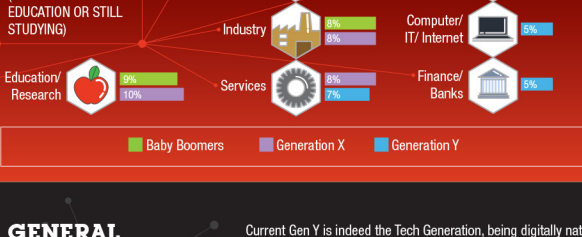
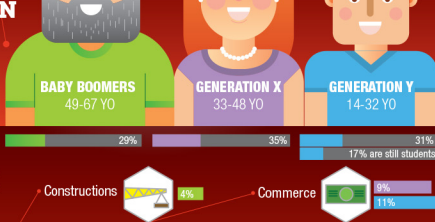


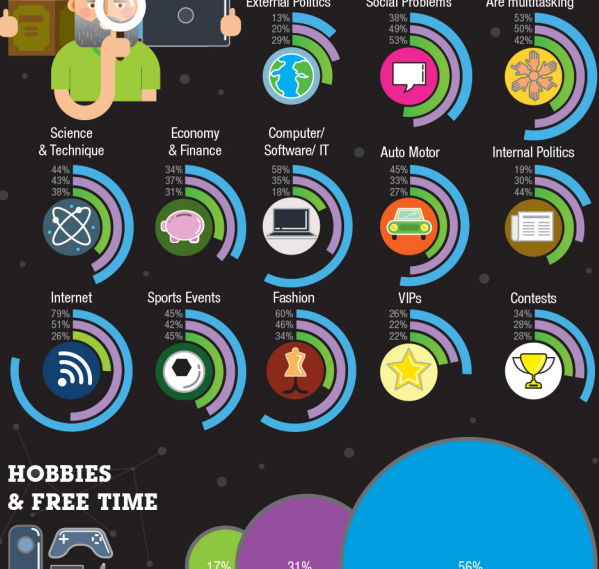
GENERATIONS UNDER THE MICROSCOPE

GENERATION OVERVIEW



GENERAL INTERESTS

Current Gen Y is indeed the Tech Generation, being digitally native and growing up in the technology era. Younger generations are also more multitasking and self centric, while being less involved in social and political matters.

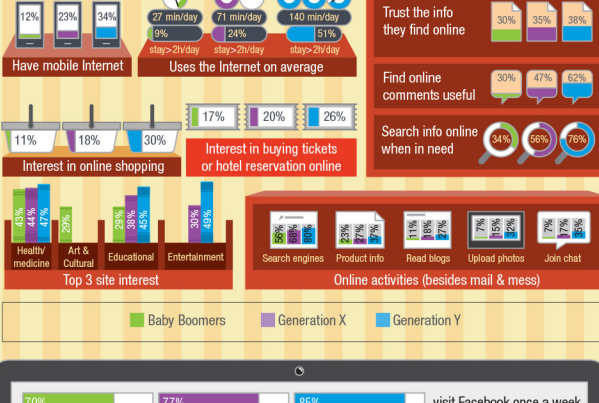


HOBBIES & FREE TIME

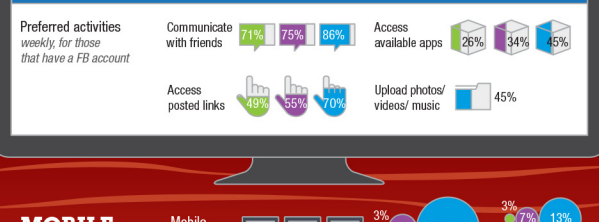


INTERNET

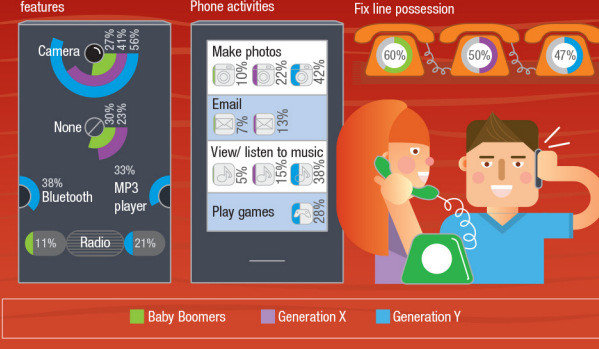
Despite performing basic online activities, Baby Boomers manifest same on line interest in products related information as Generation X. On line product information is more appealing for generation Y, also more familiarized with e-commerce.



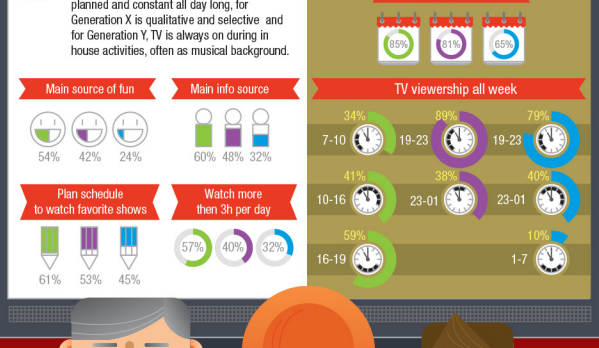
SOCIAL MEDIA



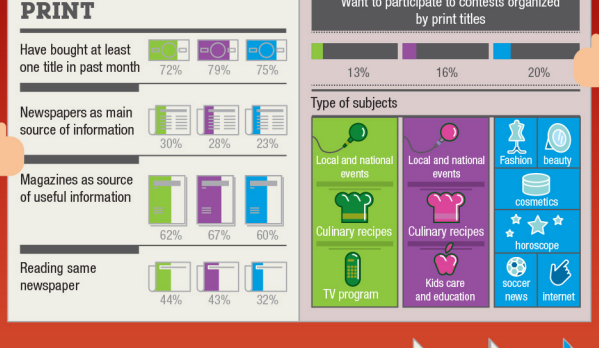
MOBILE PHONES



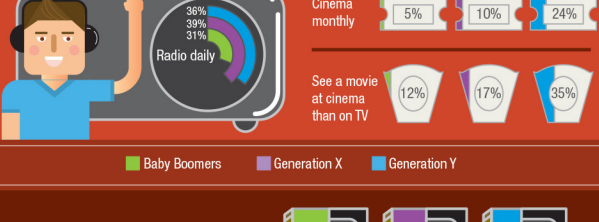
TV



PRINT



RADIO & CINEMA



READING

