

Emerging Video Services IV

Fourth Quarter 2009/First Quarter 2010

A nationwide study of non TV-based video services



Television sets have traditionally been the sole devices for viewing video content, but new platforms have emerged that allow consumers to watch video “anytime, anyplace, anywhere.” This fourth annual nationwide LRG study investigates non TV-based video services (including online/iPods/portable media players, mobile phones, and devices connected to the Internet) in order to get an accurate picture of where these markets currently stand, and the near-term potential for emerging video services.

Consumer data discussed in this study is based on a telephone survey of 1,250 randomly selected adults throughout the United States conducted in December 2009. Data on cell phone-only households is based on an online survey conducted in January 2010 of 302 adults age 18+ in households that only have cell phone service (no landline phone).

Objectives

- Assess consumer interest in and awareness of non TV-based video services
- Investigate consumer interest and use of various forms of non TV-based video services
- Better understand the types of consumers who currently use non TV-based video services and those who are most likely to use these services
- Assess the potential near-term impact on other forms of media & entertainment
- Better understand what differences may exist between those in households with a traditional “landline” phone, and those with a cell phone-only

Did you know?

- 25% of adults are online and watch TV at the same time daily
- Overall, 3% of adults watch full length TV shows online daily, and 11% weekly
- 55% of Netflix subscribers report that they have used the “Watch Instantly” feature in the past month
- 9% of adults who watch video online strongly agree that they now watch TV less often, while 71% strongly disagree

This study can be purchased individually or as part of a Strategic Advisory Service.

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