**Millennials Barely Watch Regular TV**

Millennials’ media habits are nothing like their parents’; that’s not exactly a revelation. A mere 18 percent of TV viewing time by adults 18-34 is done through live broadcast or cable TV, according to a new study from SmithGeiger, an entertainment and media research firm, and Net2TV, a streaming video company. The rest of their time is spent with DVRed or online TV content. The study finds that 61 percent of Millennials’ viewing time is done on digital devices, such as smartphones or tablets.

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<http://www.medialifemagazine.com/millennials-barely-watch-regular-tv/>