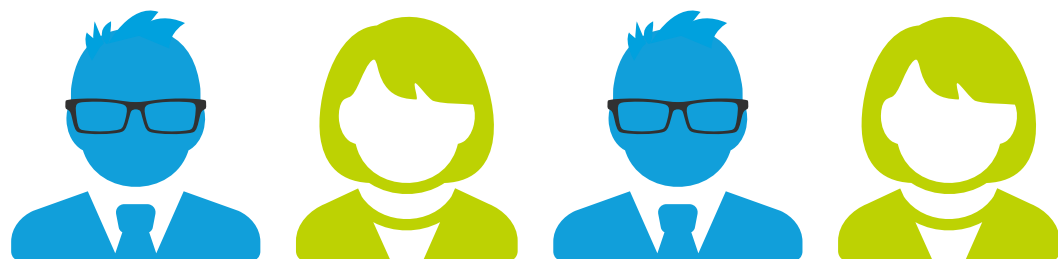


The 'generation that won't spend' is spending a lot on media content



\$62 BILLION

will be spent on media content by the 83 million North American millennials in 2015 (\$750 each).



This represents a **significant contribution** to the media sector from the generation of 18-34 year-olds often accused of defaulting to unpaid sources of content.

INVOICE 2015

Pay-TV	\$316
Music	\$125
Computer games	\$100
Movies	\$75
Books	\$60
SVoD	\$40
Live sports	\$25
Newspapers	\$19
TOTAL	\$750

Deloitte.

www.deloitte.com/TMTpredictions

#TMT *predictions*

© 2015. For information, contact Deloitte Touche Tohmatsu Limited. Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms. This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited, its member firms, or their related entities (collectively, the "Deloitte Network") is, by means of this communication, rendering professional advice or services. No entity in the Deloitte Network shall be responsible for any loss whatsoever sustained by any person who relies on this communication.