

TV Viewing Habits - UK - October 2016

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“Binge watching is increasingly becoming the preferred method for watching TV series, particularly among younger viewers. However, for select TV series having a stalled release structure can still bring major gains in terms of boosting profile, anticipation and engagement as social media becomes the new ‘water cooler’.”

– **Rebecca McGrath, Media Analyst**

This report looks at the following areas:

- **Binge watching vs appointment TV**
- **Live sport on social media could shake up TV market**

Whilst more TV viewers are watching on-demand TV, across various services and devices, live TV still remains the dominant way in which people view television content. Nine in 10 people watch live TV, with viewers increasingly watching live content via streaming services such as BBC iPlayer. Social networks have also begun to explore live sport broadcasting, which should boost live TV viewing, particularly among younger people.

The television set is still the primary device on which people watch both live and on-demand content. The growing penetration of smart TVs and the addition of more apps to set-top boxes have helped cement the continued centrality of televisions. Viewing on the go via mobile devices is growing though and can be further boosted by TV services introducing offline viewing options and making ‘data deals’ with mobile providers.

The popularity of subscription video-on-demand (SVoD) services, such as Netflix, has helped increase people’s preference for ‘binge watching’. Nearly half (42%) of TV viewers would now prefer to ‘binge watch’ a TV series rather than watch week by week. Traditional broadcasters are therefore considering altering their content releases in order to adapt to this viewing preference.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Binge watching vs appointment TV

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The implications

Live sport on social media could shake up TV market

The facts

The implications

The Market – What You Need to Know

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The value of pay-TV continues to rise

The popularity of online video challenges traditional TV content

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Sales of television sets to stabilise

Smart TV ownership grows

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Vodafone to launch pay-TV service

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TalkTalk relaunches pay-as-you-go streaming service

Social media networks explore livestreaming opportunities with sport

Twitter begins livestreaming on Apple TV, Xbox One and Amazon Fire TV

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Facebook enables videos to be streamed on a TV
 Sky Q created as premium TV service
 The BBC explores binge watching
 Virtual reality TV content is being tested

Launch Activity and Innovation

New TV services launch
 Vodafone to launch pay-TV service
 TalkTalk relaunches pay-as-you-go streaming service
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 Now TV unveils new smart box and UK's first contract-free triple-play bundle
 Social media networks explore livestreaming opportunities with sport
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 Sky Q created as premium TV service
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The Consumer – What You Need to Know

Nine in 10 people watch live TV
 TV shows are the primary reason for watching live TV
 Nearly two thirds watch on-demand TV
 Younger people are more positive about subscription streaming services
 People consider pay-TV to have a better variety of package deals
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TV shows are the primary reason for watching live TV

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