



*Video Nation*



Anytime, Anywhere, Anyplace

CABLETELEVISION ADVERTISING BUREAU

## Please Note:

This document contains a sampling of the slides in our *Video Nation* presentation.

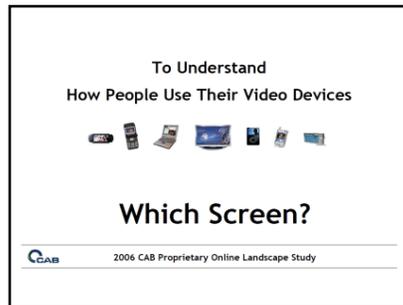
To see all our findings, please contact Danielle DeLauro for a presentation:

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212-508-1239

# CAB Multi-Screen History

## Which Screen?



July 2006  
September 2007

6 devices



## Which Screen? Every Screen



April 2012

13 devices

## Video Nation: Anytime, Anywhere, Anyplace



April 2013

14 devices

Frank N. Magid Associates, Inc.

# Advertiser's Questions



How Has Multi-Screen Usage Evolved in the Past Year?

What is the Advertising Acceptance on Each Platform?

What is the State of Streaming Video?

What is Consumer Adoption of TV Apps?



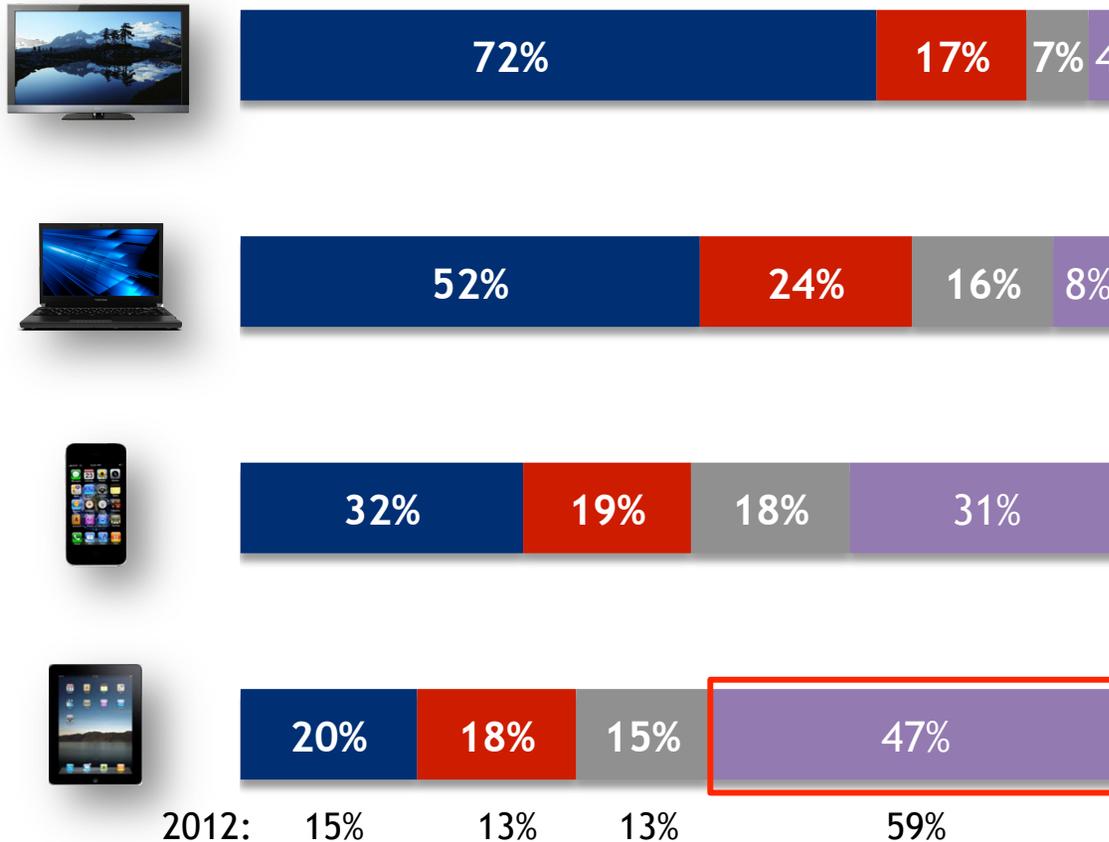
