Graph of the Week

March _____, 2020

Analyze the graphs below and write a reflection on what you think the graphs are communicating to you. To guide you with your response, start with some observations.

- What are the topics of the graphs?
- What quantities are being compared? (If there are x- and y- axes, what do they represent?)
- What are some observations that you can make based on the graphs?
- What do you foresee happening in the next 10 years?

Questions to ask when reading graphs:

Name

- Is there an upward or downward trend?
- Are there any sudden spikes in the graph?
- What is being compared in the graph?
- What prediction can I make for the future?
- What inferences can I make about the graph?

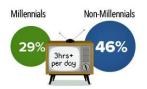
Chart of the Week

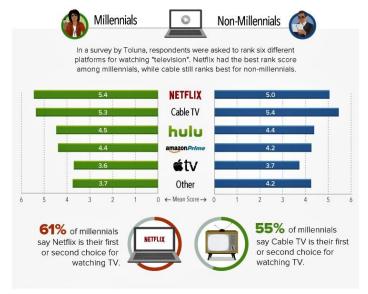
THE NETFLIX GENERATION

Millennials, streaming platforms, and the slow death of cable television.

For the first time in decades, cable television is not king.

Despite millennials still consuming huge amounts of video content, they are watching far less cable TV than other generations.





Cable Pain = Netflix Gain

SOURCE: Nielsen, Toluna, Yahoo Finance

Every year, the 18-24 subgroup has watched fewer hours of traditional television. It's no coincidence that this has corresponded with a record-high share price for Netflix.

Hours of TV per week (age 18	e 18-24)			Netflix Stock Price \$143.61		
		~		\sim	^	^
			\sim	/	14h 21min*	
NETFLIX						
2011	2012	2013	2014	2015	2016	2017

visualcapitalist.com



https://www.visualcapitalist.com/chart-netflixgeneration/