The kids are alright: no tipping point in TV viewing trends for 18-24 year olds

Deloitte Global predicts that in the US, Canada and the UK

### TRADITIONAL TV VIEWING WILL DECLINE BY 5%-15% per year in 2018 and 2019

**In 2017**

- **124 mins a day**
- Vs **156 mins a day**

**BIGGER smartphone screens**
- 11.9 mins video daily in 2017
- (4.6 minutes in 2015)

**MOST POPULAR SHOW**

- In 2017

---

**18-24 year olds have been lured by**
smartphones, computers, social media, streaming online video like YouTube & Netflix.

---

Deloitte

[www.deloitte.com/predictions](http://www.deloitte.com/predictions)

© 2017. For information, contact Deloitte Touche Tohmatsu Limited.