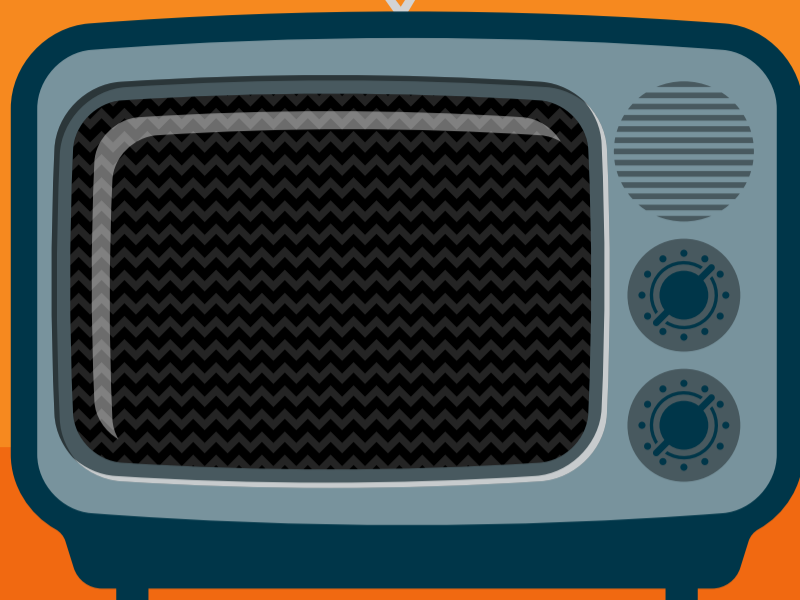


REASONS TO BREAK UP WITH TV



75%

of advertisers stated that online video ads are equally or more effective than traditional TV ads.

brand recall for online ads is 50% vs. 27% for TV ads.

50%

50%

of people under the age of 32 will cut the cord with paid TV subscriptions by 2025.

MILLENNIAL CONSUMPTION



ONLINE STREAMING



TRADITIONAL TV

Since 2012, millennial online video streaming consumption has increased by **36%**.

15%

2012

54%

2016

75%

2012

39%

2016

6 out of 10

people now prefer online video platforms compared to live TV.



SOURCES:

INVESP, 2017 • STATISTA, 2016 • GOOGLE, 2015

