



ARE MILLENNIALS F*CKED?

FROM SOCIAL MEDIA ADDICTION TO ENTITLEMENT

MTV IN PARTNERSHIP WITH CONTIKI EXPLORE ASSUMPTIONS MADE ABOUT
THE MILLENNIAL GENERATION



INITIATIVE KICKS OFF TODAY ON FACEBOOK WITH CHAT FEATURING SIMON SINEK

[Full length chat](#)

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Wednesday 15th March 2017

MTV Australia today announced a cross platform content initiative examining the notion, ***Are Millennials F*cked?***, by exploring common and relatable issues the Millennial generation face as a consequence of their upbringing and environment.

Are Millennials F*cked? launches today, Wednesday 15 March at 8.00am, via a Facebook chat with ethnographer and change activist Simon Sinek. Millennial writer, DJ and radio presenter FlexMami sat down with Sinek to discuss his viral video, "The Millennial Question", which has received over 44 million views on MTV Australia's Facebook page alone. FlexMami candidly asked Sinek about parts of

his Millennial question response that resonated the most with viewers online and nearly broke the internet for a day.

From the exclusive conversation with Sinek, his view is that, *“Millennials are way more open-minded than older generations” and that they are “way more accepting of people’s sexuality and gender identities.”*

However, the technological driven world that Millennials were raised in and the generation’s seemingly addictive traits to devices and social media is something to be mindful of. *“The addiction to social media and cell phones looks very similar to an addiction to gambling. It is very similar to the way it manifests and the behaviours it induces. It is a real thing,”* said Sinek.

Millennials often suggest they struggle to form deep connected relationships. On this point, Sinek outlined that relationships and fulfilment take time. *“Finding love takes time and energy and commitment, and effort and sacrifice, and worrying about another person’s feelings and worrying if they’re ok, and not just worrying about yourself. Finding a lifetime of fulfilment from a career doesn’t happen overnight.”*

Lack of job satisfaction is not isolated to Millennials, and the generation is actually highlighting an issue older generations avoid. According to Sinek, *“The fact that so many companies struggle with their Millennials is only partially the cultural facts that affect Millennials. The other thing is that they have really crappy corporate cultures where other people struggle too. Except the older generations suffer in silence. God bless Millennials that they speak up and speak out.”*

Simon’s vision is *“to live in a world in which the vast majority of people wake up every single morning inspired to go to work, feel safe when they are there, and return home fulfilled at the end of the day.”* Sinek’s belief is that the open-mindedness of Millennials means they are the generation to advance his cause and create positive change. *“The fact that you will build the kinds of businesses that I think will have a positive impact on the world, I can’t wait to work for all of you.”*

After its Facebook debut, ***Are Millennials F*cked?*** continues from 27 March as a four-part fortnightly on air, online and on social series hosted by MTV Australia host and comedian Sam Taunton. Utilising Viacom’s latest global consumer insights study, *Youth In Flux*, Sam will probe the topics and common assumptions about the Millennial generation including social media addiction, ‘ghosting’ in relationships, the comparison between Millennials and previous generations, and the pressure to succeed before 30.

Presented by Contiki, the worldwide leader in group travel for 18-35 year olds, ***Are Millennials F*cked?*** will see Sam Taunton tackle the contentious Millennial topics of being labeled entitled, impatient in the workplace, and their overuse and reliance on technology, in a comedic and engaging way. To help delve into these topics, the series will also tap into experts including those from national youth and mental health foundation, Headspace.

“According to our research, 93% of youth globally feel that it’s hard being young today,” said Simon Bates, Vice President & Head of MTV Asia Pacific. *“Millennials and the world they live in are at the centre of everything MTV does, and **Are Millennials F*cked?** was created to explore and challenge preconceived notions about the world’s largest generation.”*

Katrina Barry, Managing Director Contiki Australia added, *“At Contiki we believe that travel makes you a better human. We get young people and provide experiences for them to see the world and to create memories that last a lifetime. Our travellers and recent research show us young Aussies are an incredibly open minded bunch of people. They care about the world they live in and are extremely socially aware with gender equality and racism being much higher on the agenda than for any other previous generation. They strive to change the world to a better more equal place; the question is, are we doing enough to create an environment where Millennials can thrive?”*

Embed code to highlights of Simon Sinek chat

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About MTV:

MTV is the world’s premier youth entertainment brand. With a global reach of nearly 785 million households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world’s leading creators of programming and content across all platforms.

About Contiki Holidays

Contiki are the world leaders in travel experiences for 18-35’s. We’re about discovery, once-in-a-lifetime moments, human connections, and making every second of being young count. We run over 300 trips in 50 plus countries, each and every one designed to get to the beating heart of a destination, understanding the local way of life and unearthing #NOREGRET experiences. A member of the family-owned The Travel Corporation (TTC), we are renowned and trusted for our outstanding quality, service, value, reliability and financial stability. Want to know more? Visit www.contiki.com .