

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

In 2017

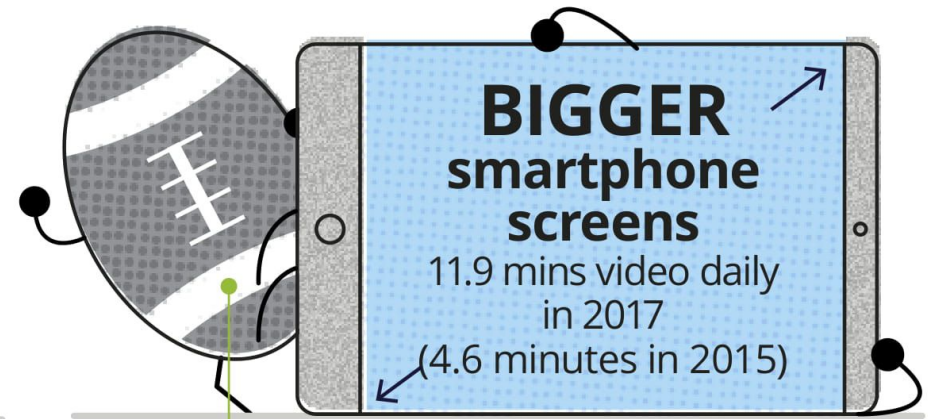
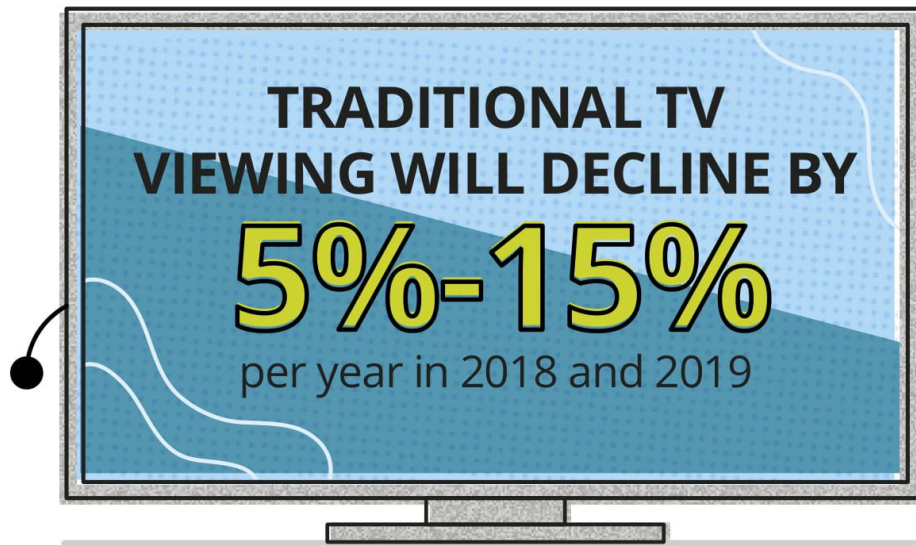
124 mins a day



Vs



156 mins a day



THERE IS NO TIPPING POINT

The last seven years has shown a similar rate

MOST POPULAR SHOW

18-24 year olds have been lured by

smartphones, computers, social media, streaming online video like YouTube & Netflix.

