



# TECH MILLENNIALS

— DAY IN THE LIFE OF



**9am** - Wakes up late from a big night of binge watching shows on 9Now.



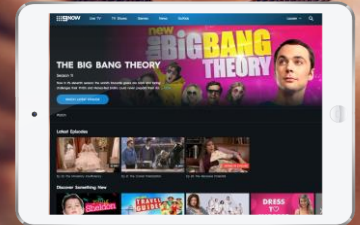
**Travelling to university** - Socially shares *nine.com.au* articles about new gadgets while on the train.



**Lunchtime** - Browses *nine.com.au* between lectures and tutorials.



**Afternoon** - share articles from *nine.com.au* while on the train home.



**Evening** - Is a late night binge watching of *The Bing Bang Theory* on 9Now.

Tech Millennials are digital natives, living their lives online and shunning all traditional media. They are frequent users of social media and like to share relevant content with their friends. They are typically university educated and tech savvy. Living at home, they have high disposable incomes.

## DEMOGRAPHICS

**40k+**

HH INCOME

**20-30**

YEARS OLD



LOCATION

Capital Cities – Inner Urban

LIFE STAGE

Youth and Independent Youth

## CAR OWNERSHIP



Passenger

POWERED BY



## NINE AUDIENCE SITES



## 9NOW SHOWS



NINE AUDIENCE

8%