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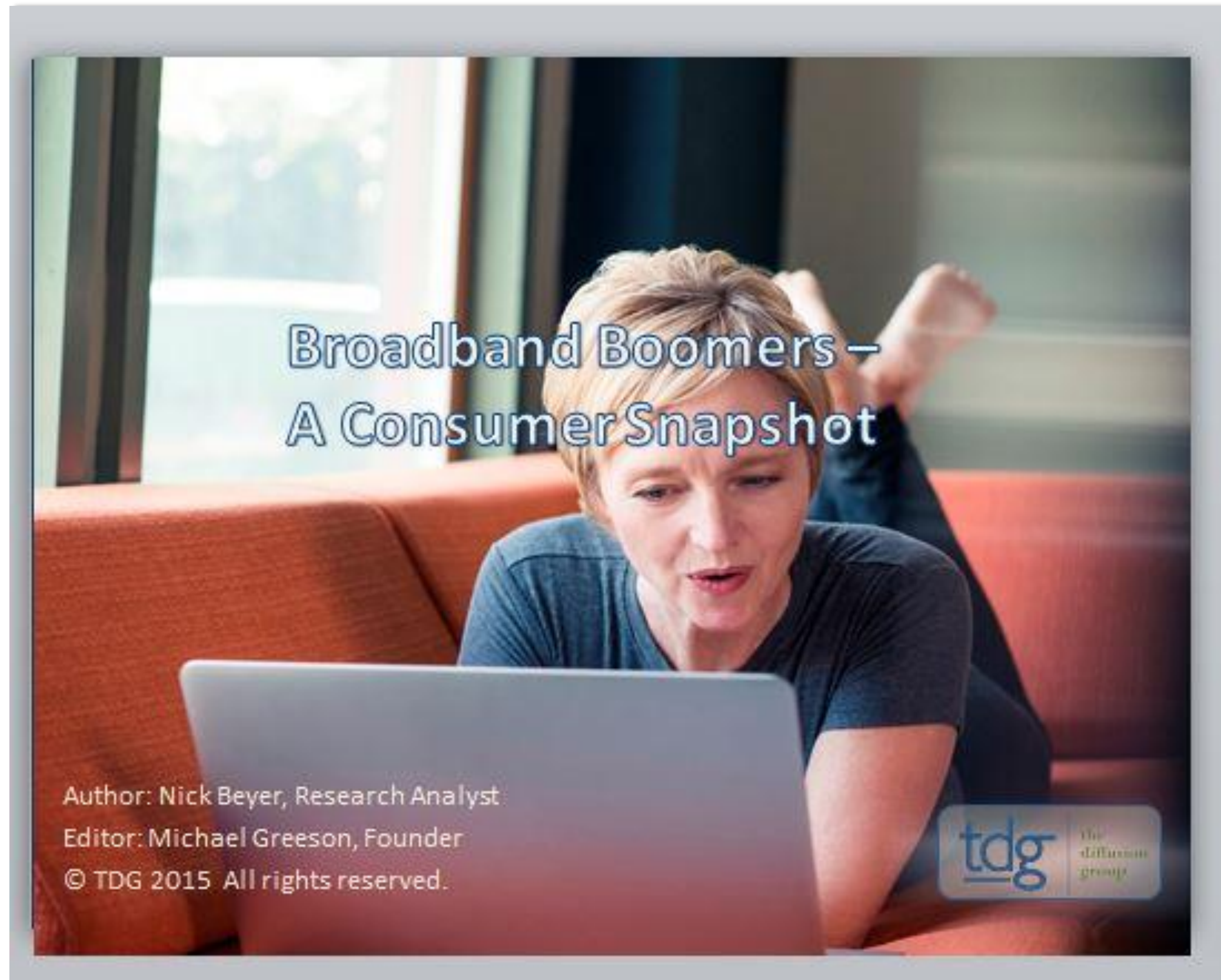
The Future of TV and Video, Clarified



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Insights In Front of the Curve

Broadband Boomers – A Consumer Snapshot



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About the Author: Nick Beyer, Research Analyst, TDG



Nick has extensive experience researching the television industry, video content, branding and marketing initiatives. Prior to joining The Diffusion Group, Nick was responsible for generating research insights and recommendations to guide strategic and tactical marketing and programming initiatives at Starz. He drove research on new technology initiatives, including on-demand, HD, and mobile platforms. He also designed and implemented market segmentation studies to guide future decisions resource assignments related to content, marketing, and sales efforts.

Nick has a perpetual curiosity about what consumers want, and a drive to find new and better ways to dig for what makes the consumer 'tick.' Nick combines expertise in both data analytics and qualitative research techniques to get a complete picture of how the connected consumer thinks about and uses their video options.



