



**MKM** PARTNERS

## **Quantitative Survey Group**

*Custom, Proprietary Data Analytics*

**Technology, Media & Telecom (TMT)**



## Recent/Current TMT Case Study: Internet/Media Demographic Segmentation/Brand Alignment

- More than 2,500 U.S. consumers
- Annual deployment schedule (began May '13)
- Key takeaways
  - Significant relative growth (and future intentions) in usage of newer social networks, such as Pinterest, Instagram, Snapchat and Whatsapp; No shift away from Facebook
    - Twitter currently skews more male than female and males are much more active
  - Online shopping/eCommerce: A meaningfully larger cohort of males plan to spend more on Amazon.com than females
  - Online entertainment/streaming: A larger cohort of males have already cut the cord and are accessing entertainment online than females, and males are far more likely to use all options more often going forward