

UNDERSTANDING MILLENNIALS AND DEFINING PRINCIPLES OF MEDIA ENGAGEMENT

Optimizing the Social TV Experience

THE CHALLENGE

Turner Broadcasting faces the challenge of marketing to the Millennial Generation, who are heavy cell phone users. More than 90% of young adults age 18 to 34 have mobile phones, and 80% of those are smartphones. Millennials do not disengage from their electronic devices when they watch TV. Instead, they watch TV socially. Turner wanted to understand how Millennials, with heavy cell phone usage, watch television in order to determine how to keep them engaged with programming.

THE SOLUTION

Using a combination of biometrics, eye tracking, and self-report surveys, Nielsen Consumer Neuroscience* was able to evaluate behavior, attention, and emotional responses of 126 Millennial viewers watching comedy and entertainment news programs across a variety of social scenarios.

* Study conducted by Innerscope Research, now Nielsen Consumer Neuroscience.

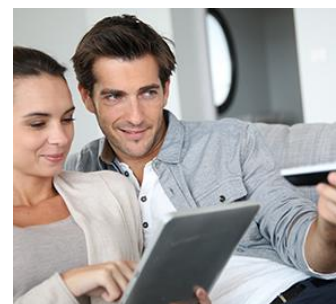
Nielsen measured the impact of second screens on the viewing experience and the strength of different app options, such as show-specific apps and social media apps.

THE RESULTS

Turner used the following insights as guidelines for optimizing the second screen viewing experience for viewers and advertising partners:

1. Social media and second screen viewing are here to stay.
2. Social viewing is more engaging for this demographic than solo viewing.
3. Second screen viewing “fills the gaps” when Millennials might otherwise be inclined to change the channel.
4. Audio is critical and can be used to direct visual attention back to TV ads.
5. Second screen viewing apps can increase engagement with TV programming if they are designed to complement the content.

MEDIA CASE STUDY



For more information contact your Nielsen representative or visit www.nielsen.com/consumerneuroscience