

U.S. Consumers' Use of OTT Services

Market Study
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Table of Contents

Abstract	1
Executive Summary	2
Figure A: Current Use of OTT Services	3
Figure B: Frequency of Use for all OTT Services	5
Figure C: Devices Used for all OTT Services	6
Methodology	7
OTT Services	8
Amazon Prime Instant Video	8
Apple FaceTime	8
Apple iTunes	8
Google Hangouts	8
Google Play Movies & TV	8
Hulu / Hulu Plus	9
Netflix	9
Skype	9
WhatsApp	9
YouTube	9
OTT Services Used	10
Table 1: Current Use of OTT Services	10
Figure 1: Current Use of OTT Services	11
OTT Services by Mobile Service Variables	11
Table 2: OTT Services by Service Provider, Indexed	12
Figure 2: OTT Services by Service Provider, Indexed	13
Table 3: OTT Services by Smartphone Operating System, Indexed	14
Figure 3: OTT Services by Smartphone Operating System, Indexed	15
Table 4: OTT Services by Mobile Phone Brand, Indexed	15
Figure 4: OTT Services by Mobile Phone Brand, Indexed	16
Table 5: OTT Services by Tablet Operating System, Indexed	17
Figure 5: OTT Services by Tablet Operating System, Indexed	18
Table 6: OTT Services by Tablet Brand, Indexed	18
Figure 6: OTT Services by Tablet Brand, Indexed	19
Table 7: OTT Services by Tablet Connectivity, Indexed	20
Figure 7: OTT Services by Tablet Connectivity, Indexed	21
OTT Services by Demographic Variables	21
Table 8: OTT Services by Age, Indexed	22
Figure 8: OTT Services by Age, Indexed	23
Table 9: OTT Services by Gender, Indexed	23
Figure 9: OTT Services by Gender, Indexed	24
Table 10: OTT Services by Marital Status, Indexed	25
Figure 10: OTT Services by Marital Status, Indexed	26

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Table 11: OTT Services by Ethnic Background, Indexed	26
Figure 11: OTT Services by Ethnic Background, Indexed	27
Table 12: OTT Services by Income, Indexed	28
Figure 12: OTT Services by Income, Indexed	29
Table 13: OTT Services by Type of Area, Indexed	29
Figure 13: OTT Services by Type of Area, Indexed	30
Table 14: OTT Services by U.S. Region, Indexed	31
Figure 14: OTT Services by U.S. Region, Indexed	32
Reasons OTT Services are used	32
Table 15: Reasons to use OTT Services	32
Figure 15: Reasons to use OTT Services.....	33
OTT Services – Frequency of Use	34
Table 16: Skype Frequency of Use	34
Figure 16: Skype Frequency of Use.....	35
Table 17: Hulu Frequency of Use	35
Figure 17: Hulu Frequency of Use.....	36
Table 18: YouTube Frequency of Use	36
Figure 18: YouTube Frequency of Use	37
Table 19: Netflix Frequency of Use	38
Figure 19: Netflix Frequency of Use	39
Table 20: FaceTime Frequency of Use	39
Figure 20: FaceTime Frequency of Use	40
Table 21: WhatsApp Frequency of Use.....	40
Figure 21: WhatsApp Frequency of Use	41
Table 22: Amazon Prime Video Frequency of Use	42
Figure 22: Amazon Prime Video Frequency of Use.....	43
Table 23: Google Play Movies Frequency of Use	43
Figure 23: Google Play Movies Frequency of Use.....	44
Table 24: Apple iTunes Frequency of Use.....	44
Figure 24: Apple iTunes Frequency of Use	45
Table 25: Google Hangouts Frequency of Use.....	46
Figure 25: Google Hangouts Frequency of Use.....	47
Table 26: Frequency of Use for all OTT Services.....	47
Figure 26: Frequency of Use for all OTT Services.....	49
OTT Services – Devices Used	50
Table 27: Skype – Devices Used	50
Figure 27: Skype – Devices Used.....	51
Table 28: Hulu – Devices Used	51
Figure 28: Hulu – Devices Used	52
Table 29: YouTube – Devices Used	52
Figure 29: YouTube – Devices Used	53
Table 30: Netflix – Devices Used.....	54
Figure 30: Netflix – Devices Used	54
Table 31: FaceTime – Devices Used	55
Figure 31: FaceTime – Devices Used.....	56

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Table 32: WhatsApp – Devices Used	56
Figure 32: WhatsApp – Devices Used	57
Table 33: Amazon Prime Video – Devices Used.....	57
Figure 33: Amazon Prime Video – Devices Used	58
Table 34: Google Play Movies – Devices Used.....	59
Figure 34: Google Play Movies – Devices Used	59
Table 35: Apple iTunes – Devices Used.....	60
Figure 35: Apple iTunes – Devices Used	60
Table 36: Google Hangouts – Devices Used.....	61
Figure 36: Google Hangouts – Devices Used	62
Table 37: Devices Used for all OTT Services	62
Figure 37: Devices Used for all OTT Services	64
Survey Demographics	65
Demographic Profile of U.S. Consumer Respondents	65
Table 38: Respondent Age	65
Figure 38: Respondent Age	66
Table 39: Respondent Gender	66
Figure 39: Respondent Gender.....	67
Table 40: Respondent Ethnic Background	67
Figure 40: Respondent Ethnic Background	68
Table 41: Respondent Annual Household Income.....	68
Figure 41: Respondent Annual Household Income	69
Table 42: Respondent Level of Education.....	69
Figure 42: Respondent Level of Education	70
Table 43: Age of Children in Household.....	70
Figure 43: Age of Children in Household	71
Table 44: Respondent Region	71
Figure 44: Respondent Region	72
Table 45: Respondent Marital Status	72
Figure 45: Respondent Marital Status	73
Definitions	74
General.....	74
Device Types.....	74
Services	75
Network Technology.....	76
About iGR	80
Disclaimer.....	80

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Abstract

Over the Top (OTT) services are becoming increasingly popular and offer services that range from messaging to video chat applications and video on-demand services. While some of these services are used on devices connected to the Internet over a wired connection, such as connected TVs and laptops, many more are increasingly being used on mobile devices. As the OTT services' mobile usage increases, so does their demand on the mobile data network.

This *iGR* market study profiles how OTT services are being used by U.S. consumers. The study focuses on the following services: Amazon Prime Video, Apple FaceTime, Apple iTunes, Google Hangouts, Google Play Movies, Hulu, Netflix, Skype, WhatsApp, and YouTube.

For each OTT service, *iGR* analyzes how demographic and mobile service variables affect its usage, how frequently the service is used, and on which devices, both mobile and otherwise, consumers use the service. The data in this market study is based on a Web-based survey of over 1,100 U.S. consumers that *iGR* fielded during January 2015.

Key Questions Addressed:

- What percentage of U.S. mobile consumers use the following OTT services - Amazon Prime Video, Apple FaceTime, Apple iTunes, Google Hangouts, Google Play Movies, Hulu, Netflix, Skype, WhatsApp, and YouTube?
- What trends exist between consumers' use of mobile services and their use of OTT services?
- What trends exist between demographic variables and consumers' use of OTT services?
- How often do U.S. consumers use each OTT service?
- On which devices do U.S. consumers use each OTT service?

This report is recommended for:

- OTT service providers
- Mobile service providers
- Financial and investment analysts.

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