

Resources for Learning Millennial style: Best practices for connecting through media

ACPA Presentation

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Places to get clips:

TV shows & Movies

- Roadtrip nation: <http://www.roadtripnation.com/>
- Hulu (movies and TV shows): www.hulu.com

- SNL: http://www.nbc.com/Saturday_Night_Live/
- Daily Show: <http://www.thedailyshow.com/>
- Colbert Report: <http://www.colbertnation.com/home>

Most popular shows for 18-30 yr olds with Nielsen ratings.

Consumer behavior of Millennials: http://www.nielsen.com/consumer_insight/issue8/ci_story1.html

Nielsen ratings for 2008: http://www.nielsen.com/media/toptens_yearend_2008.html

For Nielsen ratings, you can pay attention to:

- Buzzmetrics - shows talked about online

- Top digitally downloaded songs

- Nielsen Top 10's: Internet, music, television, DVDS:
http://www.nielsen.com/media/toptens_landing.html

Millennials

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