**Survey Mixed on Millennials' Receptiveness to Targeting**

A survey that reveals Netflix as the top choice for millennials' video viewing also suggests that market segmentation by age may be growing outmoded. However, some evidence from the Cowen & Co. survey indicates that young millennials still favor media and video brands that target them.

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<https://www.mediapost.com/publications/article/321786/millennials-favor-netflix-ott-not-demo-targeted.html>