

**U.S. Consumers
and OTT Services:
*Who uses these
video and
communication
apps and how?***

Market Study
3Q 2016





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iGR

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Abstract

Over the Top (OTT) services are becoming increasingly popular and offer services that range from messaging and photo sharing 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 the video and communication OTT services being used by various groups of U.S. consumers. The study focuses on the following services: Amazon Prime Video, Apple FaceTime, Apple iTunes, Google Hangouts, Google Play Movies, Hulu, Instagram, Netflix, Skype, Snapchat, 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 1,021 U.S. consumers that *iGR* fielded during May 2016.

Key Questions Addressed:

- What percentage of U.S. mobile consumers use the following video OTT services – Amazon Prime Video, Apple iTunes, Google Play Movies, Hulu, Netflix, and YouTube?
- What percentage of U.S. mobile consumers use the following communication OTT services – Apple FaceTime, Google Hangouts, Instagram, Skype, Snapchat, and WhatsApp?
- What trends exist between consumers' use of mobile services and their use of video and communication OTT services?
- What trends exist between demographic variables and consumers' use of video and communications 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

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- Financial and investment analysts.

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