

# VUBIQUITY MULTIPLATFORM CONSUMER USAGE RESEARCH

## EXECUTIVE SUMMARY

# Introduction

Vubiquity took an in-depth look into the way consumers view video on multiple screens. Today's consumers have a seemingly endless array of choices – from what content they want to watch, to the screens on which to watch that content. Understanding the continuing growth and consumption of content across tablets, TV, smartphones and computers is critical to the future businesses of both content owners and service providers.

This study was fielded by Vubiquity in October, 2013 in conjunction with Frank N. Magid Associates. A national online survey was conducted among 1,600 males and females, aged 13-64 years old, all of whom indicated that they use or own a smartphone or tablet – an incidence of 59%. The respondents were representatively sampled to match the gender, age and race of the US population.

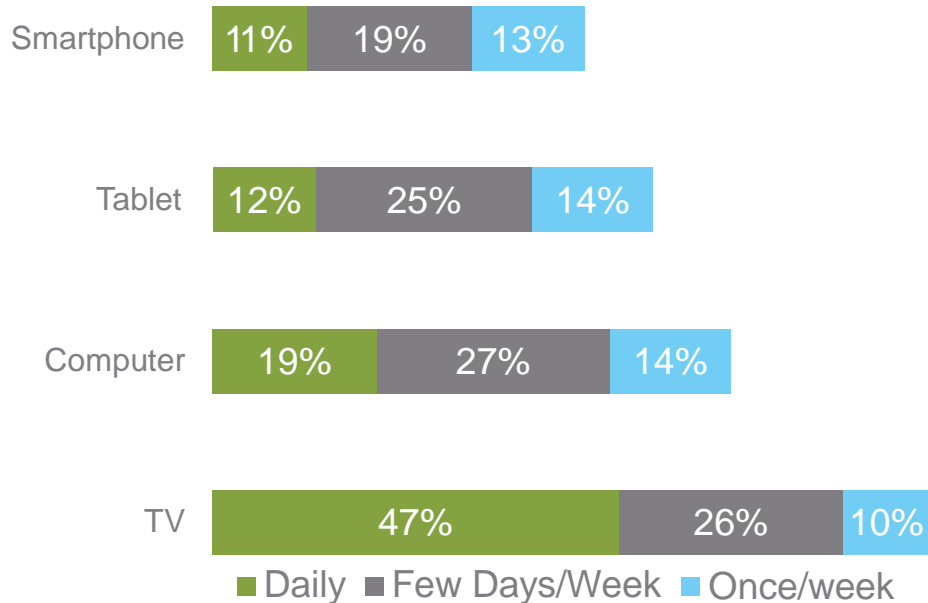
Specific findings we hoped to glean through the survey included: the role of TV vis-à-vis alternative screens and what content people were watching on each of their various devices; the appeal of downloading content to which people already subscribe through their TV service provider; and awareness and interest in TV Everywhere. This executive summary gives a topline view into these findings.

# TV: The Video Screen Of Choice

As many might surmise by the investments being made by the CE industry into new TV technologies such as 4K, the TV is still wildly popular, even among this group of alternate screen users. What may surprise some, in this era of digital portability of content, is just how much more frequently TVs are being used for video, compared to other screens.

When we looked at the frequency of viewing across smartphones, tablets, computers and TVs, the TV set dominated with 83% of respondents stating they watch TV at least every week and nearly half watching daily.

