

Disruption in the digital landscape

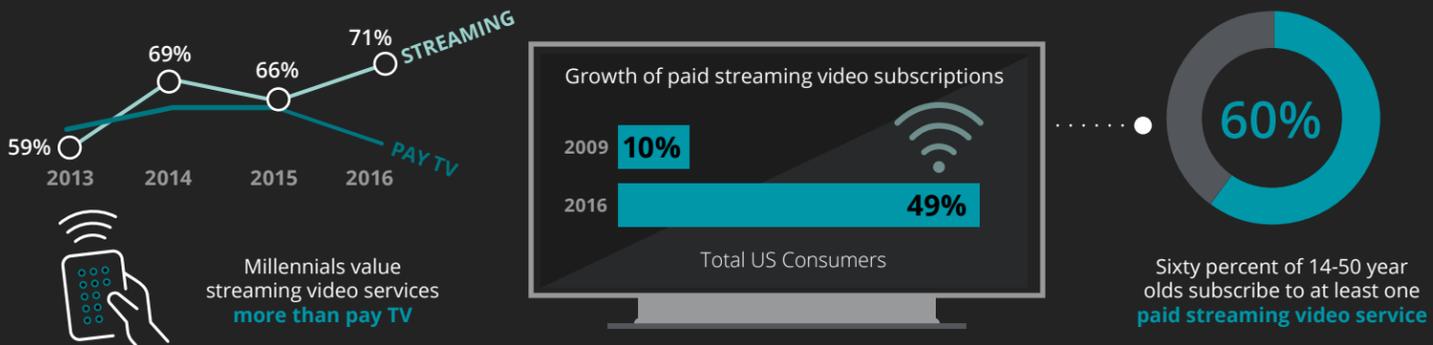
How well do you know today's empowered consumer?

As digital media evolves, consumers across age groups are changing the way they use and consume content. With Generation Z (Gen Z) and Millennials leading the way, attitudes and behaviors toward binge-watching, social media, streaming, and advertising are impacting business models and economics across many industries. For companies in the Technology, Media, and Telecommunications (TMT) space, harnessing these attitudes and behaviors can mean difference between thriving or fading.

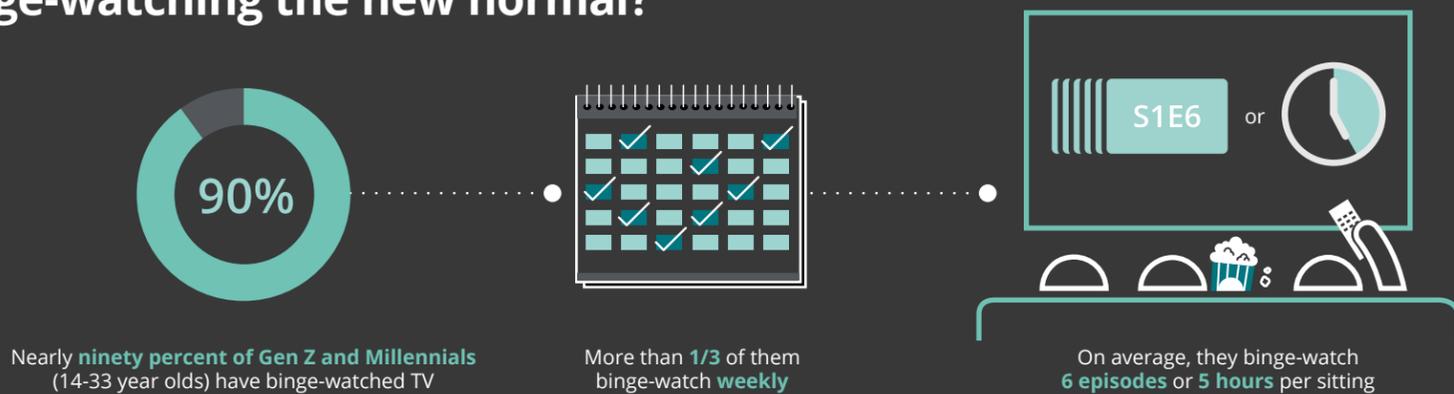
Get to know today's empowered consumer. Explore a multi-generational view of digital media trends that are influencing consumers across the board.



