

multiplatform video report



DAILY HOURS WATCHING VIDEO AND TV TO MATCH SLEEP BY 2013

Daily Video/TV use to expand by 35%—web, mobile and games to drive growth

TORONTO (June 11, 2008)—With video entertainment choices expanding rapidly with the broader availability of web video and video-capable devices such as the **iPhone**, Americans are consuming more video content than ever according to the **Multiplatform Video Report** released today by Solutions Research Group.

NOW 6.1 HOURS DAILY WITH VIDEO-BASED ENTERTAINMENT

The study found that an average American consumer aged 12 and older with Internet access now spends 6.1 hour daily with video-based entertainment, up from 4.6 in 1996. Of this 6.1 hours, 63.9% (nearly 4 hours per day) currently comes from traditional Television, including live, DVR and video-on-demand viewing. Video games, web and PC video, DVDs and video on mobile devices account for the balance.

TV accounted for a lower share of video-based entertainment among younger Americans, coming in at 42.4% among those 12-24 (vs. 63.9% total population average). There was also a significant difference between men and women, with TV accounting for 70.4% of women's daily video-based entertainment diet, versus 57.7% for men. PC or online video use was similar, accounting for 10.1% of daily video time for men and 10.5% for women.

DIFFERENT PRIME TIME PERIODS FOR DIFFERENT PLATFORMS

One of the most interesting aspects of the findings was the different 'prime time' periods in evidence for various media platforms. For example, PC and web video achieved its highest share mid-day during the week (12.3% share) and it was lowest after 6 pm weekdays and weekends. Prime time for video gaming was Saturday mornings while mobile video peaked during weekday mornings.



TIME WITH WEB AND MOBILE VIDEO TO NEARLY TRIPLE BY 2013

Projections developed for the report suggest that per capita time spent with PC, web and mobile video will increase from just under 1 hour per day currently to nearly 2.9 hours by early 2013, based on factors that include greater access to and use of web video, significantly increased penetration for laptops, mobile video devices and Internet-enabled devices such as the iPhone.



Total hours with video-based entertainment on all platforms is forecasted to expand nearly 35% to about 8 hours on average, as consumers use more screens in more places and video becomes ubiquitous on every screen at home and work and on-the-go. For context, this is close to the time spent sleeping nightly by an average American.

The report predicts that time spent with traditional TV will remain close to 4 hours per day, based on factors such as increasing DVR penetration, availability of more on-demand content, more live and event programming and changing demographics. The ratio of “linear” to “time-shifted” programming will continue to change in favor of time-shifting, however.

Finally, while daily time with TV will remain close to 4 hours, traditional TV’s share of the total video entertainment pie is projected to shrink from 63.9% today to 47.1% by 2013, given the overall increase consumers’ in total video-based entertainment consumption.

ABOUT  **multiplatform
video report**

The information in this release comes from the Multiplatform Video Report, part of the independent Digital Life America research program undertaken by Solutions Research Group. The current multiplatform use and share data are based on a survey of 1,014 online Americans aged 12 and older in February 2008 using a professionally-managed panel representative of the US online population by age, gender, region, and ethnicity. The survey participants completed a comprehensive online diary about their platform use and video-based entertainment for morning, mid-day and evening time blocks “yesterday.” The projections are based on a proprietary model of technology adoption developed as part of Digital Life America studies—more information can be obtained by contacting the research director for the study.

To maintain an unbiased perspective, Solutions Research Group funds its own syndicated research.

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