



## Video Streaming Continues Significant Growth in Popularity

Over half of Americans (53%) watched digitally streamed TV programming on any device according to the results of a recent poll by Harris Interactive. Streaming video is well on its way to becoming a dominant means of viewership among 18-35 year olds, nearly tying top-ranked live feed TV as the way or among the ways they most often watch TV programming (44% live feed TV, 41% streaming).

Despite U.S. adults clearly seeing streaming as a viable viewing option, when asked to select the way or ways in which they most often watch television programs, roughly nine in ten Americans (89%) point to their TV sets.

As for streaming, while it may not be overtaking traditional TV viewership methods today, 30% of Americans have the ability to watch streamed programming on their TV sets, 19% via set top boxes or game systems and 17% via Internet-compatible TV sets.

Also, streaming is doing particularly well among households with children as 60% of these homes report watching streaming video compared to 40% in households without children. In addition, households with children score higher in ownership of smart phones (62% to 40%) and tablets (31% to 21%).

*The Harris Poll, November 13, 2012*



## Tablet Owners More Likely to Use Video Apps

Research from the video search site Mefeedia.com confirms that owners of tablets are likely viewers of videos available from dedicated apps. Their data indicates that an iPad user will view 7.1 videos per session via an app and Android table owners a total of 5.69.

Apparently the number doesn't decrease much when the size of the screen does. The study notes that iPhone users view 6.24 videos per session; Android phone users reduce that down to 3.69. Windows 8 users view 3.8 per session.

That kind of app flexibility helps advertisers because it allows them to fit the message to the device. The smart phone user is (presumably) in a more lean-forward mode, ready to buy or travel impulsively. A tablet owner is closer to the lean-back mode of TV, just taking in the info, shopping for clothes, not for a movie to see in the next half hour.

*VidBlog, December 5, 2012*



## Year-End Update of Internet Trends

Since Q4 2010, combined shipments of tablets and smart phones have exceeded the number of PCs shipped according to a report from Kleiner, Perkins, Caulfield and Byers. Other key findings include:

- There are 2.4 billion Internet users worldwide, a number that's still growing eight percent yearly.
- The growth of smart phones has now reached 1.1 billion subscribers worldwide.

- Mobile devices now account for 13 percent of worldwide Internet traffic, up from 4 percent in 2010.
- Mobile app and advertising revenue has grown at an annual rate of 129 percent since 2008, and now tops \$19 billion.
- Since the beginning of this year, Mobile traffic app Waze has been adding users faster than all GPS makers combined.

*Kleiner Perkins Caulfield and Byers 2012 Internet Trends*

- 29 percent of adults in the U.S. now own either a tablet or an e-reader.



**Dr. John Morse of Byron Media** had the opportunity to attend the recent CTAM conference in Orlando. He highlighted some major trends and added these insights:

### **Multiple Video Screens**

- TV audiences are now availing themselves of more screen venues to enhance the overall video experience. Tablets, mobile devices, and computers do not cannibalize traditional TV viewing which is still the preferred entertainment option due to the quality of large screens. Video streaming complements TV viewing.
- As an example, during the recent Olympic coverage, at some point 28% of viewers used four electronic devices simultaneously: TV, tablet, mobile, and Internet through a computer.

### **Some Rules of Engagement**

- TV shows that employ humor (e.g., sitcoms) tend to be more engaging as seemingly everyone enjoys a good laugh. Viewers score the in-show ads more positively when the program features humorous content.
- Audio is also a critical element of engagement. When multiple video screens are available, only one audio track truly grabs a viewer's attention. Also, more breaks in the programming with less clutter in each break hold an audiences' attention the best.

### **Media Multi-Tasking**

- When a viewer is involved in media multi-tasking, there is a significant decrease in ad recall. The primary electronic task gets the focus (i.e., telephone, reading a magazine, or the Internet). This situation can be remedied with concurrent ad brand placement. Heightened engagement in TV programs occurs when people view as a group rather than alone.

Please feel free to contact me at 212-726-1093 or [John@ByronMedia.com](mailto:John@ByronMedia.com) if you need further information or have any comments.



**All of us at Byron Media send our wishes for a wonderful holiday season  
and a very Happy New Year.**