BOXEE



# Tablet Video Viewing Has Risen in Past Year

## Use Device to Watch Video: Adults 18-49

■ Daily
 ■ A few times a week
 ■ Once/a few times/month
 ■ Never

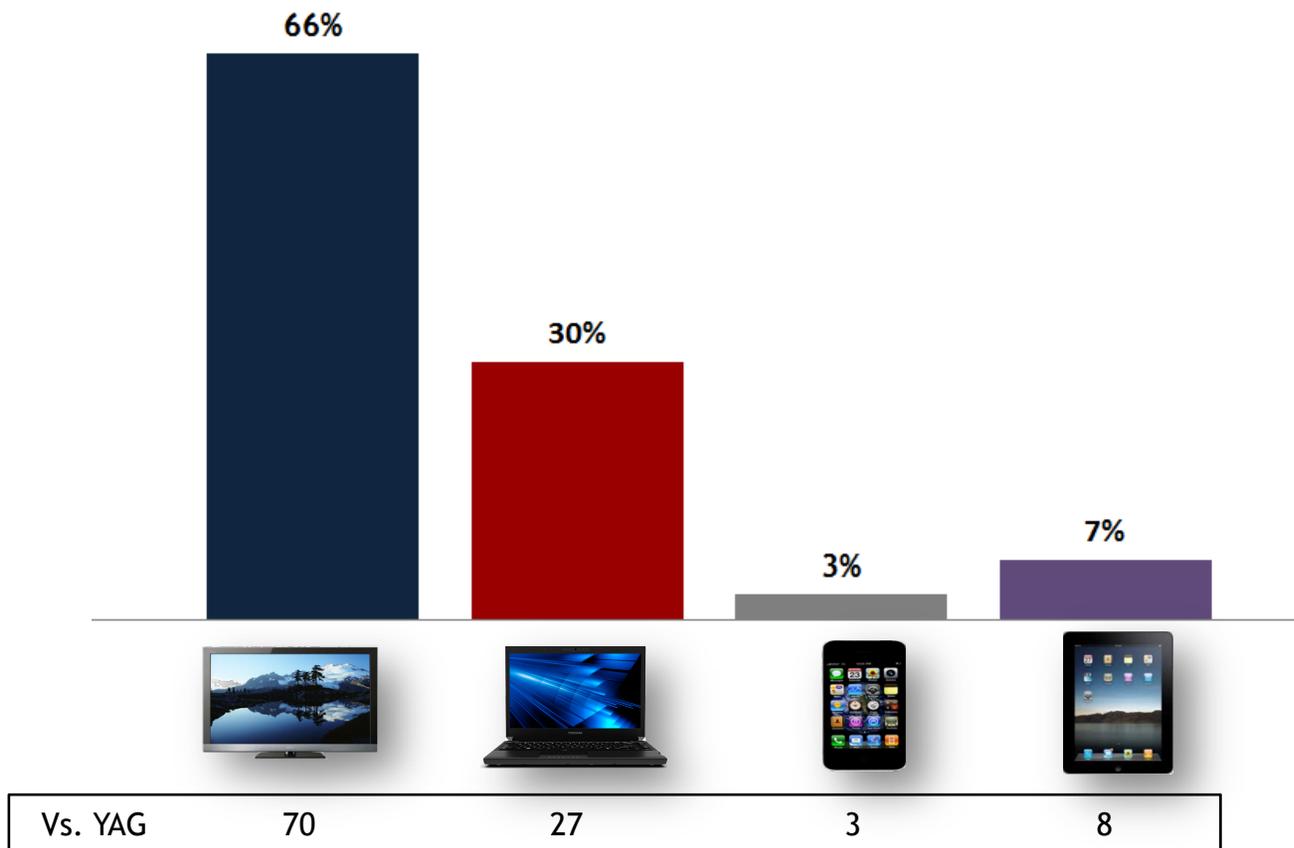


More sampling of video on tablet:  
12 pt drop in 'Never'

110 How often do you watch video on each of the devices listed below? By video we mean any type of video content (e.g., dramas, sitcoms, movies, sports, and user-generated videos such as YouTube) that you access on your TV (e.g., live, on a DVR, On Demand, streaming), on a computer or on a mobile device.

# Across All Owners, Television Still Reigns As The Best Device For Watching Video

“Best Device For Watching Video”  
(Among Owners of Each Device) - A18-49



BASE: Watches video on device  
205 Overall, which of the following is the best device for watching video?

