Meet the Target Market

Most Watched Video Platforms

- 85% YouTube
- 66% Netflix
- 53% Facebook
- 22% Hulu
- 19% Amazon Vid
- 62% Cable

Hours Per Week

- 12.1 YouTube, Social
- 8.8 Netflix
- 8.2 Cable
- 51% Netflix, Social

Can’t Live Without

- 67% YouTube
- 36% Cable
- 51% Netflix, Social

Source: 4th Annual Acumen Report
Meet Them Where They Are....
Timelines/Engaged Parties:
Production Team
HARDI Foundation
Marketing Council
HR Council