

A qualitative study to the millennial market segment to understand the value and interest of advertising across multiple screens.

### Research Objectives and Overview

#### Multi-Device



- Members of the Market Advantage Youth Lab, representing 19 countries, took part in phase 1 of this research study to determine the value of broadening advertising campaigns for digital media “touch points”

- Uncover demand for non-traditional forms of advertising across 3 screens
- Focus will be on interactive techniques, targeting, personalization preferences, formatting preferences based on device, payment options, rewards/discounts, and service enhancement.

### Key Findings



- Advertisers need to choose the best ads for the device.
- Mobile advertising needs to be relevant, actionable and free.
- TV ads today are working but should allow users to control the experience.
- TV ads can be improved with interactivity - rating, feedback - and control with on-demand delivery.
- Internet ads seem to be most favored especially when they are engaging, relevant and give viewers a simple call to action (“click”!)

### Considerations for Service Providers

The important millennial segment is very focused on the service experience. Operators should focus on how to best adapt ads to different devices, as well as simplifying the user experience.

For more information on this global study, please contact your Alcatel-Lucent account executive.