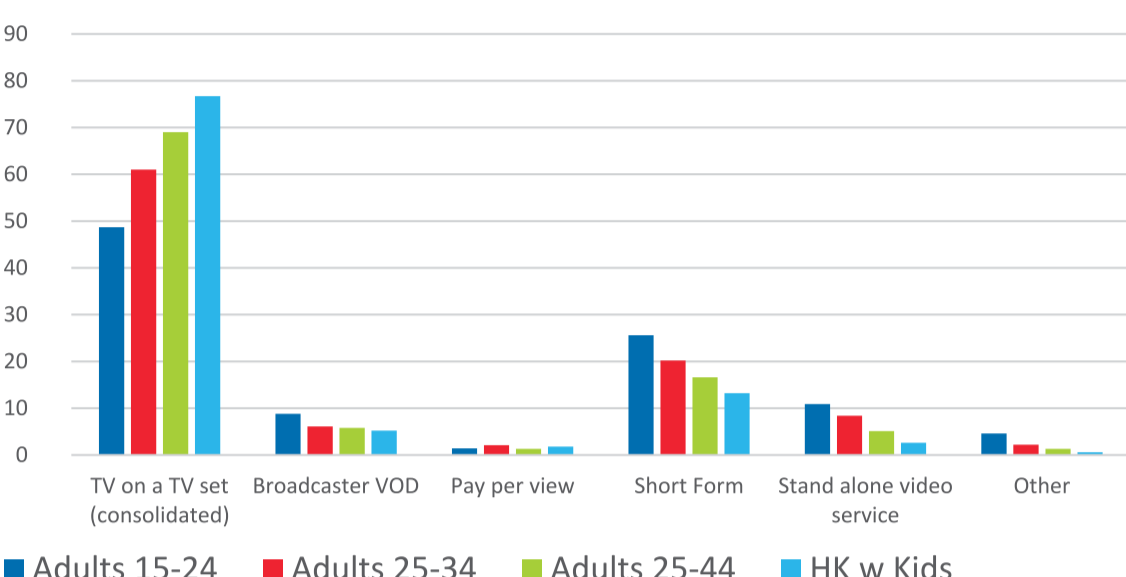




The TV viewing of 15-24 year olds continues to grow as they age

15-24 year olds engage with video content in a variety of formats, contexts and devices

Average daily minutes % (All Homes)



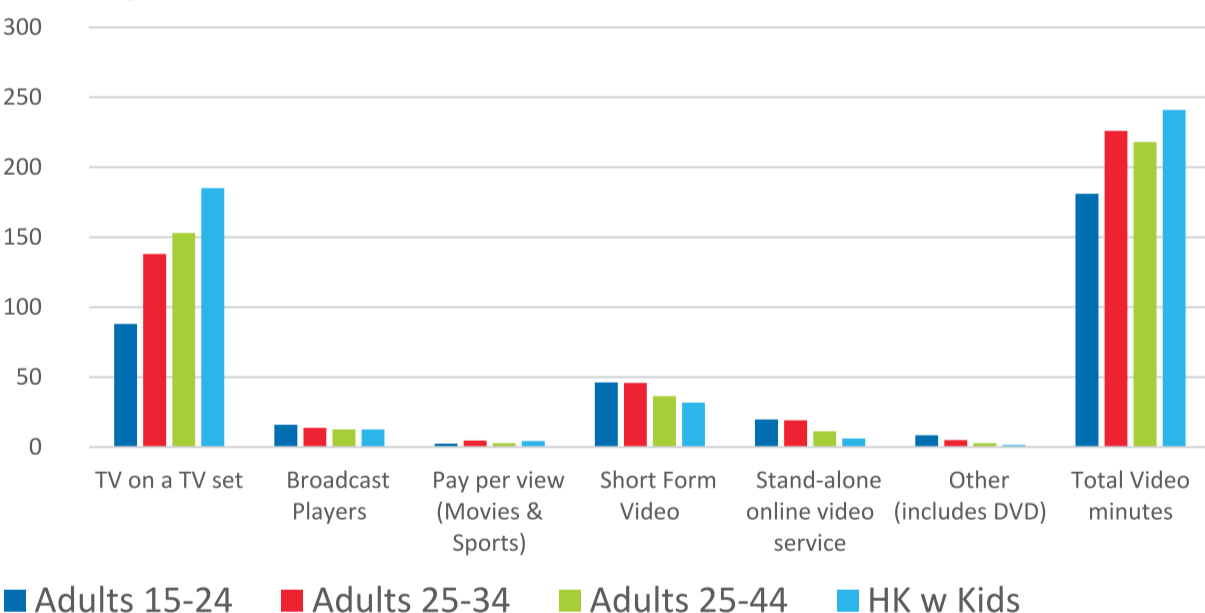
According to the TAM A/V Data Solution TV viewing (live, playback and Broadcaster VOD services) dominates the video viewing of all ages. Even for 15-24 year olds, who have a hugely varied video diet, TV still accounts for just under 60% of their total video viewing.

As people get older and move through different life stages their total video minutes increase and TV picks up these increases. Minutes viewed to broadcast players remain stable as we go through the age groups and areas such as shortform and standalone video services register small decreases.

This data lends support to the notion that digital video is complementing rather than replacing TV viewing.



Daily Minutes Viewed



Total video time viewed continues to grow as people get older...

We need to recognise and plan for varying habits of 15-24 year olds while keeping TV broadcast content central to our plans.

