**Gen Xers Increasingly Embracing Digital Video**

Generation X is catching up to its younger counterparts in digital video viewing, eMarketer estimates. Three-quarters of the cohort are expected to watch at least one video per month this year, and that proportion is likely to grow.

***eMarketer 11/28/18***

<https://www.emarketer.com/content/the-digital-video-series-gen-xers>

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<https://media.istockphoto.com/photos/man-watching-tv-picture-id533242267?k=6&m=533242267&s=612x612&w=0&h=lKn1PkO4YsZeahmig5nvXD1EmnCpWUl-JzYeNJLaIGo>=