

U.S. Consumers' Viewing Habits: *It's not Just TV*

Market Brief
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A Market Brief

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Abstract

U.S. consumers have many available options when it comes to watching video in their homes. Not only can they watch “live” or recorded television programs offered by their television service provider, but they can also watch video from Internet-based streaming video services, such as Netflix, rent video on demand from iTunes or watch videos on YouTube.

These viewing habits are of interest because as more consumers start to view this Internet-based video content on their mobile device over a 3G/4G mobile broadband connection, more traffic will be added to the already congested mobile data networks.

This report provides an overview of the video viewing habits of U.S. Consumers. The data in this report is based on a Web-based survey of 1,014 U.S. consumers that *iGR* fielded during the first week of May 2012.

Key questions addressed:

- What type of television service is used in U.S. households?
- How much live television, recorded television and video on demand programs are watched by U.S. consumers?
- How often do U.S. consumers watch television content on a computer instead of a TV?
- How often do U.S. consumers rent video on demand from their television service provider?
- How often do U.S. consumers rent video on demand from iTunes?
- How often do U.S. consumers rent video on demand from Google Play?
- What types of Internet-based video streaming services do U.S. consumers use?
- How often do U.S. consumers watch content from Internet-based video streaming services?
- How often do U.S. consumers watch YouTube videos?
- Are U.S. consumers interested in the ability to share video content between two different devices?
- How do demographic variables, such as age, gender, income and marital status affect the video viewing habits of U.S. consumers?

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- What relationships exist between U.S. consumers' current use of technology such as cell phones and tablets and their video viewing habits?

Who should read this report?

- Mobile operators
- Device OEMs
- Mobile Content Delivery Network solution vendors
- Content providers and distributors
- Financial analysts and investors.

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