



LRG

Leichtman Research Group

FOR IMMEDIATE RELEASE

OVER HALF OF ADULTS WATCH VIDEO ON NON-TV DEVICES WEEKLY

Majority of Mobile Phone and iPad/Tablet Video is Watched at Home

Durham, NH – May 2, 2013 – New consumer research from Leichtman Research Group, Inc. (LRG) finds that 27% of adults in the US watch video on devices other than a TV set daily, and 53% on a weekly basis. This is an increase from 14% daily, and 37% weekly two years ago. These non-TV devices include home computers, mobile phones, iPads, tablets, and eReaders. (eReaders were not included two years ago.)

There is a significant difference in the use of these non-TV video options by age, with 42% of all ages 18-44 watching any type of video daily, and 77% weekly – compared to 14% daily, and 33% weekly among those age 45 and over.

While these non-TV devices provide the opportunity to watch video outside the home, much of the viewing is taking place in the home. And, of those who watched video on their mobile phone in the past month, 63% say that they usually watch video on their mobile phones at home. Of those who watched video on their iPad, tablet, or eReader in the past month, 89% say that they usually watch video on these devices at home.

These findings are based on a survey of 1,240 households nationwide and are part of a new LRG study, *Emerging Video Services VII*. This is LRG's seventh annual study on this topic.

Other related findings include:

- 44% of all households have at least one television set connected to the Internet via a video game system, a Blu-ray player, an Apple TV or Roku set-top box, and/or the TV set itself – up from 38% last year, 30% in 2011, and 24% in 2010.

- While 18% of all households have a TV connected to the Internet only via a video game system, just 3% of households are connected solely via a Smart TV set
- Including connected TV sets, 33% watch any over-the-top content daily, and 59% weekly – compared to 17% daily, and 41% weekly two years ago
- Including connected TV sets, 29% watch TV shows over-the-top weekly – Netflix streaming video households account for 58% of weekly TV show viewers
- 22% of all adults stream Netflix video weekly – compared to 4% in 2010
- 80% of Netflix streaming users use it to watch TV shows and movies on a TV set, and 53% of this group access Netflix via a video game system
- On a weekly basis, 62% of adults use other devices while watching TV, but just 7% overall use these devices as “second screens” to interact with the programs being watched

“Video watched on non-TV devices and via connected TV sets has significantly increased over the past few years, particularly among younger individuals,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Consumers are generally using these new viewing options to complement traditional TV viewing at home.”

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.

Emerging Video Services VII is based on a telephone survey of 1,240 adults age 18+ (including 102 cell phone calls) from throughout the continental US. The survey was primarily conducted in March 2013. The random sample of respondents was distributed and weighted to best reflect the demographic and geographic make-up of the US. The overall sample has a statistical margin of error of +/- 2.8%.

##