**Study: How Global Teens React to Ads**

Fifty-six percent of 16- to 19-year-olds worldwide skip ads on desktop, and 47% do the same on mobile, making them the age group most likely to want to avoid ads, Kantar Millward Brown reports. The research found that teens are likely to regard skippable ads most favorably; that they prefer interactive ads and that they are most amenable to watching ads between 6 p.m. and 9 p.m.

***eMarketer 2/2/17***

<https://www.emarketer.com/Articles/Print.aspx?R=1015153>

**Image source:**

<http://i.dailymail.co.uk/i/pix/2014/06/22/1403443930263_wps_2_Teenage_girl_wearing_head.jpg>