



**New Research from Listen2Youth's Worldwide Teen Lab  
Reveals 98% of Teens Control Television Decisions**

*Friends and Family, Not Social Networks, Influence Their Choices*

**Santa Cruz, CA, June 23, 2008** -- Listen2Youth, Inc., a marketing research firm focused on teens, technology and the user experience, today announced its latest results from a recent study on television habits conduct via the Worldwide Teen Lab at Alcatel-Lucent. The global panel of teens and young adults from all over the world were asked to describe how they are using television, including what devices they used to watch, how they find and store programs and what would make the experience better for them.

“We were interested to learn that so many of our panel members are making their own viewing decisions,” said Jennifer Carole, Principal at Listen2Youth. “Some of our members are as young as 13 and we thought we’d see more parental influence. We also expected to see more cross-over between social networks and finding programs to watch. Surprisingly, word-of-mouth is still the best way for a teen to find a new show.”

**Time-Shifting is the Rule for Today's Youth**

The Worldwide Teen Lab members report that they have complete freedom to decide what they watch and when they want to watch it. Time shifting emerges as their primary concern as their busy schedules force them to look for programming alternatives. Nearly 100% of Lab members control what they watch. We found more than half our members watch television programs on their computer and more than half are storing television programs for later viewing.

**Friends and Ads Heavily Influence Television Viewing**

Despite the popularity of social networks, the Worldwide Teen Lab members aren't using them to discuss television. While peer group advice is critical to learning what to watch, how they get that information comes down to an age old system – simple conversation. At least 80% of the members learn about shows from friends and ads and almost 90% of Lab members are sharing their opinions about TV programs. They like to share that information most often via word of mouth. We found only 14% of our panel use social networks to share opinions about television programs

**Teens Want to Purchase What They See**

As we expected, young people are “shopping” even when they are watching television. This is consistent with previous research conducted with the Worldwide Teen Lab on shopping that told us teens want to shop nearly all the time, In this study, we learned 80% of the members have purchased something related to a television show they have watched and almost 20% have purchased a product that a character has used. They reported clothing as the items they had most often purchased.



“The teens also shared their desire to use different devices to watch television – from using their mobile phone to their computer,” Carole explained. “Their lifestyle is mobile and demanding and they seem to choose the best tool for the job whether it’s listening to music, searching the Internet or watching television.” The complete results of the study are available by request at [www.Listen2Youth.com](http://www.Listen2Youth.com).

**About Listen2Youth, Inc.**

Listen2Youth, Inc. is a marketing research firm focused on understanding the relationship between youth, technology and the user experience. The youth panel has its roots in ethnographic research that delivers qualitative results based on surveys, diaries and videos. Our team has decades of experience working in high tech and consumer marketing. As a result, we are able to bring a unique perspective to the analysis of the data provided by the teens to deliver meaningful and actionable results. ([www.Listen2Youth.com](http://www.Listen2Youth.com))

**About the Worldwide Teen Lab at Alcatel-Lucent**

The Worldwide Teen Lab is an innovative primary research program focused on understanding the highly coveted teen and young adult market. Lab Members are made up of users from around the world and range in age from teen to young adult. Its ongoing research looks to understand how users around the world experience entertainment across all the screens they use (e.g., phones, televisions, computers, etc.). The program, which includes an on-going blog ([www.teenlab.blogspot.com](http://www.teenlab.blogspot.com)) focuses on delivering insights and intelligence to Alcatel-Lucent (Euronext Paris and NYSE: ALU) and its customers. ([www.Alcatel-LucentLab.com](http://www.Alcatel-LucentLab.com))