

**U.S. Mobile
Consumers and
OTT Services: *Who
uses which apps to
watch video and
connect?***

Market Study
2Q 2017





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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, CBS All Access, Google Hangouts, Google Play Movies, HBO Go/HBO Now, Hulu, Instagram, Netflix, Showtime Anytime, Skype, Snapchat, WhatsApp, and YouTube.

For the most popular OTT services, *iGR* analyzes how demographic and mobile service variables affect their usage and how frequently the services are used. The study also looks at the devices, both mobile and otherwise, consumers use for communication OTT services. The data in this market study is based on a Web--based survey of over 1,000 U.S. consumers that *iGR* fielded during March 2017. Some results are compared to those from a survey of over 1,000 consumers that *iGR* fielded in May 2016.

Key Questions Addressed:

- What percentage of U.S. mobile consumers use the following video OTT services – Amazon Prime Video, CBS All Access, Google Play Movies, HBO Go/HBO Now, Hulu, Netflix, Showtime Anytime 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 communication OTT services?

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- OTT service providers
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