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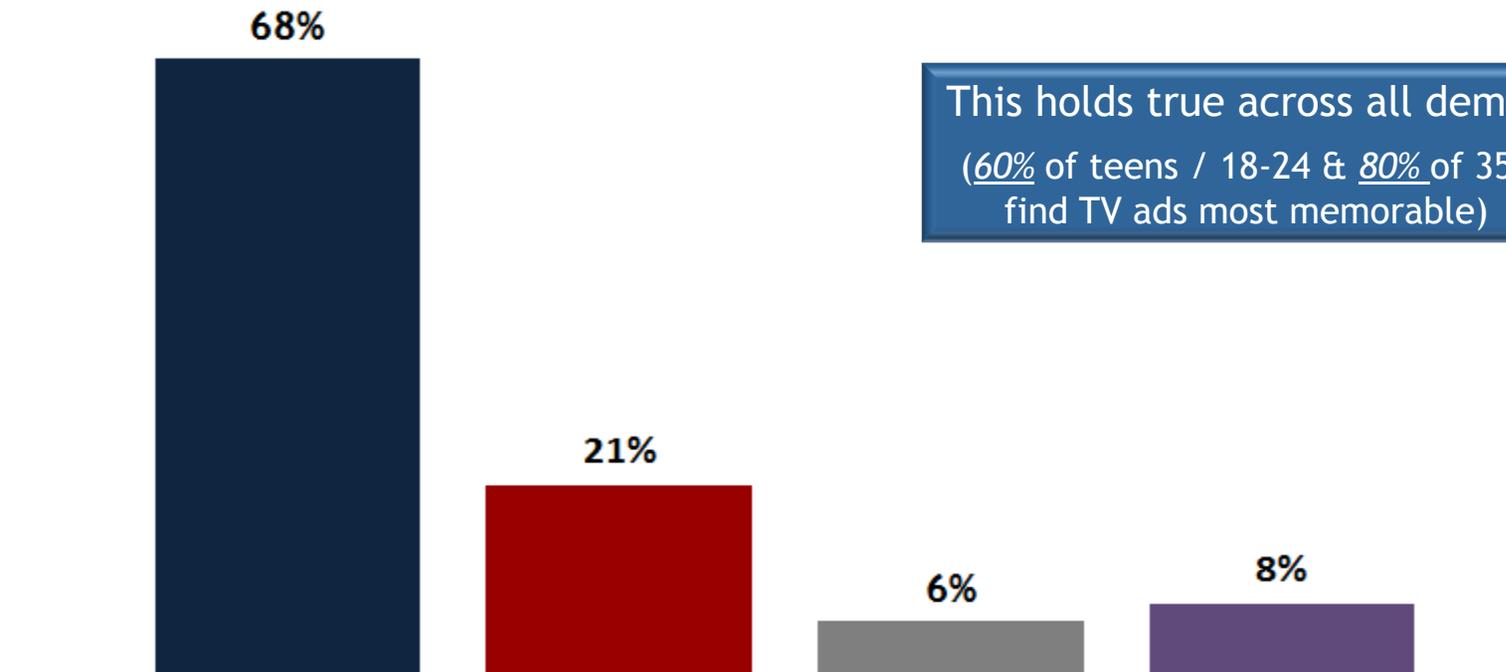


# Television Ads Are Memorable To All Device Owners

“Device On Which Advertising Is Most Memorable”  
(Among Owners of Each Device) - A18-49



