
Multi-Screen Insights: TV, Internet and Mobile Usage



Multi-Screen Summary

- An average consumer watches 5 hours of video a day - mostly on Television.
- Video usage on mobile devices is on the rise but still only comprising 1%.
- Time spent with *Live TV* remains relatively constant.
- Television is the dominant king across the board - even with the younger consumers.
- African-Americans watch a lot more television than any other segment.
- Asians are large consumers of mobile video.

An Average American Watches Five Hours Of Video A Day - Of Which Practically All Is With The Television

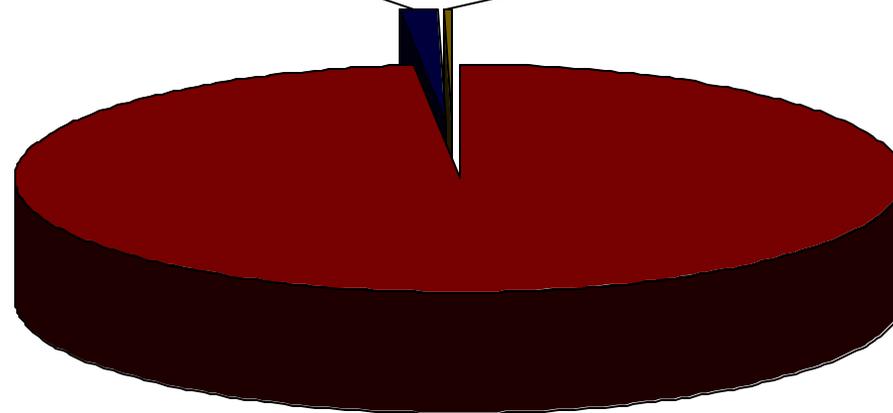
Weekly Time Spent in Hrs:Min

Watching Video
On Internet

0:44

0:10

Watching Video
On Mobile Phone



31:45

Watching Video On TV

Time Spent With Video On Mobile Devices Continues To Rise But Barely Comprises A Percent Of Total Video Time

Monthly Time Spent
(Hrs:Min)

Absolute Diff v.
YAG (Hrs:Min)