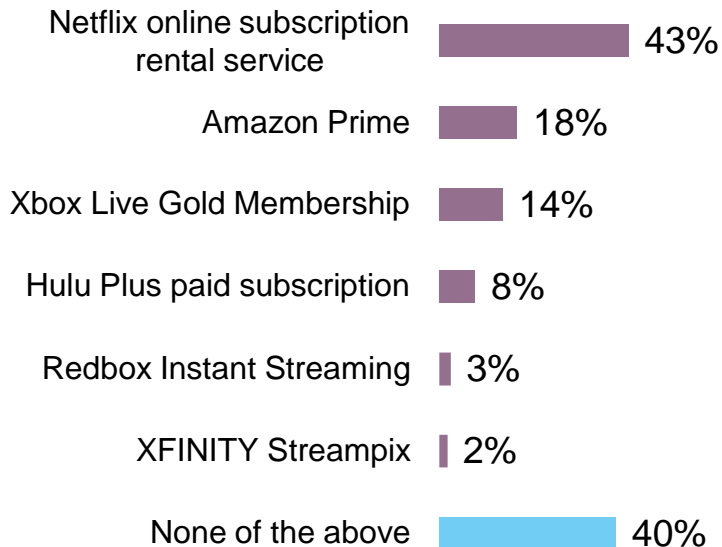
## Frequency of Watching Video on Device



# OTT Services Appear Incremental To Pay-TV Subscriptions

While some traditional viewing habits remain intact, the availability of new video services is expanding: 56% of respondents report paying for an OTT video service. We see little evidence of cord-cutting as a major trend, however, with a much larger majority (89%) still subscribing to a traditional Pay-TV service.