■ Television ■ Computer ■ Smartphone ■ Tablet

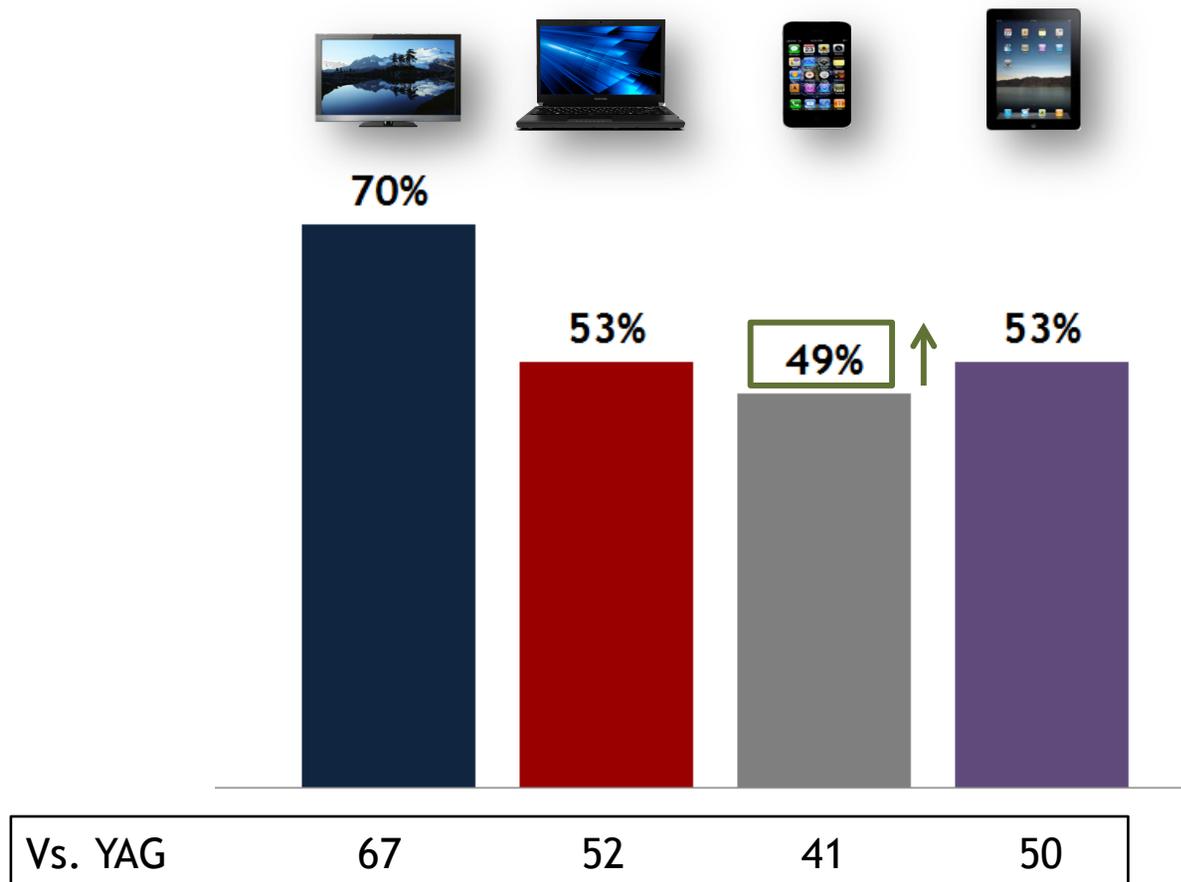


BASE: Watches video on device  
1056 On which of the following devices do you find advertisements most memorable?

# Advertising On The Smartphone Has Gained Greater Acceptance Over The Last Year Across All Demos

“I Expect To See Advertising On This Device (Top 2 Box)”

A18-49



BASE: Watches video on device

1000/1005/1010/1015 How much do you agree with the following statement - “I expect to see advertising on this device” - when watching video on a particular device? (Top 2 Box - strongly agree, agree)

