



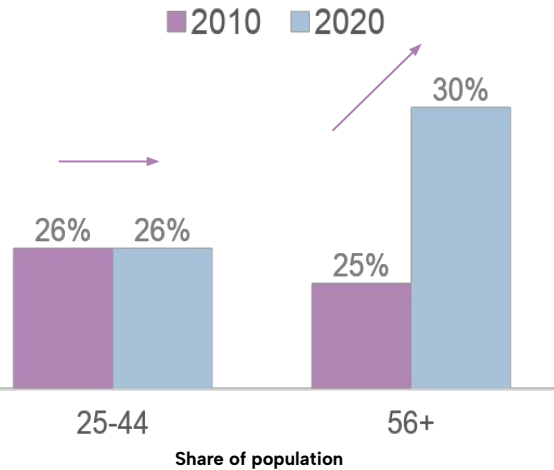
# The Golden Demographic

Case studies on the TV, internet, and streaming habits of the 56+ generation

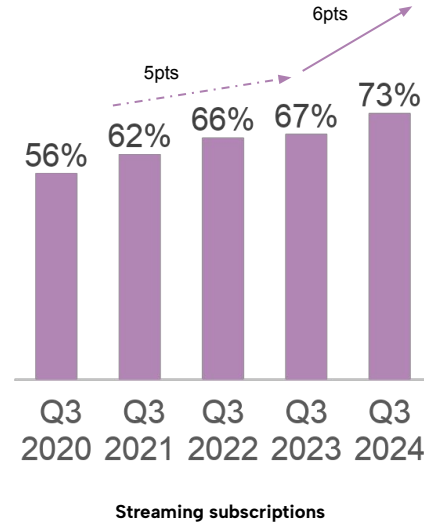
**harrisx**  
A STAGWELL COMPANY

# Tech and media companies have started focusing on the 56+ cohort... and for good reasons...

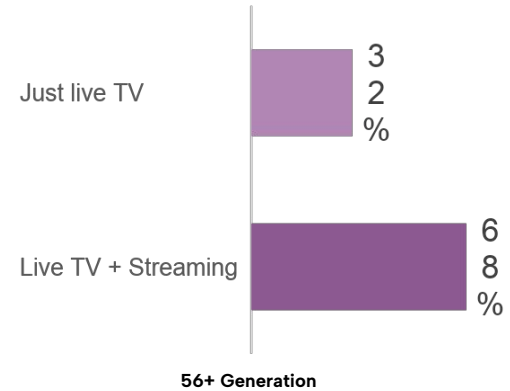
- With inflation cooling and the effects of the election settling, we can expect increased income, more advertising opportunities, and **a growing number of people in the 56+ demographic.**



- The 56+ customers are bringing a more **digital-forward orientation** to their media use. The pace of streaming adoption has started increasing...



- ... but **one-third have pay TV only**, meaning cross-device campaigns are a must



