**Millennials Couldn't Resist Streaming**

Tru Optik, which measures viewership directly from commercial OTT networks, found that while serial dramas perform well with millennial streamers, episodic dramas don't. "The NCIS franchise is among the most watched shows on linear TV, but none of those titles make the Millennial OTT Top 25," Swanston pointed out. Other shows that tend to be left behind are reality programs and news magazines.

***Adweek 4.11.16***

<http://www.adweek.com/news/television/millennials-couldnt-resist-streaming-these-10-tv-shows-winter-170655>