



---

**CableNation**

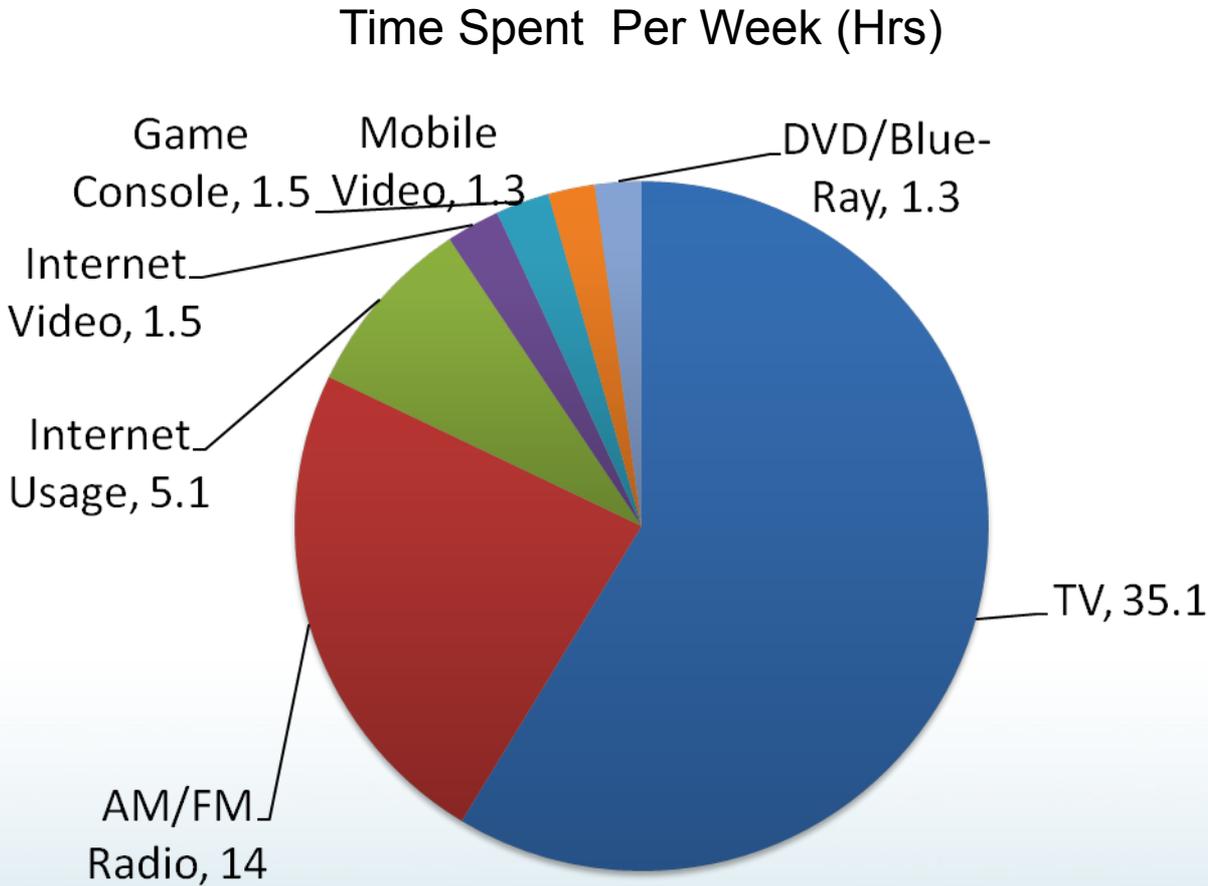
## **Multi-Screen Insights**

Over a Million More Consumers Watched TV

# Multi-Screen Insights

- Consumers spend 93% of their total video time with TV (P2+); 85% among A18-24
- 1,036,000 more people watched TV in 3Q13
- Viewers are shifting their viewing from computer to mobile video
- Mobile video still only comprises a nominal share of total video - 3% (P2+)
- Television reigns among young and old; across all ethnic segments
- African-Americans view a lot more video on all screens, especially on television

# An Average American Consumes 60 Hours Of Content Each Week – Of Which More Than Half Is With The TV



Source: Nielsen Cross Platform Report 3Q13; P2+



# How Much Video Content is Consumed?

# Over A Million More Consumers Watched Television in 3Q13

Number Of User P2+ Viewing TV



3Q12  
282,646,000

3Q13  
283,682,000

Absolute Change  
**+1,036,000**

2Q13  
282,657,000

3Q13  
283,682,000

Absolute Change  
**+1,025,000**

# On A Monthly Basis, 93% Of Total Video Time Is Spent With The Television; 147+ Hours A Month

## Monthly Video Consumption by Device



Watching  
Television



Watching Video on a  
Computer



Watching Video on a  
Mobile Phone

# of Viewers

284 Million

148 Million

53 Million

Time Spent  
(hrs:min)

147:01

6:41

5:48

93% Of Overall Video Time

# Across The Board Television Is The Dominant Video Viewing Platform – Over 90% Of Total Video Time

Monthly Time Spent (Hrs:Min)

