



# Don't treat them like Millennials

## Very Different Experiences and References

### Gen Z

### Millennials

Massachusetts legalizes same-sex marriage



Politics



Homosexuality is no longer considered a disease

The video-sharing website Youtube is launched



Media



The DVD, an optical disc computer storage media format is announced

Snapchat, a photo messaging app is introduced



Communication



Instant messaging, a type of online chat, is released by Microsoft

Smartphones with a multi-touch interface



Telecommunications



Mobile phones with the ability to send text messages

Commercial music streaming services



Music



Portable media player