From TikTok to TED Talks

How technology and marketplace changes across generations, and how the COVID-19 pandemic altered them

The pandemic's effect on tech usage

27% 18% 14%

Pre-pandemic media consumption habits and COVID adjustments

- Browsing the internet
- Watching live TV
- Streaming shows
- Browsing social media
- Streaming podcasts or TED Talks
- Reading print media

Turn these insights into results

1. Download the first issue today
2. Consider how generations influence each other
3. Integrate your media buys across devices by using TV viewership data to get your message out to hard-to-reach binge-watchers on their mobile devices while they're viewing.
4. More TV consumption means a greater opportunity to capture your target audience when they're engaged with content—just do so based on the individual's purchase journey.

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