% of Total
Video Time

Watching Video on
a Computer



5:51

+1:25

1%

Watching Video on
a Mobile Phone



5:20

+0:31

0%



Television Remains the Video King

Monthly Video Consumption by Device



**Watching Television
in the home**



**Watching Video on
a Computer**



**Watching Video on
a Mobile Phone**

of viewers

283 Million

162 Million

37 Million

**Time Spent
(hours: minutes)**

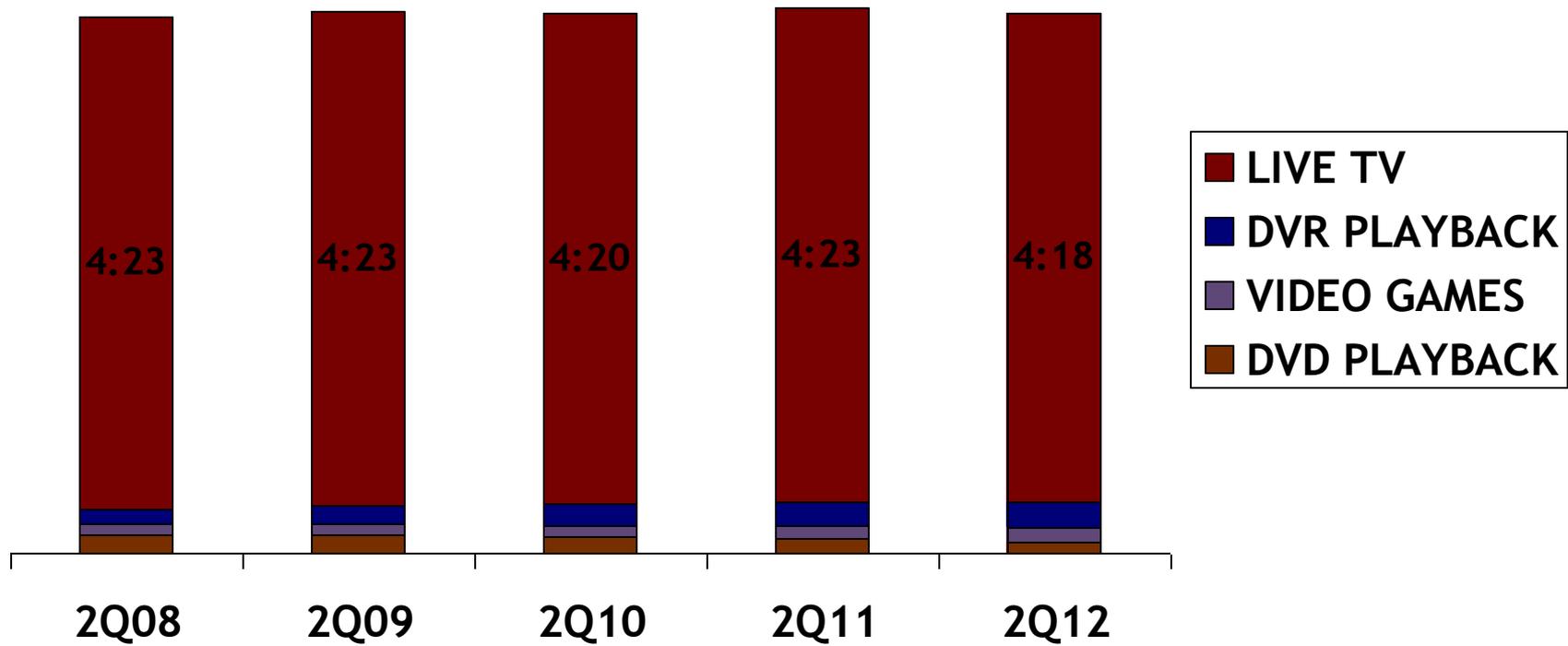
144:54

5:51

5:20

Time Spent With *Live TV* Remains Constant

Average Time Spent Per Person/ Per Day (Hrs:Min)



Source: Nielsen Cross Platform Report, P2+; 2Q12

Does Video Usage By Platform Differ By Age?

Television Dominates Total Video Time Across The Board

Weekly Time Spent in Hours: Minutes



Watching Traditional Television

K2-11 T12-17 A18-24 A25-34 A35-49 A50-64 A65+ P2+

23:34 **21:37** **22:32** **27:06** **32:02** **40:02** **45:20** **31:45**

0:09 0:23 1:21 1:17 0:58 0:41 0:16 0:44



Watching Video on Internet

n/a 0:22 0:23 0:18 0:09 0:03 <0:01 0:10



Mobile Subscribers Watching Video on a Mobile Phone



Source: Nielsen Cross Platform Report, P2+; 2Q12

***Are Young Consumers Turning To Other
Video Platforms?***

Television is Still the Primary Video Option Among the Younger Consumers

Weekly Time Spent in Hours: Minutes



Watching **Traditional Television***

K2-11

T12-17

A18-24

23:34

21:37

22:32

Watching **Time-shifted Television**

1:55

1:30

1:34



Using the **Internet**

0:30

1:14

4:56

Watching **Video on Internet**

0:09

0:23

1:21



Mobile Subscribers
Watching Video on a
Mobile Phone

n/a

0:22

0:23

Adults (Not Teens & Kids) Continue To Drive 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>
 Watching Traditional Television	23:34	21:37	22:32	27:06	32:02	40:02	45:20	31:45
 Watching Video on Internet	0:09	0:23	1:21	1:17	0:58	0:41	0:16	0:44
 Mobile Subscribers Watching Video on a Mobile Phone	n/a	0:22	0:23	0:18	0:09	0:03	<0:01	0:10

Television Still The Video King Among Younger Consumers

Share of Total Weekly Video Time Spent



CH2-11

T12-17

A18-24

99%

98%

98%

*Watching Traditional
Television*

Does Video Usage Differ by Ethnicity?

Ethnicity: Television Dominates Across All Ethnic Segments

Monthly Time Spent (P2+) in Hours: Minutes

	<u>White</u>	<u>African-American</u>	<u>Hispanic</u>	<u>Asian</u>
 <p>Watching <i>Traditional</i> Television*</p>	141:00	202:35	125:39	90:33
<p>Watching <i>Time-shifted</i> Television**</p>	12:41	8:47	7:31	8:36
 <p>Watching <i>Video on Internet</i></p>	5:07	7:52	7:05	10:26
 <p>Mobile Subscribers Watching <i>Video on a Mobile Phone</i></p>	5:07	5:44	5:40	6:45

Ethnicity: African-Americans Consume A Lot More Television

Monthly Time Spent (P2+) in Hours: Minutes

	<u>White</u>	<u>African-American</u>	<u>Hispanic</u>	<u>Asian</u>
 <p><i>Watching Traditional Television*</i></p>	141:00	202:35	125:39	90:33
 <p><i>Watching Time-shifted Television**</i></p>	12:41	8:47	7:31	8:36
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Source: Nielsen Cross Platform Report, P2+; 2Q12; * includes time-shifted time; **in all TV homes

Ethnicity: Asians Are Large Consumers Of Mobile Video

Monthly Time Spent (P2+) in Hours: Minutes

	<u>White</u>	<u>African-American</u>	<u>Hispanic</u>	<u>Asian</u>
 <p><i>Watching Traditional Television*</i></p>	141:00	202:35	125:39	90:33
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Source: Nielsen Cross Platform Report, P2+; 2Q12; * includes time-shifted time; **in all TV homes

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