# The 56+ demographic is an untapped cohort you cannot ignore

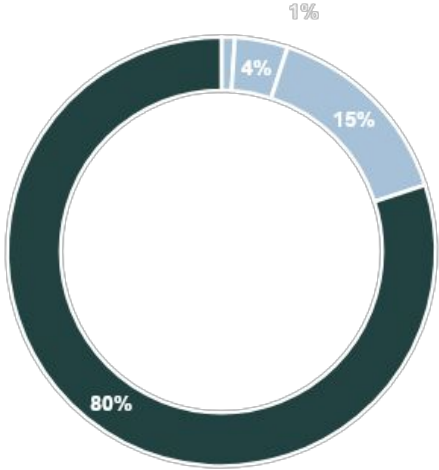
1%  
18-24

4%  
25-36

15%  
37-55

80%  
56+

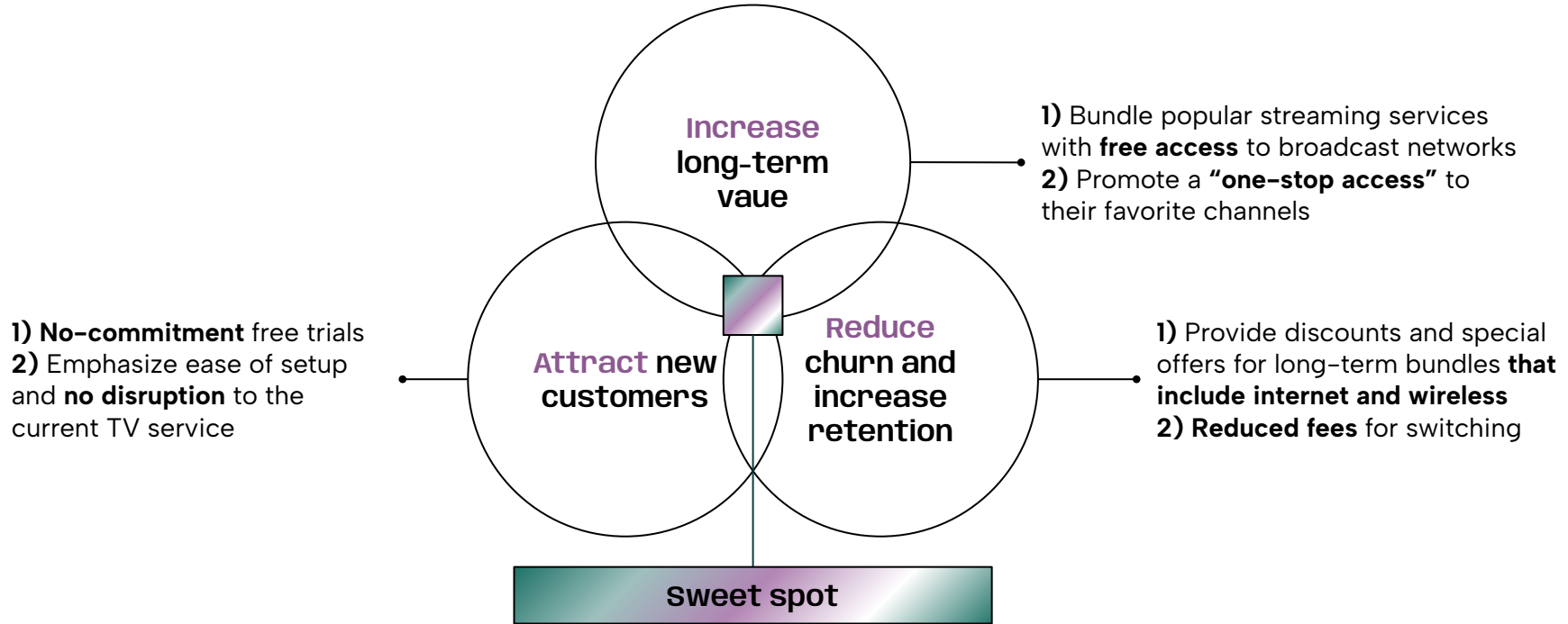
→ 80% of untapped streaming households are led by decision-makers aged 56 and older.



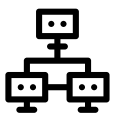
■ 18-24 ■ 25-36 ■ 37-55 ■ 56+

Decision-makers in Untapped Streaming Households

# This is what an attractive package to this cohort should look like



# Attracting new customers



## Traditionalists

The 56+ age group is loyal to traditional TV services, representing **57% of the market**.

---



## Why?

According to our research, this age group mainly values **uninterrupted service**, making them hesitant to switch providers or try new technology.