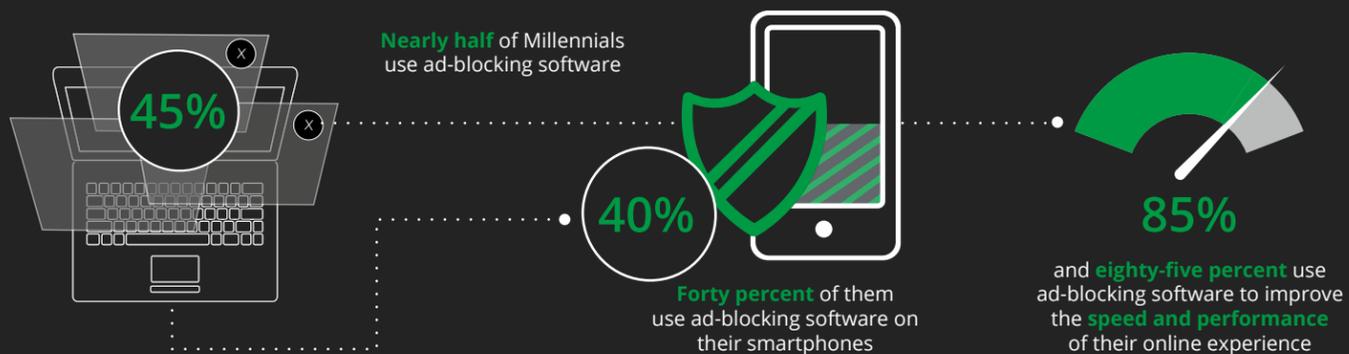
Are consumers breaking away from traditional TV?



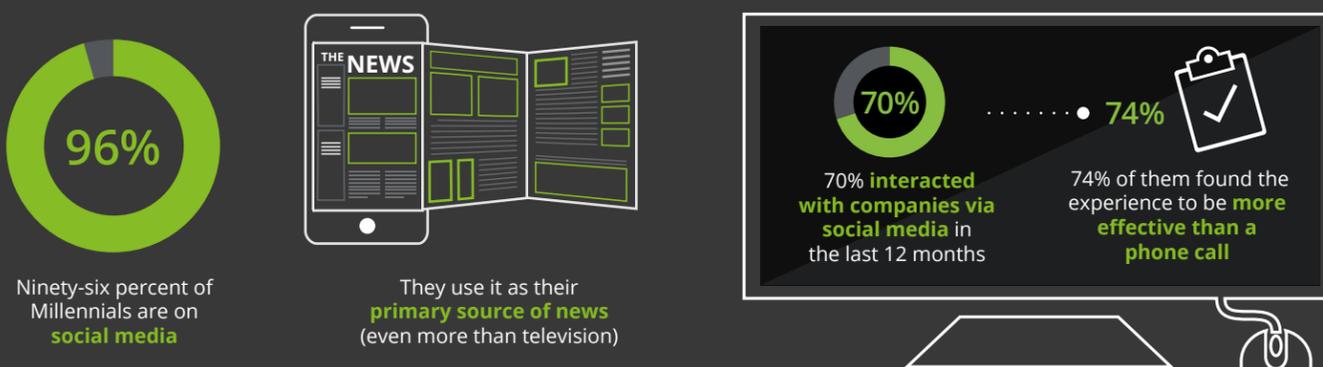
Is binge-watching the new normal?



How will you shift your advertising strategies to engage today's consumer?



How has social media moved beyond being a socializing tool?



Take a closer look at digital media trends in our latest **Digital Democracy Survey**.
www.deloitte.com/us/digitalmediatrends