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# Multi-Screen Insights: TV, Internet and Mobile Usage

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***Video is Being Consumed Across all Devices  
at a Record Pace...***

# Television Continues to Hit All-Time Highs

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<u>Monthly</u>	<u>Watching Television in the home</u>	<u>% Difference (2Q '11 vs. 2Q '10)</u>
# of viewers	288 Million	+0.6%
Time Spent (hours: minutes)	146:20	+1.9%

Americans watch more and more TV each year

# More Consumers are Watching Online Video For a Longer Period of Time



<u>Monthly</u>	<u>Watching Video on a Computer</u>	<u>% Difference (2Q '11 vs. 2Q '10)</u>
# of viewers	143 Million	+2.6%
Time Spent (hours: minutes)	4:26	+14.7%

Short form video (such as YouTube clips) still comprises MAJORITY of online video viewing

# Consumers are Embracing Mobile Video

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<u>Monthly</u>	<u>Watching Video on a Mobile Phone</u>	<u>% Difference (2Q '11 vs. 2Q '10)</u>
# of viewers	30 Million	+36.2%
Time Spent (hours: minutes)	4:20	+19.8%

Unlike online video, name-brand TV content comprises the majority of mobile video viewing

# Television Remains the Dominant Video Outlet

## Monthly Video Consumption by Device



**Watching Television  
in the home**



**Watching Video on  
a Computer**



**Watching Video on  
a Mobile Phone**

**# of viewers**

**288 Million**

**143 Million**

**30 Million**

**Time Spent  
(hours: minutes)**

**146:20**

**4:26**

**4:20**

**TV accounts for 95% of Total Video Time Per Month**

# Consumers Are Adding Video Consumption Platforms and Not Replacing Them

## Monthly Overall Usage Of Users 2+



Watching Television  
in the home



Watching Video on  
a Computer



Watching Video on  
a Mobile Phone

# of viewers

288 Million

143 Million

30 Million

% Diff Yr to Yr

+0.6%

+2.6%




+36.2%

Consumers are spending more and more time watching video across a multitude of platforms.

***Does Each Demographic Consume Video in the Same Way?***




# Television is Clearly Where *ALL* Consumers Spend the Majority of their Screen Time

## Weekly Time Spent in Hours: Minutes

	<u>K2-11</u>	<u>T12-17</u>	<u>A18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>	<u>P2+</u>
 <b>Watching Traditional Television</b>	24:52	22:24	24:17	28:08	32:58	41:04	46:16	32:47
 <b>Watching Video on Internet</b>	0:07	0:21	0:45	0:50	0:35	0:23	0:12	0:27
 <b>Mobile Subscribers Watching Video on a Mobile Phone</b>	n/a	0:20	0:17	0:12	0:05	0:01	<0:01	0:07




# Adults (Not Teens & Kids) Are Driving Internet Video Consumption

## Weekly Time Spent in Hours: Minutes

	<u>K2-11</u>	<u>T12-17</u>	<u>A18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>	<u>P2+</u>
 <b>Watching Traditional Television</b>	24:52	22:24	24:17	28:08	32:58	41:04	46:16	32:47
 <b>Watching Video on Internet</b>	0:07	0:21	0:45	0:50	0:35	0:23	0:12	0:27
 <b>Mobile Subscribers Watching Video on a Mobile Phone</b>	n/a	0:20	0:17	0:12	0:05	0:01	<0:01	0:07




# Teens Are Instead Watching Mobile Video... At About the Same Rate as Internet Video

## Weekly Time Spent in Hours: Minutes

	<u>K2-11</u>	<u>T12-17</u>	<u>A18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>	<u>P2+</u>
 Watching Traditional Television	24:52	22:24	24:17	28:08	32:58	41:04	46:16	32:47
 Watching Video on Internet	0:07	0:21	0:45	0:50	0:35	0:23	0:12	0:27
 Mobile Subscribers Watching Video on a Mobile Phone	n/a	0:20	0:17	0:12	0:05	0:01	<0:01	0:07





# However, Television is Still the Primary Video Option for the Younger Group

## Weekly Time Spent in Hours: Minutes

	<u>K2-11</u>	<u>T12-17</u>	<u>A18-24</u>
 <p>Watching <i>Traditional Television*</i></p>	24:52	22:24	24:17
<p>Watching <i>Time-shifted Television</i></p>	1:50	1:29	1:30
 <p>Using the <i>Internet</i></p>	0:30	1:245	4:02
<p>Watching <i>Video on Internet</i></p>	0:07	0:21	0:45
 <p><i>Mobile Subscribers</i> Watching <i>Video on a Mobile Phone</i></p>	n/a	0:20	0:17

# Looking At Ethnicity: African-Americans Spend A Lot Of Time With Television

## Monthly Time Spent (P2+) in Hours: Minutes

	<u>White</u>	<u>African-American</u>	<u>Hispanic</u>	<u>Asian</u>
 <p>Watching <i>Traditional Television</i></p>	141:56	201:46	126:54	96:31
 <p>Watching <i>Time-shifted Television</i></p>	11:35	7:44	6:27	8:08
 <p>Watching Video on <i>Internet</i></p>	3:50	5:58	6:15	9:11
 <p>Mobile Subscribers Watching Video on a <i>Mobile Phone</i></p>	3:37	5:25	4:20	6:30