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Report Summary

With all the media and industry attention devoted to Millennials – their video habits, their use of streaming media, and their device preferences – Baby Boomers have been largely ignored. The reason for this (perhaps not so) benign neglect may be related to perceptions about age; that, given their advanced years, this generation is mostly set in its ways and has little interest in new media solutions and services.

Yet Baby Boomers comprise nearly a third of the adult broadband population and, given their above-average household incomes, their buying power merits a second look. It is important to understand how this segment is evolving with, and adapting to, new technologies and new ways to watch video.

Understanding today's Baby Boomers – who they are, what are they watching, and what drives them – is the rationale for this *Consumer Snapshot*. Defined as adult broadband users (ABUs) born between 1946 and 1964 (an age range of 51-69 years old in 2015), this *Snapshot* compares today's Baby Boomers with Post-Boomers (adults born after 1964, Gen X and Millennials), as well as discusses key differences between two Baby Boomer sub-segments: Early Boomers (ages 60–69) and Late Boomers (ages 51–59). It examines both the similarities and differences in video viewing habits between Boomers and later generations.

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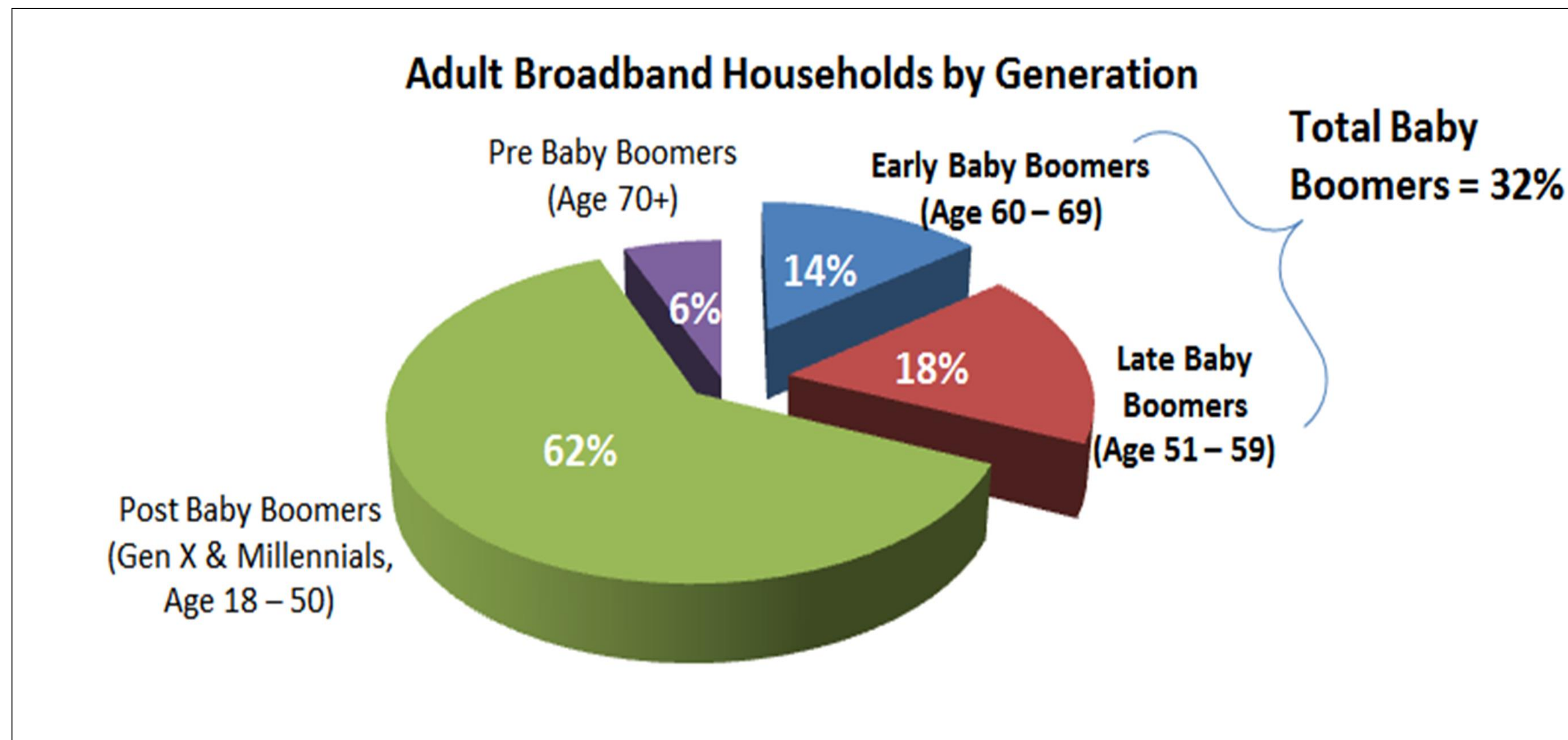
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Excerpt from Report: The Boomer Generation

