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OVER HALF OF U.S. HOUSEHOLDS HAVE A TV CONNECTED TO THE INTERNET

Connected TVs are Increasingly Bringing Internet-Delivered Video to the TV Set

Durham, NH – May 27, 2015 – New consumer research from Leichtman Research Group, Inc. (LRG) finds that 56% of all US households have at least one television set connected to the Internet via a video game system, a smart TV set, a Blu-ray player, and/or a stand-alone device (like Roku, Apple TV, Chromecast, or Amazon Fire TV) – up from 44% in 2013, and 24% in 2010. While 27% of all households have a TV set connected via one device, 29% of households are now connected via multiple devices – up from 17% in 2013.

Along with the increase in connected TV households and devices, there has also been an increase in watching Internet-delivered video on the TV set. Overall, 29% of adults watch Internet-delivered video via a connected TV at least weekly, compared to 17% in 2013, and 5% in 2010. In addition, among Netflix streaming video users, 85% say that they watch Netflix on a TV set – a slightly higher level than in any previous year.

These findings are based on a survey of 1,215 households nationwide and are part of a new LRG study, *Emerging Video Services IX*. This is LRG's ninth annual study on this topic.

Other related findings include:

- 52% of households get a subscription video on-Demand (SVOD) service from Netflix, Amazon Prime, and/or Hulu Plus
- 43% of adults stream an SVOD service at least monthly
- 43% of pay-TV subscribers get Netflix – compared to 50% of all pay-TV non-subscribers
- 19% of Netflix subscribers agree that their Netflix subscription is shared with others outside their household

- On a daily basis, 33% of adults watch video on non-TV devices (including home computers, mobile phones, iPads, tablets, and eReaders), and 58% weekly – up from 27% daily, and 53% weekly two years ago
- 10% of adults are very interested in HBO Now at \$14.99 per month without having to subscribe to a pay-TV service

“Internet-delivered video services and platform have grown significantly over the past few years, and one-third of adults now watch video on non-TV devices daily,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Yet, with over half of US households now having at least one connected TV set, Internet-delivered video is also increasingly being watched on the TV, exemplifying the desire to watch longer-form video on the best available screen.”

About Leichtman Research Group, Inc.

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on the broadband, media and entertainment industries. LRG combines ongoing consumer research studies with industry tracking and analysis, to provide companies with a richer understanding of current market conditions, and the adoption and impact of new products and services. For more information about LRG, please call (603) 397-5400 or visit www.LeichtmanResearch.com.

Emerging Video Services IX is based on a telephone survey of 1,215 adults age 18+ (including 185 cell phone calls) from throughout the continental US. The survey was conducted in April 2015. 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%.

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