
Multi-Screen Insights: TV, Internet and Mobile Usage



An Average American Watches Five Hours Of Video A Day - Of Which 99% Is With The Television

Weekly Time Spent in Hrs:Min

% of Total Video Time



**Watching Television
in the home**

33:43

99%



**Watching Video on
a Computer**

0:30

1%



**Watching Video on
a Mobile Phone**

0:08

0%

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

Consumers Are Spending More And More Time Watching Video Across A Multitude Of Platforms

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

153:19

4:34

4:20

% Diff Yr to Yr

-0.5%

+4.2%

+0%

**More & More Time Is Spent With Internet Video But
Time Spent Only Makes Up A Fraction of Total Video Time**

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

284 Million

147 Million

34 Million

**Time Spent
(hours: minutes)**

153:19

4:34

4:20

Evolution Of TV Set: Homes With HDTVs Grew More Than 8 Million

TV Household With Devices (000)

	4Q10	4Q11	(+/-)
Any DVD Player	100,335	97,922	-2,413
Any DVR	42,866	46,954	4,088
Any HDTV	71,900	80,223	8,323
Any Video Game	49,735	51,255	1,520

Does Each Demographic Consume Video in the Same Way?

Television Dominates Total Video Time Across The Board

Weekly Time Spent in Hours: Minutes



Watching Traditional Television



Watching Video on Internet



Mobile Subscribers Watching Video on a Mobile Phone

	<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	24:09	22:14	25:34	29:55	34:16	42:16	47:13	33:43
Watching Video on Internet	0:08	0:23	0:51	0:54	0:40	0:25	0:12	0:30
Mobile Subscribers Watching Video on a Mobile Phone	n/a	0:14	0:14	0:15	0:07	0:02	<0:01	0:08

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

24:09

22:14

25:34

Watching **Time-shifted Television****

1:57

1:31

1:40



Using the **Internet**

0:32

1:25

3:53

Watching **Video on Internet**

0:08

0:23

0:51



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

n/a

0:14

0:14

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	24:09	22:14	25:34	29:55	34:16	42:16	47:13	33:43
 Watching Video on Internet	0:08	0:23	0:51	0:54	0:40	0:25	0:12	0:30
 Mobile Subscribers Watching Video on a Mobile Phone	n/a	0:14	0:14	0:15	0:07	0:02	<0:01	0:08

With Younger Consumers, Television Still Commands Majority Of Video Time

Share of Total Weekly Video Time Spent



<u>CH2-11</u>	<u>T12-17</u>	<u>A18-24</u>
99%	98%	97%

Watching Traditional Television

What About The Ethnic Segments?

Ethnicity: Television Dominates Across All

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>	150:11	209:08	127:47	95:41
<p>Watching <i>Time-shifted</i> Television**</p>	13:01	8:59	7:09	8:08
 <p>Watching Video on <i>Internet</i></p>	3:58	6:19	6:10	8:43
 <p>Mobile Subscribers <i>Watching Video on a Mobile Phone</i></p>	3:37	4:20	4:20	4:20

Ethnicity: African-Americans Consume A Lot More Television Than Any Other Segment

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>	150:11	209:08	127:47	95:41
 <p>Watching <i>Time-shifted Television**</i></p>	13:01	8:59	7:09	8:08
 <p>Watching <i>Video on Internet</i></p>	3:58	6:19	6:10	8:43
 <p>Mobile Subscribers <i>Watching Video on a Mobile Phone</i></p>	3:37	4:20	4:20	4:20