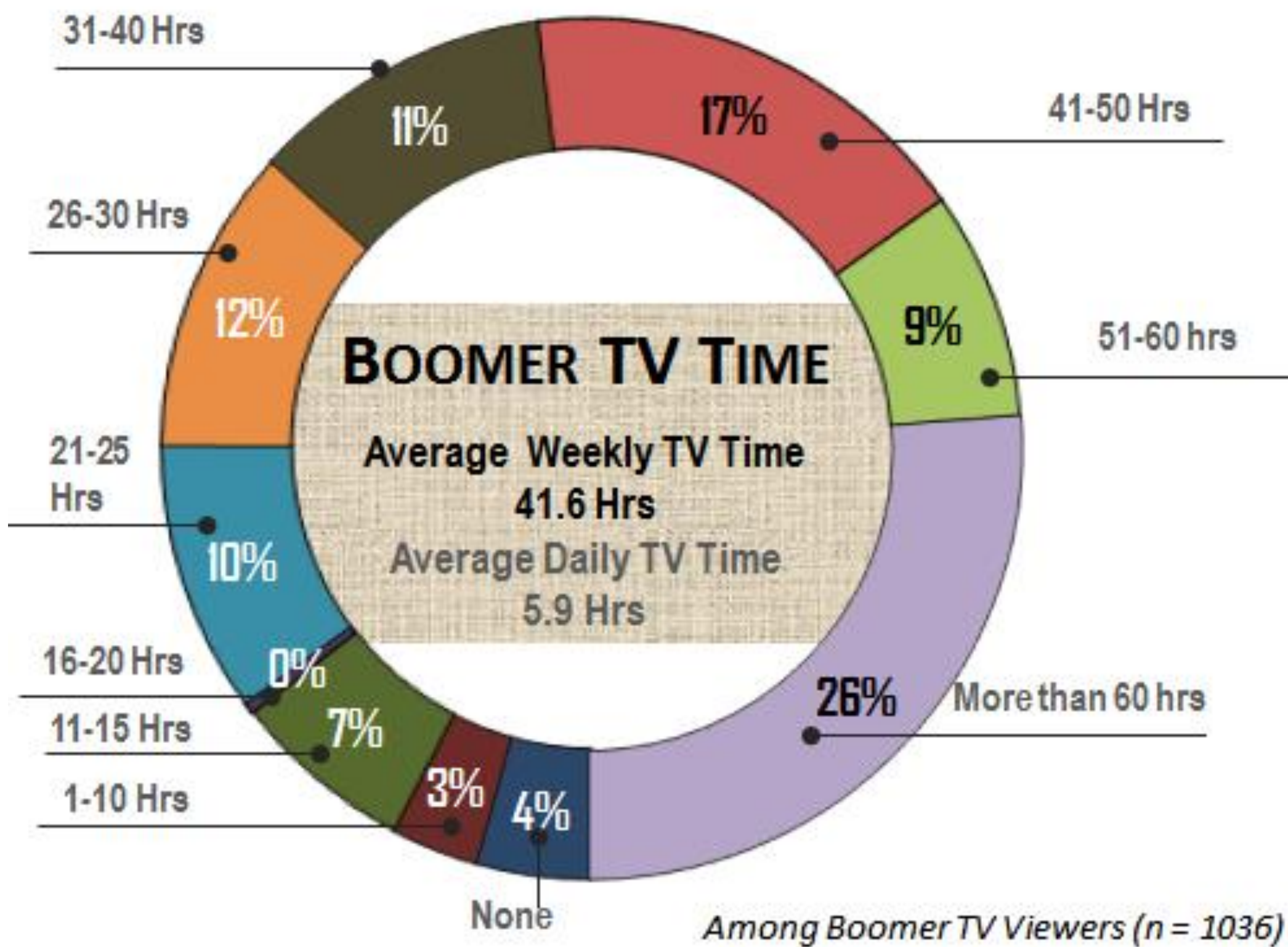
Today, in 2015, Baby Boomers comprise nearly a third (32%) of adult broadband users in the United States.

Of this segment, Early Baby Boomers (ABUs between the ages of 60 to 69) represent about 44% of all Boomers (14% of the total ABU market). By contrast, Late Baby Boomers, (ABUs between the ages of 51 and 59), make up 56% of total Boomers (18% of all ABUs).

