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## U.S. Mobile Consumer Video Streaming Habits

## A Market Study

Published Third Quarter, 2023 Version 1.0 Report Number: 3Q2023-04

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## Abstract

U.S. mobile consumers have a large number of streaming services available to watch a wide variety of quality content. Video streaming is important, as it drives data usage on both the mobile and home broadband networks.

How frequently are mobile consumers streaming video? How does their Internetbased video time compare to their total TV time?

This market study answers these questions and provides more information about the video streaming behaviors of U.S. consumers, including both streaming at home and streaming on the go. The study, which uses results from iGR's June 2023 survey of over 1,000 U.S. mobile consumers, also identifies usage trends by comparing current data to past years' results.

Key questions addressed:

- How many devices that can be used to stream video are typically used in mobile consumers' households?
- How many mobile consumers stream video at home and on the go?
- How frequently do mobile consumers stream video at home and on the go?
- How many total hours of video/TV do mobile consumers watch? And on which devices?
- Which Internet video streaming services do U.S. mobile consumers use to watch entertainment programs and sports?
- What percentage of mobile consumers' total video time is on one or more Internet video streaming service?
- How have mobile consumers' video streaming habits changed over the last two years?
- How do mobile consumers' video streaming habits differ by demographic variables?

Who should read this report?

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors

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• Financial analysts and investors.

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