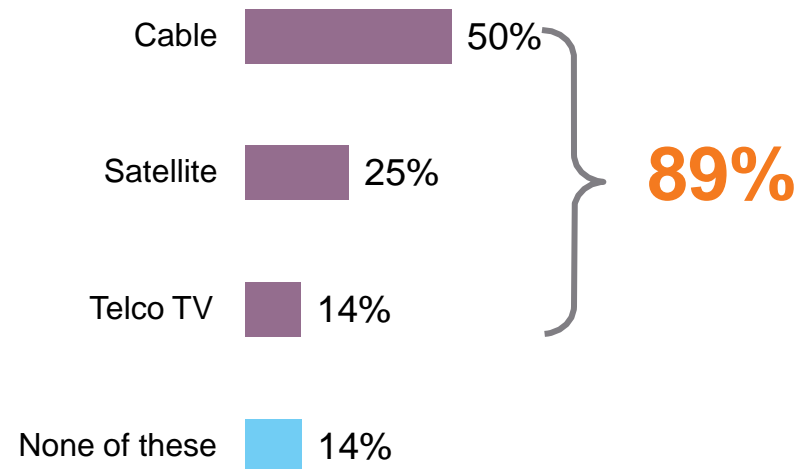
## 56% Pay For an OTT Video Service



### Paid Streaming Users By Age

69% of 13-17  
67% of 18-34  
55% of 35-49  
40% of 50-64

## 89% Subscribe to MVPD

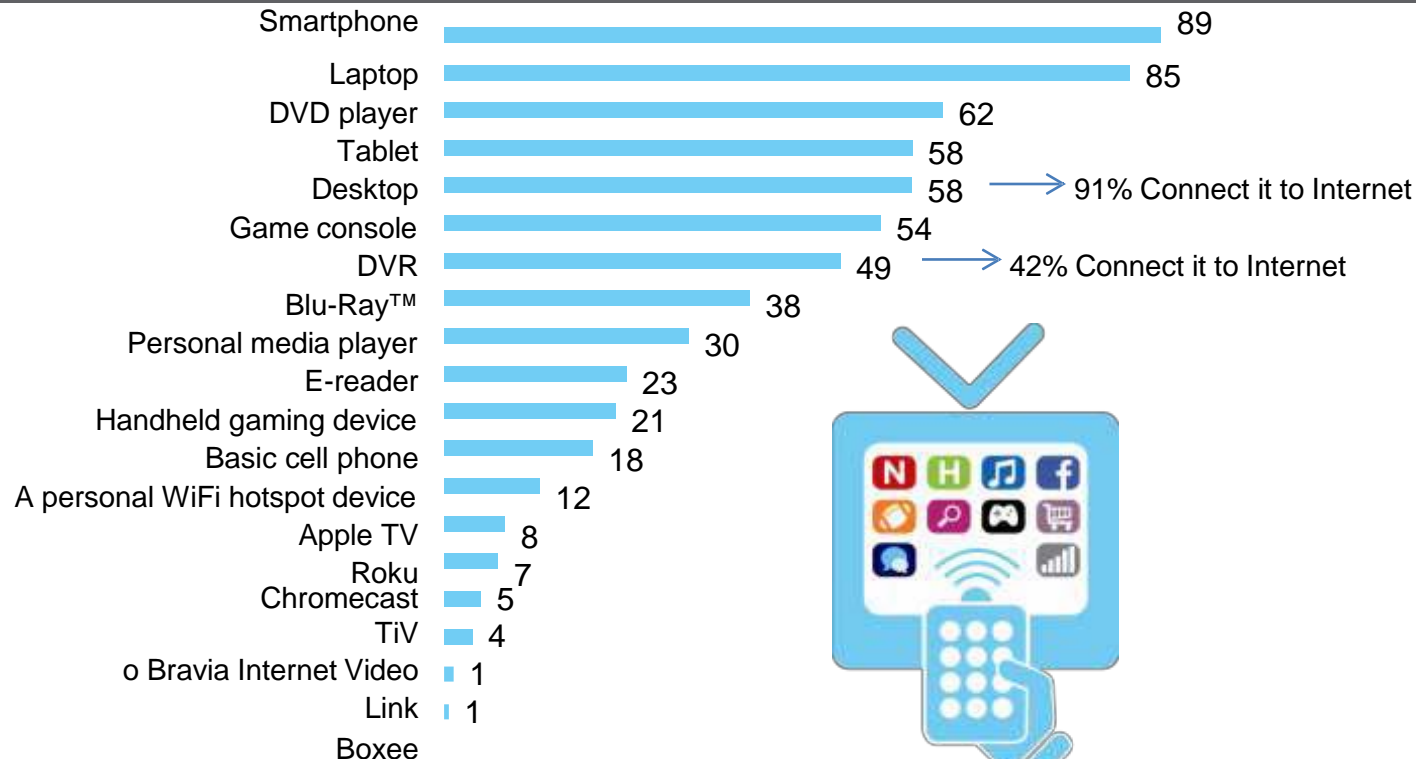


Q. E6 What specific TV services, channels, or packages do you currently subscribe to in your household?  
(These are offerings you specifically pay for. DVR and Multi-Room DVR are exclusive.)

# Most People Connect TVs To The Internet Through Devices

Not surprisingly, device ownership is wide and varied among the sample. While Smart TVs are still in the minority, a strong majority have TVs connected through a device such as a game console or Blu-Ray player.

## Devices/Technology Owned or Used



70%

Have a  
Connected  
TV

25%

Have A  
Smart TV



Q. D1 Which of the following devices or technology do you own or use regularly?

Q. D3 Which of the following portable or personal devices or technology do you **own** or **use regularly**?

Q. D6 Is there a Smart TV owned or used in your home? (Smart TVs are TV models that connect directly to the Internet using a wired or Wi-Fi connection without the use of any other device).

# People Are Watching TV Shows More Than Any Other Content; TV Is Still The Most Popular Video Screen

Although the TV dominates household viewing overall, alternative devices increase in popularity among younger viewers, with those under 35 showing strong usage across all video screens. Notably, among the youngest generation surveyed (Plurals, aged 13-17) the smartphone ranks only behind the TV for video viewing, with 37% using it to watch video daily.

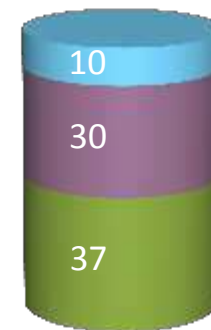
## Device Usage

	Weekly+ (%)			
	13-17	18-34	35-49	50-64
Smartphone	64	55	43	21
	37% daily #2 daily			
Tablet	58	60	52	40
Laptop	73	76	57	42
TV	83	85	84	80

## The New Golden Age of Television

When considering all the ways to consume video from any source, on any device, TV shows are by far watched more than any other type of video by viewers of every generation, with 77% of the surveyed population watching full-length TV shows at least weekly.

