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Leichtman Research Group

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## **ONLINE VIDEO GROWTH FUELED BY YOUNGER INDIVIDUALS**

*Online Video not Necessarily Seen as an Alternative to Television*

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**Durham, NH – February 19, 2008** – New consumer research from Leichtman Research Group, Inc. (LRG) found that with ongoing growth in the number of households subscribing to broadband Internet service, and an increasing number of online viewing options, usage of online video expanded in the past year. In total, 31% of adults online at home report that they view video online at least weekly, including 10% who view video online daily – this compares to 25% of those online who viewed video online at least once a week last year.

However, increases in online video usage over the past year were primarily among younger individuals, a group that watches video online far more frequently than others.

- Among all individuals ages 18-34, 42% report that they watch video online at home at least weekly – up from 28% last year
- Among all individuals ages 35 and above, 15% watch video online at home at least weekly – compared to 13% last year
- Men ages 18-34 account for 40% of those who view video online on a daily basis, while comprising just 17% of online subscribers in the sample

These findings are based on a survey of 1,250 households nationwide, and are part of a new LRG study, *Emerging Video Services II*.

Other key findings include:

- 9% of those who watch video online strongly agree that they now watch TV less often
- 52% of online video users typically spend ten minutes or less when they view online video at home

- 9% of all online watched a recent episode of a TV show online in the past week
- Among all online, just 4% strongly agree that they would consider disconnecting their TV service to only watch video online

“Online video is emerging as a medium unto itself – not necessarily a replication of, or an alternative to, traditional TV viewing,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “In analyzing the growth of online video, it is important to understand the characteristics of those who are most likely to view video online, and the types of content that are most appealing.”

**About Leichtman Research Group, Inc.**

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on broadband, media and entertainment industries. LRG combines on-going surveys and analysis with years of hands-on industry experience to provide companies with a richer understanding of the potential impact and adoption of new products and services. For more information about LRG, please call (603) 397-5400 or visit [www.LeichtmanResearch.com](http://www.LeichtmanResearch.com).

*Emerging Video Services II* is LRG’s second annual nationwide study investigating non TV-based video services (including online, iPods/portable media players, and mobile phones) in order to get an accurate picture of where these markets currently stand, and the near-term potential for these emerging video services. The study is based on a telephone survey of 1,250 adults age 18+ from throughout the continental US in households that have a TV set. The survey was conducted in December 2007-January 2008. The random sample of respondents was distributed to best reflect the demographic and geographic make-up of the US. The overall sample has a statistical margin of error of +/- 2.8%.

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