

Internet TV - UK - June 2010

Report Price: £1500 / \$2295 / €1688



What is this report about?

With 70% of adults accessing the internet over a broadband line, the UK is increasingly connected. This has created a mass-market audience which internet TV has the potential to exploit. However, while the sector has enjoyed increased exposure because of high-profile launches such as the BBC iPlayer, it still faces a number of challenges.

Research for this report, for example, shows that internet TV is still mainly for occasional use (essentially a stopgap for missing a show on the regular set). At the same time, paid-for operators face significant challenges selling internet TV, especially in a market in which there are so many free alternatives.

What have we found out?

- PCs and laptops dominate as the preferred medium for watching internet TV, by 83% of viewers. However, usage is likely to migrate away from computers to living room sets with the launch of Project Canvas and Google TV in 2011.
- A quarter of internet TV viewers say the size of their PC screen puts them off viewing more. This is likely to be due to the falling cost of larger screen monitors, making big-screen web TV viewing a reality for the mass-market.
- Only 19% of internet TV users watch via games consoles. New motion controlled systems for the Xbox 360 and PS3 are likely to grow the appeal of watching this way, reinforced by the sophisticated audio and video capabilities of the consoles.
- The majority of internet TV viewers are motivated to watch because they've missed something on regular TV (70%). This is underlined by research that shows catch up TV (rather than live) are the most popular destination for viewers
- With the majority internet TV users accessing free sites (such as the BBC iPlayer, used by 60% of viewers), it's perhaps unsurprising that 45% of internet TV viewers would never consider paying for content online.
- Despite the wide range of internet TV sites available on the market, only 11% of online viewers say they are motivated to watch due to the variety the medium offers. This could be because the most popular sites tend not to show exclusive content.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100