



ANNEX 2

Audio Visual consumption of 13 – 24 year olds

Information from Defy Media's Acumen survey, 2016

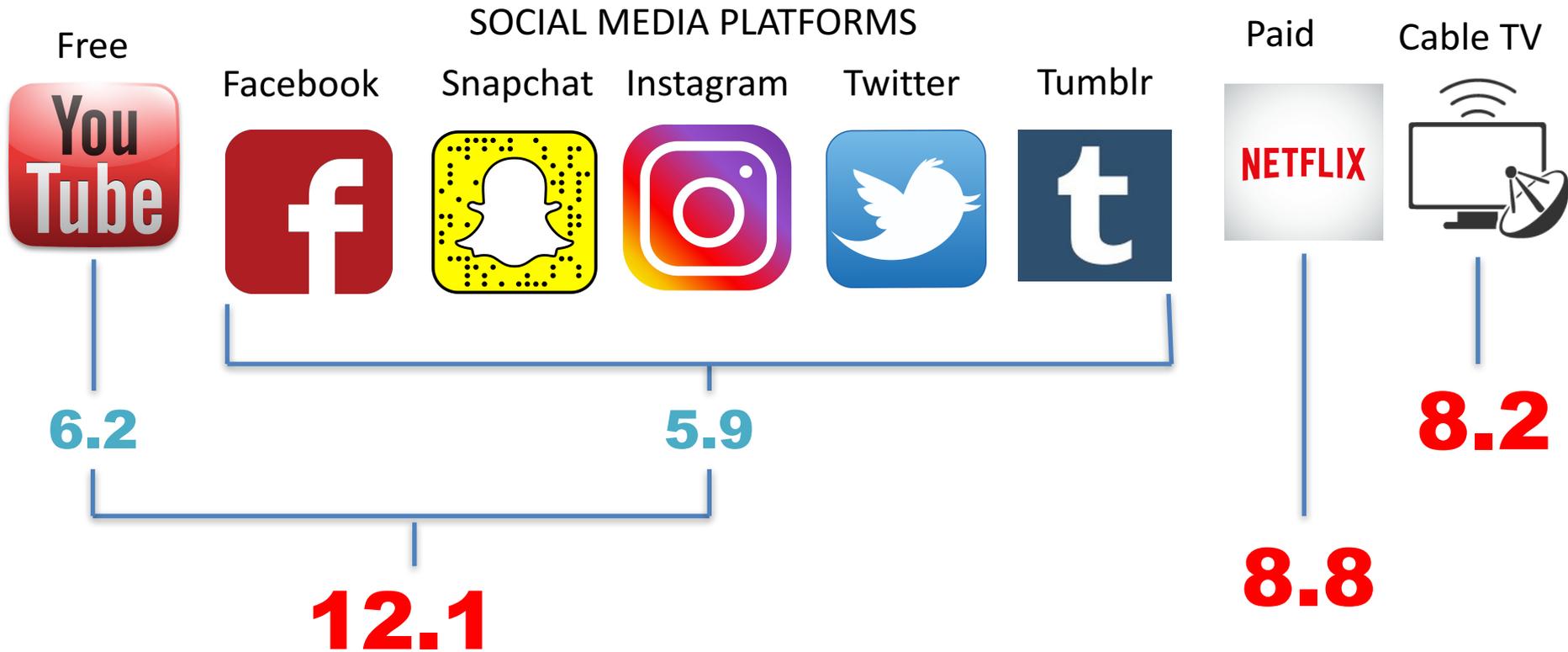


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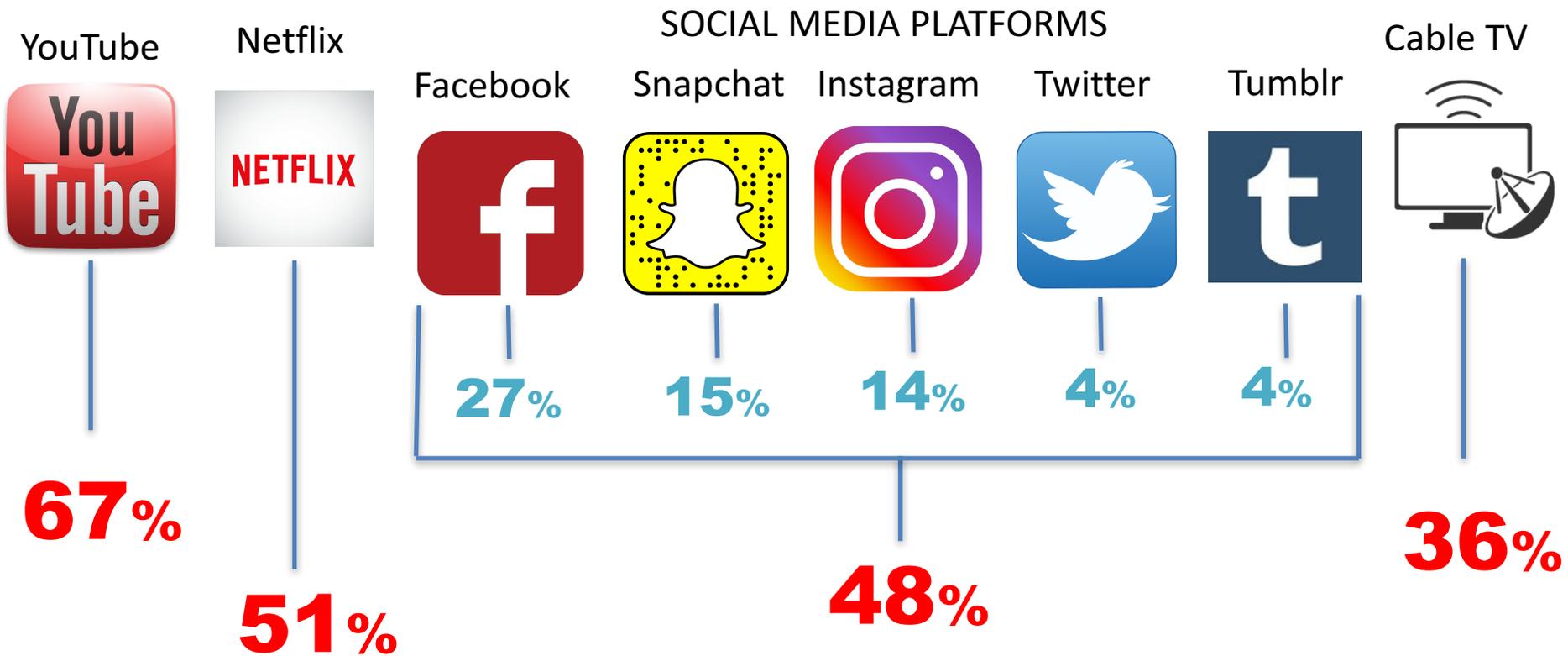


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Hours per week video watching



13-24 year olds can't live without...





Video viewing changes with age



Age 13-15

93%

Age 22-24

90%



Age 13-15

82%

Age 22-24

86%



Age 13-15

64%

Age 22-24

67%



Cable TV

Age 13-15

72%

Age 22-24

59%



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Breakdown of video subjects