77%



■ Daily ■ Few Days/Week ■ Once/week

Q. C2 How often, if ever, do you watch the following types of video on any source or any device?

# Viewing Habits Change With Age

Though all age groups view TV shows more than any other type of video, viewers under age 35 do so in the largest numbers. After TV shows, however, bigger differences in content viewing can be seen by age, with the youngest viewers showing a propensity for user-created content and older viewers preferring news and weather.

## Most Watched Videos (50% weekly+)

13-17	18-34	35-49	50-64
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86%

81%

71%

72%

} Watch TV weekly+

TV shows	TV shows	TV shows	TV shows
UC video	Movies	News clips	News clips
Viral video	UC video	Weather	Weather
Movies	News clips	Movies	
Viral video			

%

100

80

60

40

20

0

## Cross-Platform Trends



— Music Videos  
— UC Videos  
— News  
— Weather

13-17

18-34

35-49

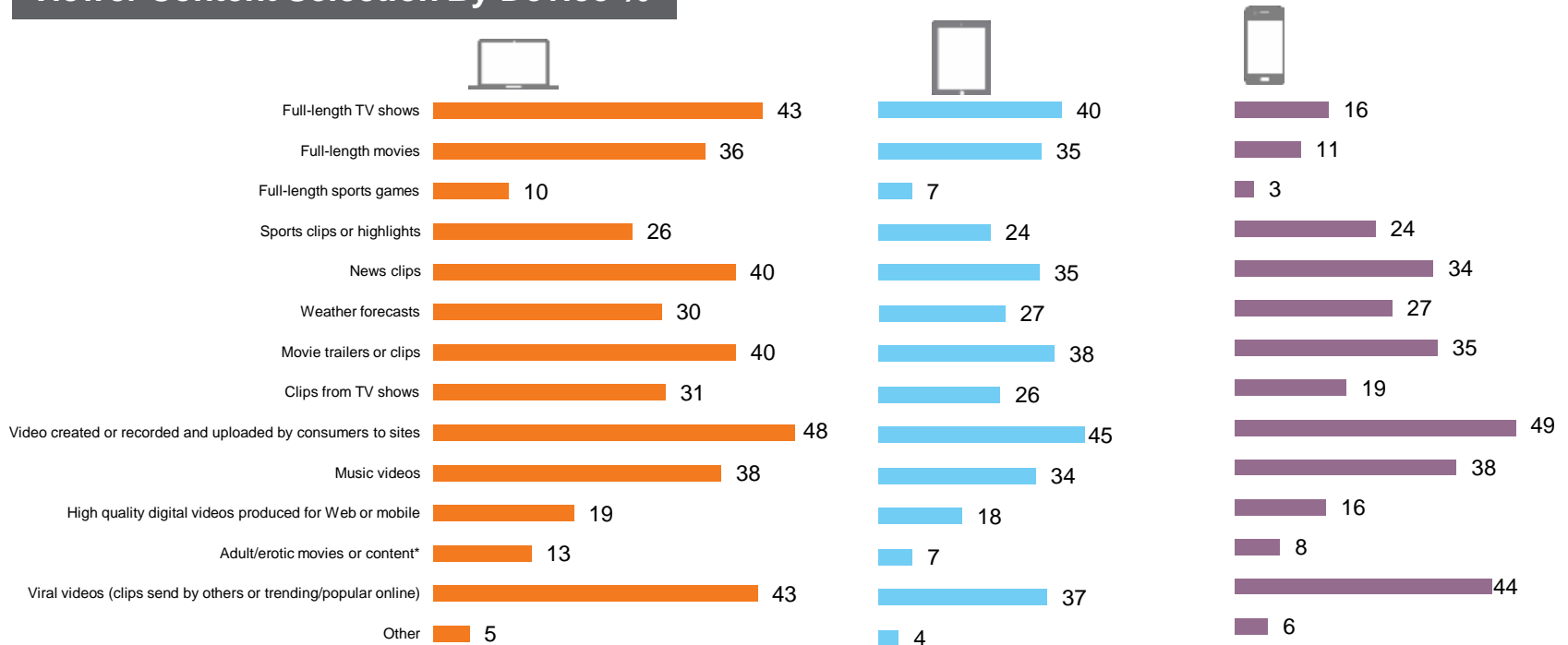
50-64

Weekly+ consumption of short form content on any device decreases with age.  
Weekly+ consumption of news related content increases with age.

# Content Viewed On Alternate Screens

In addition, not surprisingly, viewers choose different content to watch based on the screen they are watching. When we asked about content that viewers watch regularly on their secondary video devices, full-length TV shows were much less popular for the smartphone, and user-created videos was the content-type that most watch regularly across PCs, tablets and smartphones. The viral nature of this content, in addition to its length, may have a lot to do with the fact that it is so popular on devices often used interstitially or outside the home. Given the strength of TV shows in the previous question, this also indicates strong viewing of full-length TV shows on the TV set.

## Viewer Content Selection By Device %

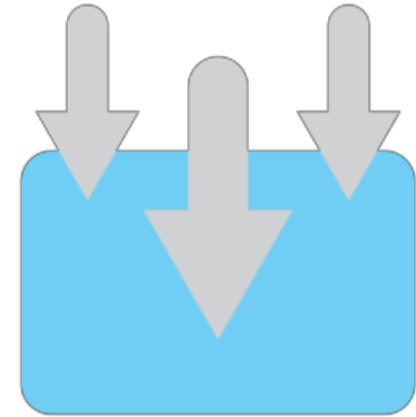


Q. Which of the following types of video do you watch **regularly** on your (computer, tablet, smartphone) \*Adult/Erotic asked is age 18+



