**Consumers Show a More Emotional Response to Mobile Ads**

A Yahoo study found that mobile ads create a more emotive response from consumers and that millennials have the strongest response to all advertising. Consumers spent 47% more time on mobile devices in 2015 compared with 2014 and 12% less watching TV, yet television ad spend is still 41% compared with digital's 34%, eMarketer and Yahoo report.

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<http://www.adweek.com/socialtimes/study-as-smartphone-use-increases-are-you-wasting-money-on-tv-ads/632319>