**The Case of the Missing Millennials**

Missing millennials Viacom channels such as MTV, which broadcasts ‘Teen Wolf,’ accounted for a big chunk of Millennial ratings declines. There are still Millennials watching traditional television. But their numbers are dwindling fast, much faster than the networks want to admit and perhaps faster than even media people recognize.

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<http://www.medialifemagazine.com/the-case-of-the-missing-millennials/>