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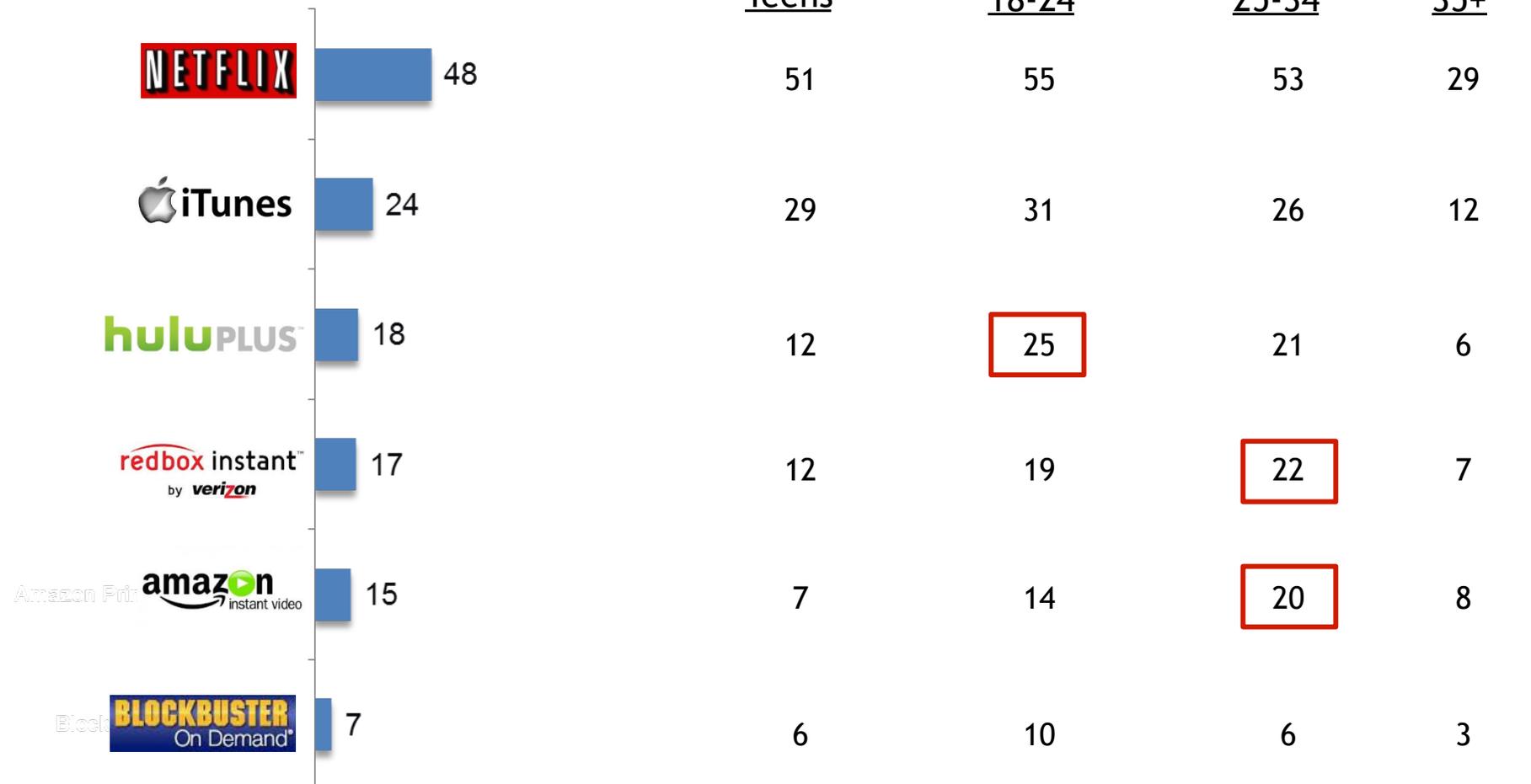


**BOXEE**



# Almost Half Use Netflix; 18-34 Subscribe to Multiple Services

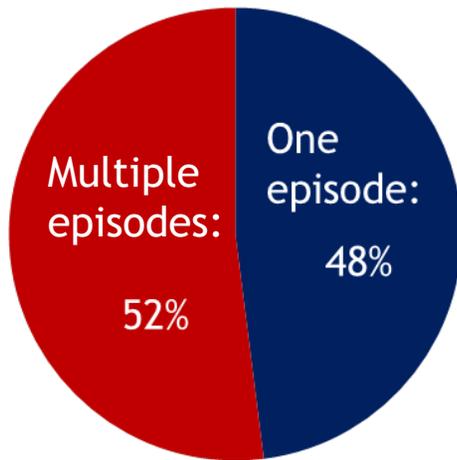
Streaming Video Services Subscribed To (%)  
A18-49



830.1 Which of the following streaming video services do you subscribe to? Select all that apply

# Binge Viewing of TV Shows is Real; 3-4 Episodes Watched At One Sitting

## Watch Episodes Back to Back? (A18-49)



(%)



Teens

18-24

25-34

35+

One episode:	52	39	56	51
Multiple episodes:	48	61	44	49

BASE: Watched original programming

837 When you watch original, first run programming that was specifically developed for subscription streaming video services, do you typically...watch one episode at a time or watch multiple episodes back to back?

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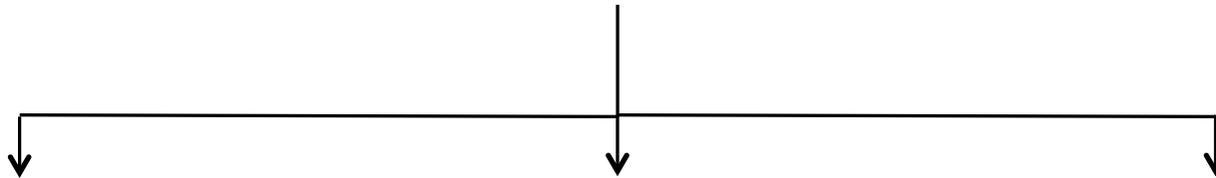


# Nearly 6 out of 10 People Have a TV Network App Downloaded on Their Mobile Device

TV App Usage: A18-49  
(Among Tablet & Smartphone Owners)