	TV Share of Total Video	TV	Internet Video	Mobile Video
P2-11	97%	112:59	3:36	-
P12-17	89%	100:41	4:50	8:28
P18-24	85%	107:43	12:04	6:29
P25-34	89%	122:12	9:37	5:22
P35-49	92%	141:04	7:00	5:42
P50-64	95%	182:06	5:20	4:23
P65+	97%	212:38	2:45	3:05

# Slight Dip Among A18-24, Rebounds When Enter More Stable Adult Lifestage (25+)

Monthly Time Spent (Hrs:Min)

	TV's Share of Total Video	TV	Internet Video	Mobile Video
P2-11	97%	112:59	3:36	-
P12-17	89%	100:41	4:50	8:28
P18-24	85%	107:43	12:04	6:29
P25-34	89%	122:12	9:37	5:22
P35-49	92%	141:04	7:00	5:42
P50-64	95%	182:06	5:20	4:23
P65+	97%	212:38	2:45	3:05

# Overall, Young Consumers Spend Most Of Their Video Time With The Television

## Monthly Time Spent in Hours: Minutes

	<u>K2-11</u>	<u>T12-17</u>	<u>A18-24</u>
Watching <i>Traditional Television*</i>	112:59	100:41	107:43
Watching <i>Time-shifted Television</i>	10:39	8:55	8:38
Using the <i>Internet</i>	4:35	7:13	28:02
Watching <i>Video on Internet</i>	3:36	4:50	12:04
Watching <i>Video on a Mobile Phone</i>	-	8:28	6:29

# Has Video Viewing Changed On Non-TV Devices?

# Viewers Are Shifting Their Video Viewing From Computer To Mobile Phone

Number of Users by Device (P2+)/ Monthly  
(in 000's)

Watching Video on a Computer	<u>3Q12</u> 161,146	<u>3Q13</u> 147,678	<u>(+/-)</u> -13,468
Watching Video on a Mobile Phone	38,435	53,146	+14,711



# Mobile Video Still Only Comprises A Nominal Share Of *Total Video* Time

## Monthly Video Consumption by Device



### Watching Video on a Computer

### Watching Video on a Mobile Phone

	<u>P2+</u>	<u>P18-24</u>	<u>P2+</u>	<u>P18-24</u>
Time Spent	6:41	12:04	5:48	6:07
% Change v. YAG	+15%	-10%	+4%	+14%
<b>Share Of Total Video Time</b>	<b>4%</b>	<b>10%</b>	<b>3%</b>	<b>5%</b>

# Does Video Usage Differ by Ethnicity?

# Television Commands Majority of Viewing Across All Ethnic Segments; Over 90% Of Time Spent Is With TV

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

	<u>White</u>	<u>African-American</u>	<u>Hispanic</u>	<u>Asian</u>
<i>Watching Traditional Television*</i>	147:01	207:04	123:08	87:10
<i>Share Of Total Video Time</i>	<b>93%</b>	<b>93%</b>	<b>90%</b>	<b>83%</b>
<i>Watching Time-shifted Television**</i>	13:12	10:16	9:15	9:04
<i>Watching Video on Internet</i>	6:41	9:13	8:21	12:29
<i>Mobile Subscribers Watching Video on a Mobile Phone</i>	5:48	6:42	6:22	6:13

# African-Americans Consume Significant Amount Of Video Across All Screens

Monthly Time Spent (P2+) in Hours: Minutes

	<u>White</u>	<u>African-American</u>	<u>Hispanic</u>	<u>Asian</u>
<i>Watching Traditional Television*</i>	147:01	207:04	123:08	87:10
<i>Watching Time-shifted Television**</i>	13:12	10:16	9:15	9:04
<i>Watching Video on Internet</i>	6:41	9:13	8:21	12:29
<i>Mobile Subscribers Watching Video on a Mobile Phone</i>	5:48	6:42	6:22	6:13

# Multi-Technology

# More And More Households Are Acquiring High Definition TV's and Tablets

Devices in TV HHs (in OOOs)

	Composite	v. YAG
DVD/Blue-ray Player	94,467	-2%
DVR	53,837	+7%
★ High Definition TV	95,089	+8%
Video Game Console	50,903	-2%
★ Tablet	29,918	+73%

# Appendix

# TV Reigns Across The Board

## Monthly 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>
<i>Watching Traditional Television</i>	112:59	100:41	107:43	122:12	141:04	182:06	212:38	147:01
<i>Watching Video on Internet</i>	3:36	4:50	12:04	9:37	7:00	5:20	2:45	6:41
<i>Mobile Subscribers Watching Video on a Mobile Phone</i>	-	8:28	6:29	5:22	5:42	4:23	3:05	5:48



CABLE TELEVISION ADVERTISING BUREAU

For more information visit us online:

[thecab.tv](http://thecab.tv)



Follow us: [@CableNation](https://twitter.com/CableNation)



Like us: [facebook.com/thecabtv](https://facebook.com/thecabtv)



CableNation