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Morse on Impact of Internet TV/Sharp Rise in Tablet Ownership



IPTV World's Fastest-growing Pay TV Platform

IPTV (Internet Protocol Television) is the fastest-growing pay TV platform in the world, according to a recent report from SNL Kagan. Boasting a 29.6% market growth rate between 2011 and 2012, IPTV far outdistances satellite (10.1%) and cable (2.2) during the same time period.

Dr. John Morse of Byron Media commented: "It is only a matter of time until all television signals are delivered through the Internet. The IPTV race is on, although currently less than 10% of US homes are subscribers. However, the relatively low cost and merging of computers with television sets will support the transition from current venues."

He added, "Eventually, programmers will work out the rights fees so that everything will be available . . . a major limitation for today's IPTV. What will become of the current distributors? Most will find a way to control high speed pipelines needed for the reception of such large data files."

The world's 20 largest IPTV companies control of 83% of the IPTV households worldwide with China and France being the most successful. Estimates indicate that, at the end of last year, the top 20 operators had 57.7 million subscribers worldwide, 28.4 million in the Asia-Pacific region, 17.5 million in Western Europe, 9.26 million in North America and 2.49 million in Eastern Europe.

Verizon Communications, AT&T, and France Telecom Group are among the largest IPTV companies in the world, while Microsoft Corp.'s former Mediarem division, which was sold to Ericsson AB in April, accounted for 16% of the global IPTV subscriptions at the end of last year, making it the world's most deployed IPTV platform. China Telecom remains the world's largest IPTV provider, holding an estimated 28% of the total global IPTV subscriber base.

In addition, nine of the top 20 biggest operators in the world are based in Western Europe, with France being home to four of them. Together they serve almost a third of the total global subscriber base.

SNL Kagan, June 13, 2013

Tablet Ownership Almost Doubles

According to the Pew Research Center, 34% of American adults report ownership of a tablet, almost double the 18% adoption rate in April 2012. The report says that adoption spikes in the 35-44 age bracket, and appears to rise alongside educational attainment and household income level.

For the first time, a third of American adults own tablet computers:

34% of American adults ages 18 and older own a tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire. Demographic groups most likely to own tablets include:

- Those living in households earning at least \$75,000 per year (56%), compared with lower income brackets
- Adults ages 35-44 (49%), compared with younger and older adults
- College graduates (49%), compared with adults with lower levels of education

Along with age, another pattern in tablet adoption is the strong correlation with educational attainment and household income. 49% of adults with at least a college degree own a tablet, significantly more than those at any other education level, including 17% of those who did not graduate high school).

56% of adults living in households making at least \$75,000 per year say they have a tablet computer, compared with 38% of those in the next highest income bracket and 20% of those making less than \$30,000 per year.

Additionally, 37% of adults living in suburban areas are significantly more likely than those living in rural areas 27% to own a tablet. 50% of parents with minor children living at home own a tablet computer, compared with 27% of non-parents.

Unlike smartphones, which are most popular with younger adults ages 18-34, the highest rates of tablet ownership is among adults in their late thirties and early forties. In fact, almost half of adults ages 35-44 now own a tablet computer, significantly more than any other age group. Adults ages 65 and older, on the other hand, are less likely to own a tablet than younger age groups. There are no statistically significant differences in

Mobile Devices Mean Employees Can Take Work Anywhere

According to the results of a small and medium business survey on mobile devices, laptops (80%) and smartphones (81%) are the most common devices used remotely by employees to access work-related information when they are not in the office, followed by tablets (57%).

Employee Perception of Device Use Change in Previous Year (% of Respondents)

<i>Device</i>	<i>Decreased</i>	<i>Remained the same</i>	<i>Increased</i>
Laptops	11.4%	46.8%	41.9%
Desktops	29.9%	51.9%	18.2%
Tablets	1.3%	27.3%	71.4%
Smartphones	0.6%	17.2%	82.1%

Source: Sage, April 2013

85% of respondent decision makers, whose companies use remote devices, feel that it has had a positive effect on their company's productivity, while only 1% felt it has a negative effect.

According to the respondents' business use, mobile applications are commonly used for:

- Keeping business contacts organized (31%)
- Scheduling (26%)
- Keeping a task list and/or assigning tasks to specific employees (23%)

When asked about having a "bring your own device" (BYOD) policy, 48% responded that they already have this policy in place, while 31% have not considered this option. Another 9% have considered but decided against a BYOD strategy for their businesses. The Sage survey found that smartphones, regardless of whether provided by the employer or furnished by the employee, are used for work over 58% of the time.

Employees Using The Following Device To Access Work-Related Information When They Are Not In The Office

<i>Device</i>	<i>None</i>	<i>1 or 2</i>	<i>3 to 5</i>	<i>6 to 10</i>
Laptops	19.6%	44.6%	20.5%	8.0%
Desktops	32.4%	33.9%	16.8%	7.0%
Tablets	43.4%	34.9%	11.9%	5.2%
Smartphones	18.7%	37.3%	20.5%	11.0%

Source: Sage, April 2013