

1. According to recent research, today's teens don't really enough consume any traditional
2. media such as like newspapers or radio. They don't read the papers because they prefer
3. to watch a more shorter version of the news on TV or on the Internet, rather than read
4. long pages of text. Besides, why spend many money on buying a paper, when you can read
5. everything online? Do teenagers today also show no interest in traditional radio. They
6. prefer listening to online radio stations which allow them to stream lots music without
7. having to put up with annoying ads every few minutes. The research also can shows that
8. teens don't watch so much TV any more. Their viewing behaviour is also such different to
9. that of the previous generation when it comes to ads either. Today's teens simply change  
the channel and watch something else when a few commercial comes on.