**TV Ads Less Effective Among Young Viewers**

Viewers aged 18-34 find ads on linear and streaming TV less effective than those over 50 do, reports Horowitz Research, which finds email the most compelling ad avenue among audiences overall. Young people are more prone to watch ad-free subscription streaming services, says Horowitz's Adriana Waterston.

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[*https://www.tvtechnology.com/news/horowitz-younger-audiences-find-digital-platform-ads-more-effective-than-ads-on-live-and-streamed-tv?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&lrh=118ef759fa30c9f241e56a8fad187fca3c60b618fcbe1c6663d5bdf5bf126316&utm\_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm\_medium=email&utm\_content=90AE4A59-D5E5-4A8B-84DD-A2581205EA44&utm\_source=SmartBrief*](https://www.tvtechnology.com/news/horowitz-younger-audiences-find-digital-platform-ads-more-effective-than-ads-on-live-and-streamed-tv?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&lrh=118ef759fa30c9f241e56a8fad187fca3c60b618fcbe1c6663d5bdf5bf126316&utm_campaign=3E572E13-3FBC-11D5-AD13-000244141872&utm_medium=email&utm_content=90AE4A59-D5E5-4A8B-84DD-A2581205EA44&utm_source=SmartBrief)

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