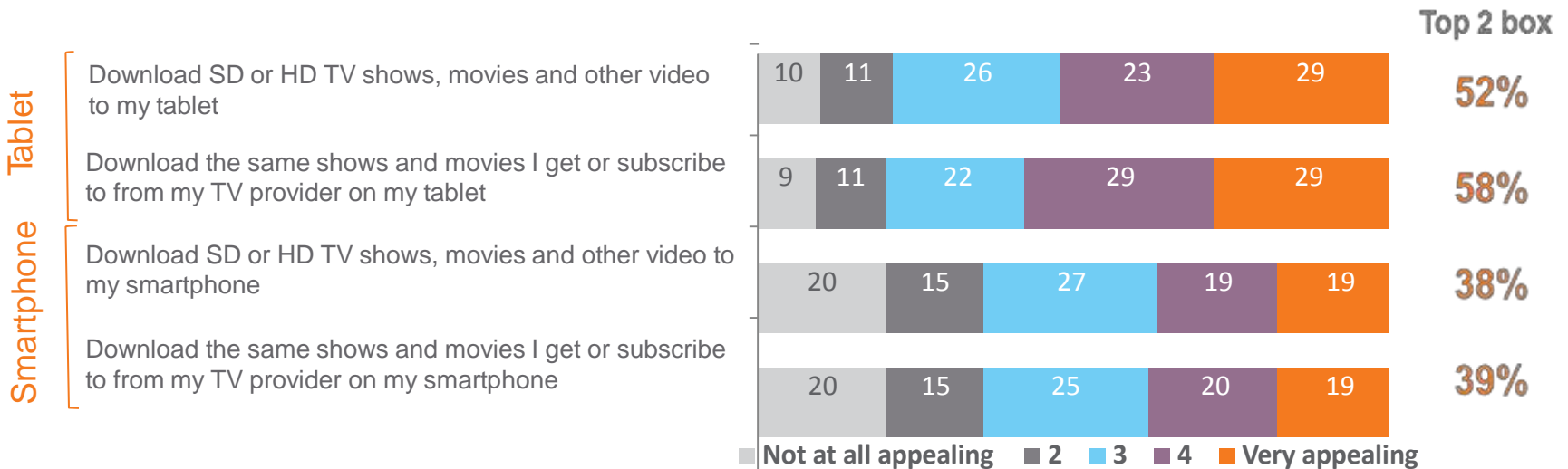
# The Appeal Of Downloading

Downloading content that consumers already see as their own (i.e., video to which they subscribe) is perceived by consumers as a huge benefit, providing greater accessibility and portability. Nearly half of respondents found the ability to download this content appealing, with differences among generations as to the preferred device.



**48%** Of people find downloading appealing, across all platforms

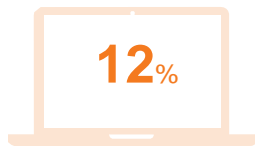
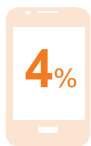
Smartphone downloads are most appealing to **Plurals** (53%)  
Tablet downloads are most appealing to **Gen Xers** (58%)



# High Interest in Downloading Content

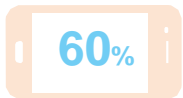
Given the few opportunities to download content, except on a per transaction basis, current downloading behavior is limited, with at most 12% downloading content to their laptops. Offering this capability could afford great competitive advantage to MVPDs. Those that find downloading subscribed-to content appealing are the biggest consumers of content; they see download as another method to acquire content.

## % of device owners downloading weekly+

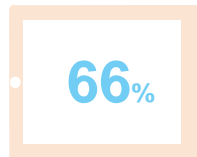


This group is generally consuming more content across all platforms of the home (when compared to the total sample surveyed.) They are subscribers to premium channels through their MVPD, as well as subscribers to a variety of streaming services.

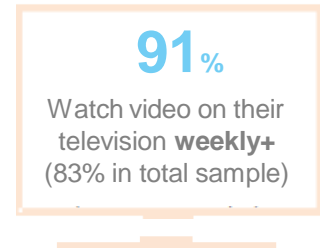
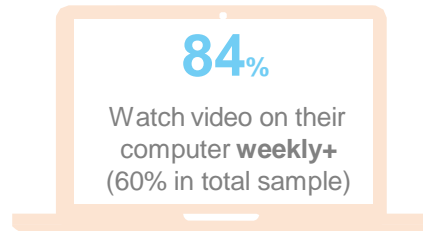
\* Based on all owners/users of the device



Watch video on their smartphone **weekly+**  
(43% in total sample)



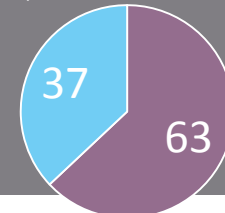
Watch video on their tablet **weekly+**  
(51% in total sample)



## Willingness To Pay

Many interested in downloading feel strongly enough about it to pay for it. Among those that find downloading appealing, 63% are willing to pay a monthly fee of \$1 to \$5 to download or stream content.

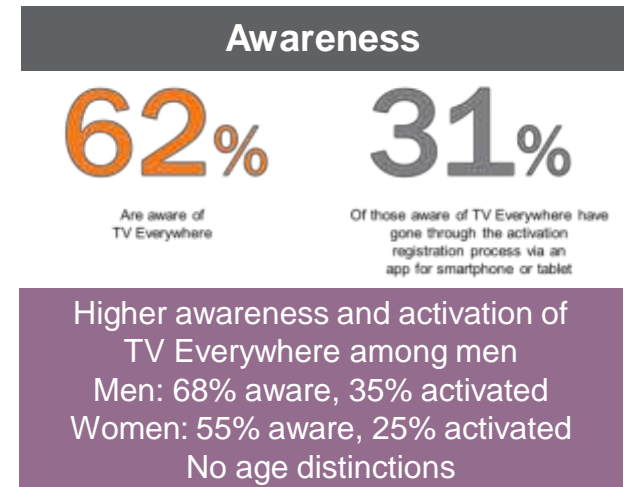
■ Willing to pay \$1 to \$5 a month ■ Not willing