---

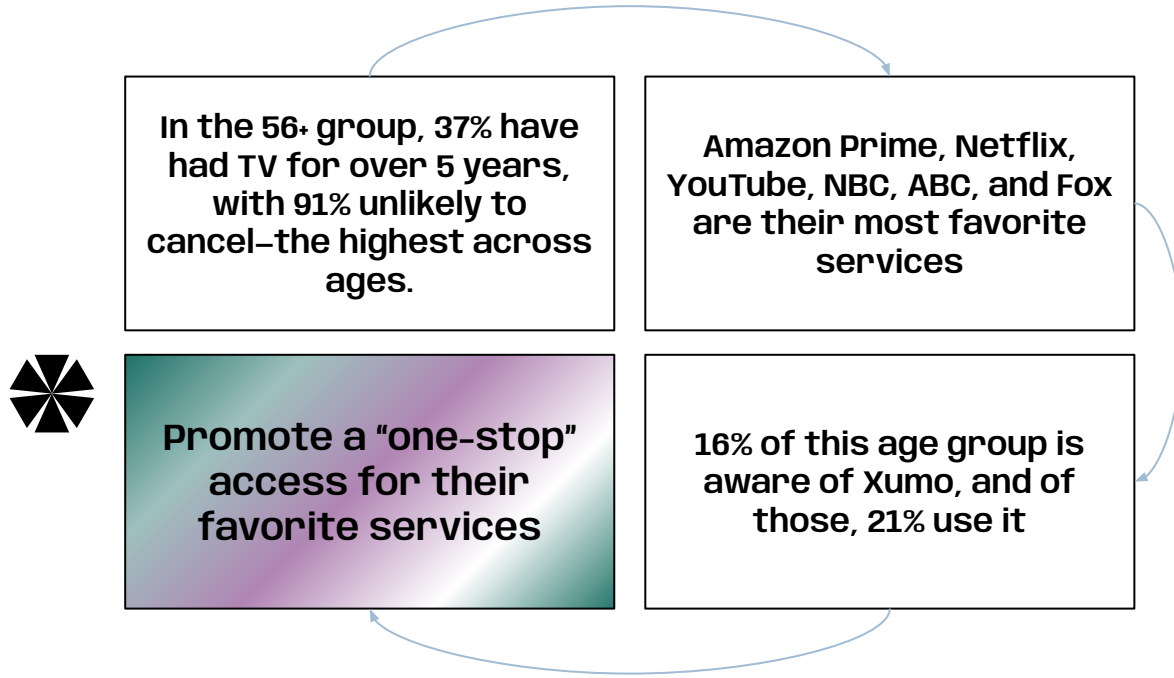


## Solution

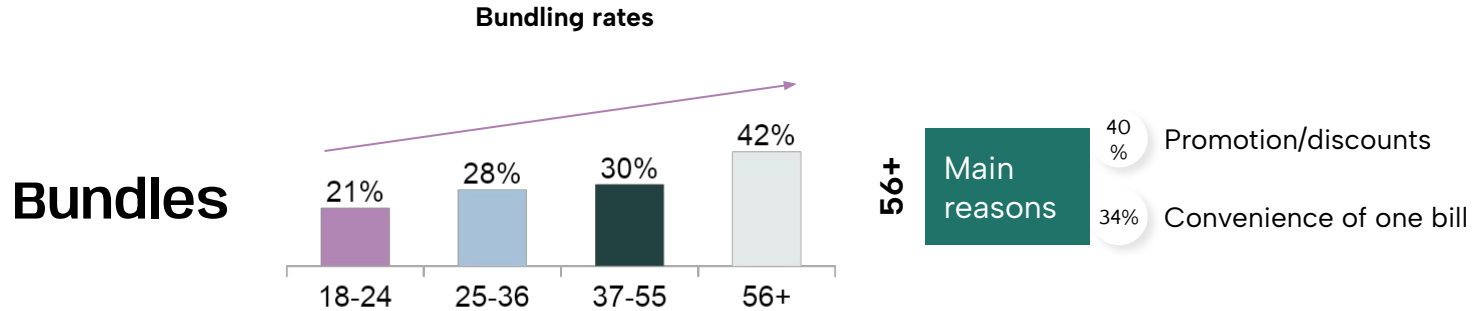
Offer free trials with flexible cancellation, emphasizing easy setup and **no disruption to their current TV service**.



# Increasing long-term value



# Reducing churn & increasing retention



## Strategy

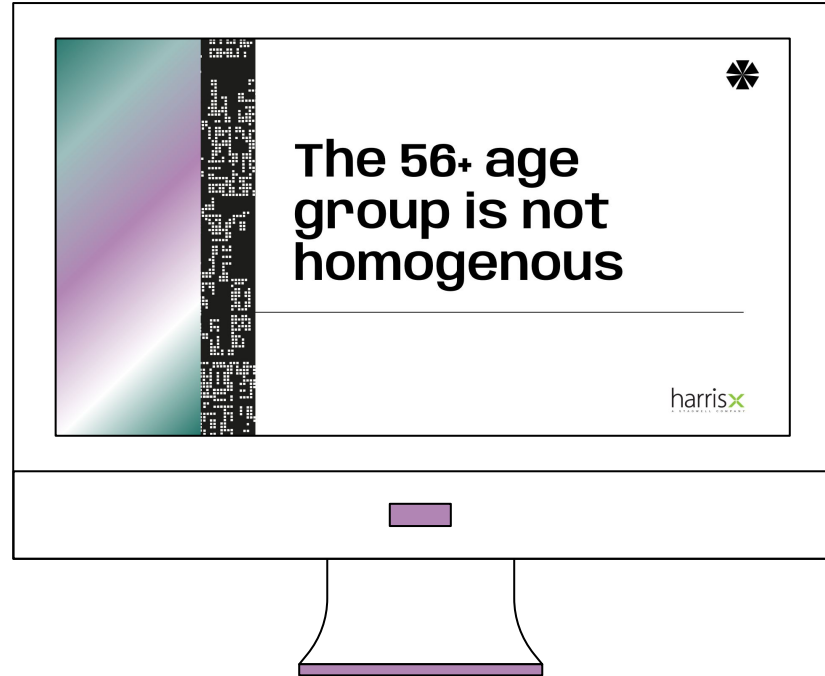
- Offer a **well-packaged promotion** that makes switching easier and you will be able to capitalize on these behaviors.
- Offer bundles that **include internet, wireless, and TV** will help you reduce churn while strengthening your brand's position and reputation.
- Provide **discounts and reduced fees** for switching.



# Further analysis

---

We can also delve into specific behavioral insights for the 56-64, 65-75, and 75+ age groups.





# Conclusions



01

## Cohort

The 56+ group remains an untapped opportunity – **but not for much longer**



02

## Opportunity

As shown in this presentation, **80% of untapped streaming households** are led by decision-makers aged 56 and older



03

## Product

By analyzing their behavior, we can create the ideal switching package for them to **attract, upsell, and retain**



04

## Learn More

The 56+ cohort is **not uniform** – there are distinct differences looking at the 56–65 cohort, the 66–75 cohort and the 75+ cohort





# Thanks!

**Do you have any questions?**

[brian@harrisx.com](mailto:brian@harrisx.com) | [harrisx.com](http://harrisx.com)

- ✦ Stay tuned for even more exciting insights in our end-of-year forecast!