**58%**

Have a TV Content Provider App



**69%**

Broadcast Network App



**65%**

Cable Network App



**42%**

Pay TV App

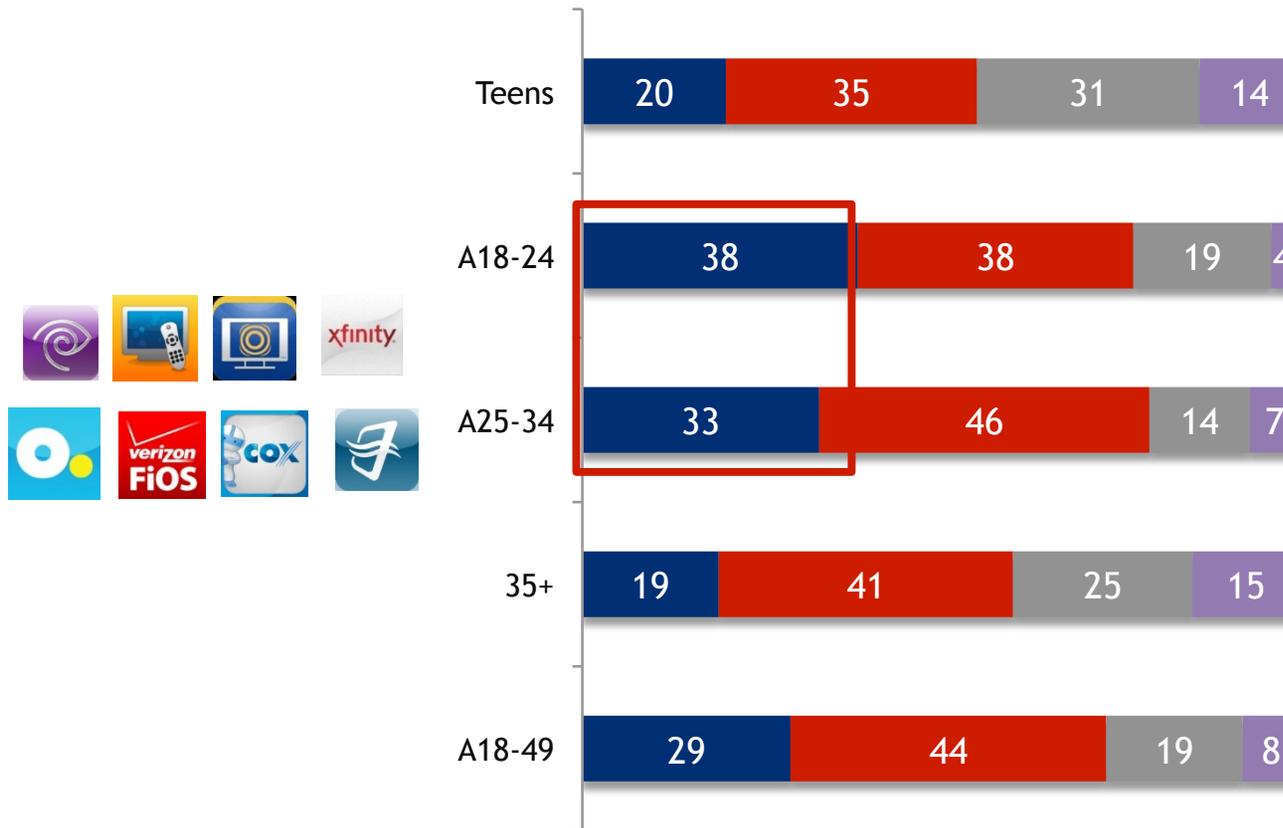


505 Do you have any of the following types of TV apps downloaded on your mobile device? Broadcast Network apps (e.g. ABC Player, CBS Connect, Fox Now, The CW); Ad-Supported Cable apps (e.g. Watch ESPN, MTV Watch With, USA Anywhere, Watch Disney); Premium / Pay TV apps (e.g. HBO Go, Showtime Anytime, Starz Play)

# Over a Third of 18-34 Use Their Cable Provider App Daily

## Usage of Cable / Satellite / Telco Apps (%)

■ Daily ■ Once / a few times a week ■ Less Than Once a Week ■ Never



510 How often do you use a cable, satellite, telco provider's app? Base; Tablet / Smartphone and have cable, satellite or telco app



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# CableNation



@cablenation



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www.thecab.tv

If you are interested in the full presentation  
please contact Danielle DeLauro at  
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