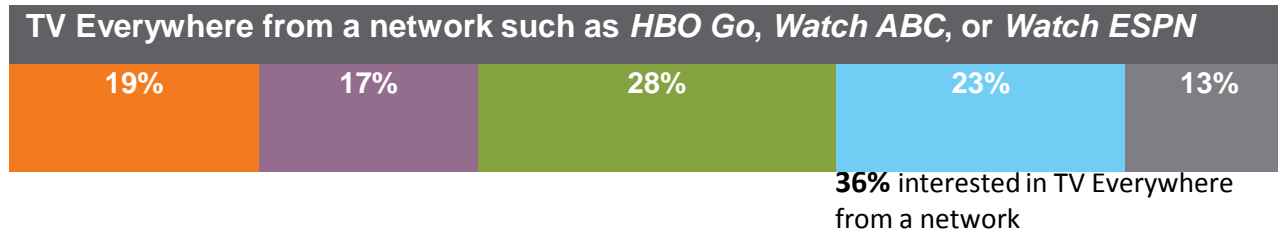
# TV Everywhere Awareness

When asked if owners and users of smartphones and tablets were aware of TV Everywhere – that is the option to watch TV and movie programming on their devices as subscribers to cable, IPTV or satellite TV – 62% replied that they were aware of this service.

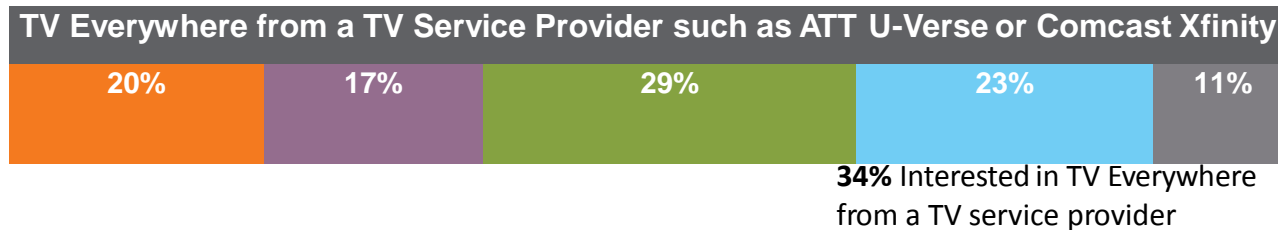
Only 31 % of those, however, had completed the registration process via an app for smartphone or tablet.



## Interest



Of those who don't use TV Everywhere today, about one-third are interested in the service.



There is little difference in interest among non-users in TV Everywhere from a service provider or a network.

■ Not at all interested  
 ■ 2  
 ■ 3  
 ■ 4  
 ■ Extremely interested

# Conclusion

Cord-cutting isn't happening on a large scale. Rather, over-the-top services are additive, especially for the high-value MVPD customers who are also subscribing to premium channels. These are also the high-value customers that are interested in downloading content to which they subscribe.

Even with the proliferation of new devices and new services, the television platform still dominates and TV content is most popular. This trend does not discount the power of new platforms -- they are popular and growing, with the youngest viewers at the head, rather than the tail of the trend. These younger viewers are equally comfortable with a variety of devices and move seamlessly from one to the other, accessing video content from a variety of devices – including the TV screen.

With advances in cloud storage and broad availability of new devices with higher-resolution screens and longer battery life becoming the norm, we expect the appeal of downloading content to portable devices to increase. We also expect viewing of TV content to increase overall as people access video from multiple devices. As a result, ARPU and usage trends are making Pay-TV subscribers higher-value than ever before, presenting exciting new opportunities for MVPDs.

The full Vubiquity/Frank N. Magid study has more information that speaks to multiplatform, multiscreen use. If you'd like to learn more about the factors driving consumer viewing, please contact Vubiquity at [info@vubiquity.com](mailto:info@vubiquity.com).