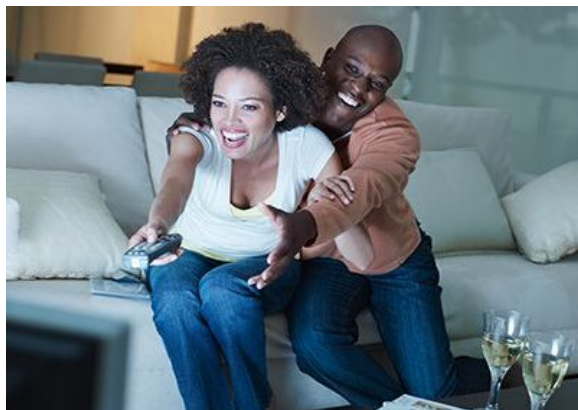


TV Viewing Habits - UK - October 2017

Report Price: £1995.00 | \$2672.70 | €2262.13

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“While mobile devices are being used more frequently to view TV, few people are using their smartphone to watch content outside of the home. The introduction of zero-rating data offers, such as mobile network Three’s Go Binge, while controversial, could significantly boost the ability of people to watch high-quality TV at all times on any device.”

Rebecca McGrath, Senior Media Analyst

This report looks at the following areas:

- Opportunities to boost mobile viewing out-of-home
- Positioning digital ownership for the fans

Live viewing remains the dominant form of watching TV, with 90% of people having watched live in the last three months. The most commonly watched live genre is news, followed by drama and documentaries. More services, beyond the traditional broadcasters, are exploring live content, including social networks and Amazon.

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- Amazon offers live TV channels via customisable Amazon Channels
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