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

THERE IS NO TIPPING POINT
The last seven years has shown a similar rate

MOST POPULAR SHOW

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

In 2017
124 mins a day
Vs
156 mins a day

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