
Multi-Screen Insights: TV, Internet and Mobile Usage



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

Time Spent With Television Continues To Rise



<u>Monthly</u>	<u>Watching Television in the home</u>	<u>% Difference (3Q '11 vs. 3Q '10)</u>
# of viewers	286 Million	-0.2%
Time Spent (hours: minutes)	146:45	+0.9%

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



Watching Video on a Computer

% Difference
(3Q '11 vs. 3Q '10)

Monthly

of viewers

147 Million

+4.9%

Time Spent
(hours: minutes)

4:31

+7.1%

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

Time Spent With Mobile Video Remains Flat Year After Year



<u>Monthly</u>	<u>Watching Video on a Mobile Phone</u>	<u>% Difference (3Q '11 vs. 3Q '10)</u>
# of viewers	31 Million	+36.9%
Time Spent (hours: minutes)	4:20	+0%

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

286 Million

147 Million

31 Million

**Time Spent
(hours: minutes)**

146:45

4:31

4:20

TV accounts for 95% of Total Video Time

Consumers Are Adding Video Consumption Platforms and Not Replacing Them

Monthly Time Spent (Hrs:Min) Of Users 2+



**Watching Television
in the home**



**Watching Video on
a Computer**



**Watching Video on
a Mobile Phone**

Time Spent

146:45

4:31

4:20

% Diff Yr to Yr

+0.9%

+7.1%

+0%

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

Does Each Demographic Consume Video in the Same Way?

Television Dominates Total Video 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>
 Watching Traditional Television	26:03	24:11	23:57	27:46	32:07	40:07	45:23	32:33
 Watching Video on Internet	0:08	0:25	0:46	0:53	0:38	0:25	0:13	0:29
 Mobile Subscribers Watching Video on a Mobile Phone	n/a	0:17	0:16	0:15	0:06	0:02	<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>
 Watching Traditional Television	26:03	24:11	23:57	27:46	32:07	40:07	45:23	32:33
 Watching Video on Internet	0:08	0:25	0:46	0:53	0:38	0:25	0:13	0:29
 Mobile Subscribers Watching Video on a Mobile Phone	n/a	0:17	0:16	0:15	0:06	0:02	<0:01	0:07

Teens Are 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	26:03	24:11	23:57	27:46	32:07	40:07	45:23	32:33
 Watching Video on Internet	0:08	0:25	0:46	0:53	0:38	0:25	0:13	0:29
 Mobile Subscribers Watching Video on a Mobile Phone	n/a	0:17	0:16	0:15	0:06	0:02	<0:01	0:07

However, 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

26:03

24:11

23:57

Watching **Time-shifted Television**

2:03

1:39

1:39



Using the **Internet**

0:33

1:35

3:54

Watching **Video on Internet**

0:08

0:25

0:46



Mobile Subscribers
Watching Video on a **Mobile Phone**

n/a

0:17

0:16

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>	142:05	205:56	125:48	95:55
<p>Watching <i>Time-shifted Television</i></p>	11:52	8:25	6:50	8:14
 <p>Watching <i>Video on Internet</i></p>	3:52	6:11	6:29	9:28
 <p><i>Mobile Subscribers</i> Watching <i>Video on a Mobile Phone</i></p>	3:37	5:30	4:20	5:47

Asians Spent Nearly 2.5X More With Internet Video Than Whites