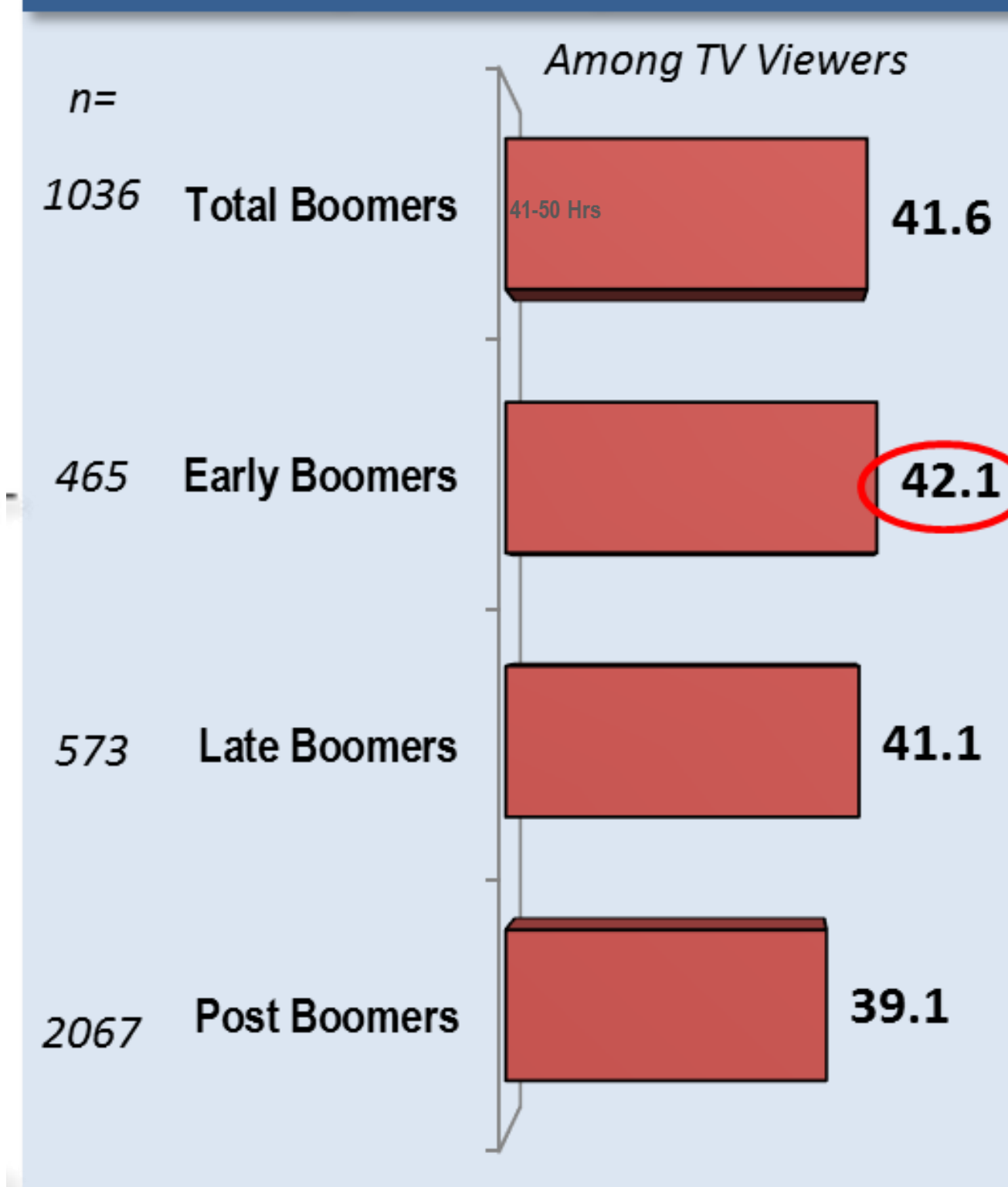


Excerpt from Report: Time Spent Watching TV

TOTAL WEEKLY TIME SPENT WATCHING TV



Weekly TV Time by Generation



TV viewing increases with age. Boomers watch more TV than Post Boomers, averaging nearly 42 hours of TV time per week (or nearly six hours a day) compared to 39 hours for Post Boomers.

Early Boomers tend to watch more TV than Late Boomers (42.1 hrs vs. 41.1 hrs).



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About TDG

The Diffusion Group is a unique collection of strategists and research analysts tasked with predicting the future of television and video. We provide original, data-driven insights on the trends transforming—and set to transform—the TV/video landscape. Since 2004, TDG's insights have been far in advance of other research firms and the industry in general.

Bold, Disciplined, & Remarkably Accurate

During this time, TDG has (quietly) assisted leading companies in understanding the transition from traditional to [quantum](#) video access and consumption, and to master its unique dynamics; to better understand the multi-service, multi-screen, multi-context viewer today redefining longstanding consumer behavior and challenging established business models. And these aren't just words: this is what we deliver.



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Next Steps

Get In Touch

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We are here to help.



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Call anytime.

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