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Nielsen: Viewing of Time-Shifted Content Surges as Net Use Declines

Viewers watching time-shifted traditional TV continue to rise, but users of video on a computer -- as well as general computer usage -- declined in the third quarter of this year.

A recent Nielsen media report indicates that users of time-shifted traditional TV have increased - now up 11% to 167.1 million in the third quarter. This group now represents 59% of all traditional TV users, which rose slightly to 283.6 million. There was a 9% decline in the number of users watching video on the Internet -- to 147.7 million on a monthly basis in the third quarter of 2013 versus the third quarter of a year ago.



The report also points out that there was a 40% rise in watching video on a mobile phone between August and October to 53.1 million users. Overall, mobile phone users rose slightly -- 1%, to 239.8 million. Industry analysts continue to believe that mobile and tablet usage growth will come at the expense of time spent with traditional computers.

Also:

- DVR's are in over 48% of households and time shifting continues to grow every year
- For persons 18-49 the amount of time shifted programming during primetime has quadrupled since 2006
- Time shifted viewing of programs usually occurs within one week of the initial viewing with most viewing occurring within the first three days
- On demand viewing adds to time shifted ratings
- TV is still the dominant force in video viewing commanding 94% of the total population; there is a 49% penetration rate on the Internet and 22% rate on mobile devices.
- In traditional TV households, 83% of viewing is of live TV, 9% is time shifted and 3% is for video console use

Dr. John Morse of Byron Media adds, "Our rapidly evolving media landscape still is dominated by traditional linear TV viewing. Don't let all the new technology numbers make you lose track of that. Yes, consumers want convenience and we're almost at the point where we watch whatever we want whenever we want. Increasingly, 'wherever' can also be added to the viewing equation. But, at this point, mobile still has a long way to go . . . especially audience measurement and advertising."

*Media Daily News, December 4, 2013
Nielsen Media Research, October 2013*

Strong Growth for Streaming Video as DVR Penetration Slows

While DVR's are omnipresent in many U.S. homes, it appears their penetration rate is slowing, according to a recent survey by the Leichtman Research Group. Forty seven percent of all TV homes have at least one digital video recorder (DVR) which reflects a slowing growth rate of 7% in the past three years.

Most homes with DVR machines have a multichannel TV service, 55% of homes that subscribe to cable, satellite, or telco have DVRs. Four percent that did not have multichannel TV service have DVRs.

In those homes that have a DVR, 70% also either have a subscription to Netflix or a video-on-demand service from a cable or telco TV provider. (Satellite TV companies don't provide VOD services.) Of these homes, Leichtman says 23% used two or three services (DVR, Netflix, VOD); 11% use all three.

The study notes that 61% of all cable subscribers have access to a VOD service, versus 43% in 2008 and 10% in 2004. Also, 62% of digital cable subscribers and 57% of telco TV subscribers have used VOD in the past month. Netflix users watch, on average, 19.6 TV shows per month.

Media Daily News, December 10, 2013

***Season's Greetings and Best Wishes for a very Happy New Year
from everyone at Byron Media.***

Let's connect in 2014.