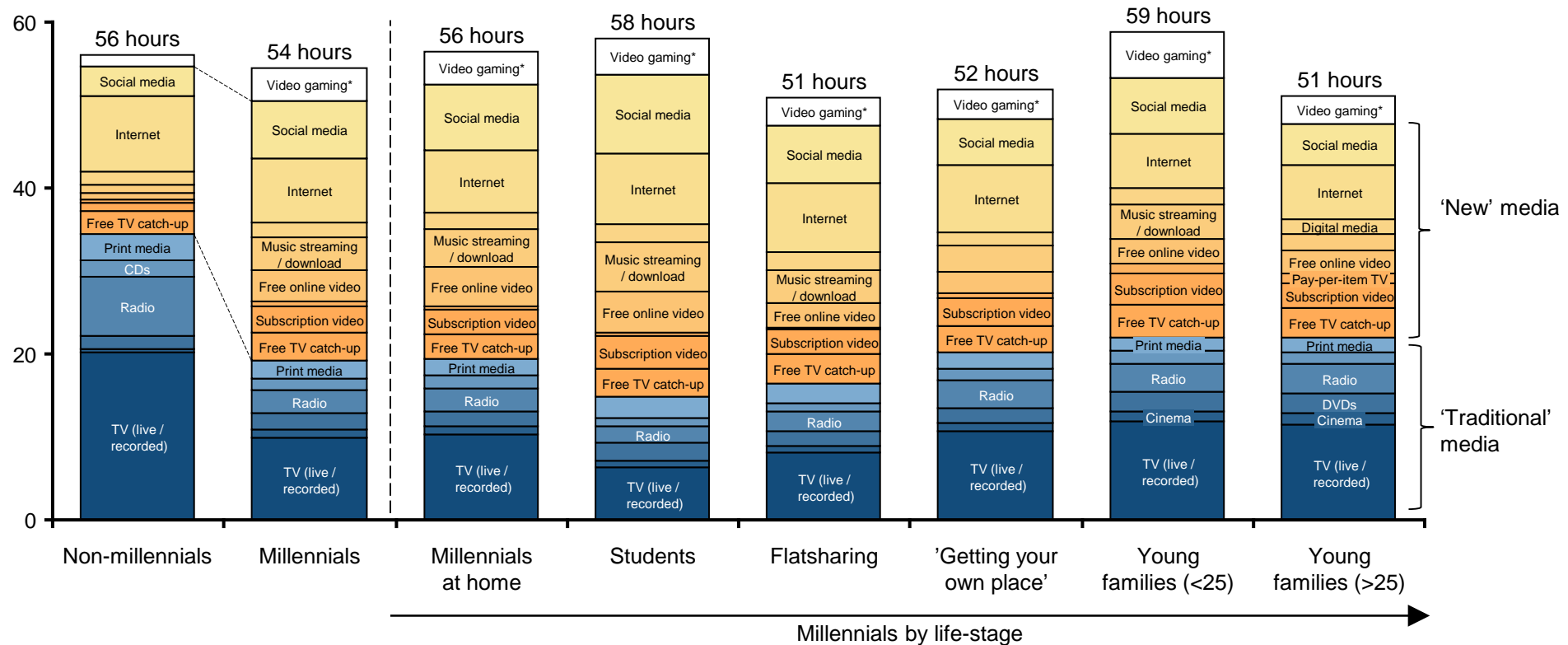


Millennials spend significantly less time on traditional media than older generations and this behavior continues through life stages

U.K. Average Weekly Media Consumption by Type

Number of hours per week



Note: Q: On average, how many hours of the following types of media do you personally consume in a typical week?;

*Includes both traditional gaming and online gaming

Source: L.E.K. Perennial Millennial Survey (n=1,993 of which 1,308 were Millennials and 685 Non-Millennials); see L.E.K. Millennials Jan. 13, 2016 press release for more information

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