

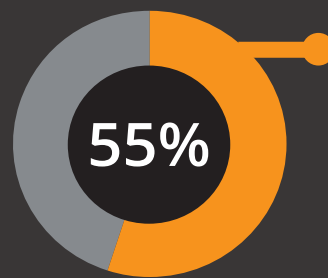
# Consumers in control

## How consumers are driving change and innovation across digital media

With the proliferation of mobile devices, wireless connectivity, and alternative digital-media platforms, consumers now enjoy unparalleled freedom when it comes to selecting media and entertainment options—and their expectations are at an all-time high.



### Mainstreaming of video



**55%** of US households subscribe to a streaming video service:

A **450%** growth since 2009.

The average subscriber pays for **3** streaming video services.



Millennial subscribers pay for **4**.

Viewing hours nearly equal those of a full-time job: Consumers spend **38 hours watching** video content each week.



39% (or **15** hours) of this content is **streamed**.

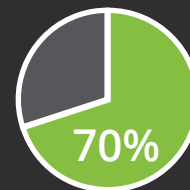


### Enter the binge-watching "MilleXZial"

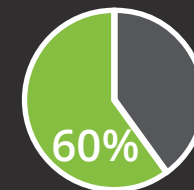
**"MilleXZials"** =

Gen Z, millennials, and Gen X combined

Each week, about **70%** of Gen Z and millennials and **60%** of Gen X **stream movies**.

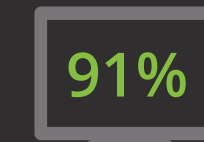


Gen Z and millennials

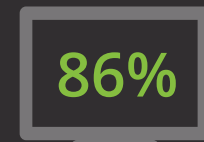


Gen X

Who binge watches?



Gen Z



Millennials



Gen X

(7 episodes or 6 hours per sitting)



### Hands off my personal data

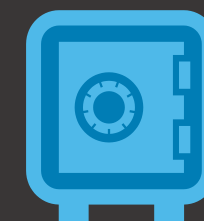
**73%**

of US consumers are concerned about sharing personal data online.



**69%**

think that companies are not doing all they can to protect their data.



**93%**

believe they should be able to delete their online data when they want.

