

Television Viewing Habits - UK - October 2011

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“Web 2.0 heralded a new generation for television viewing. For the first time, TV viewers are engaging with not only their close friends and families but also with other viewers around the nation, and even with a particular programme or a specific brand from an advert. Second-screen content may soon be a routine, rather than complementary, element of television viewing.”

– Cecilia Liao, Senior Technology Analyst

In this report we answer the key questions:

- Will internet be the death of live television?
- Have consumers defected from pay-television because of the economic climate?
- How do consumers perceive product placements in television programmes and how can advertisers make them more memorable?
- How should advertisers approach the multi-screen viewing experience?

Definition:

This report examines what TV services consumers have in the home, including Freeview, Sky, analogue/terrestrial, Virgin Media, Freesat, BT Vision and Tiscali, as well as internet television services.

For internet television services, this report investigates awareness and usage of 4oD, Apple iTunes, BBC iPlayer, Blinkbox, Boxee, Demand Five, TIV Player, Lovefilm, Slingbox, TVCatchup, and YouTube for the purpose of watching television shows.

In this report, the terms ‘Smart TV’, ‘connected TV’, and ‘internet-enabled TV’ are used interchangeably to describe televisions that can connect to the internet for web content, including streaming television.

The terms ‘IPTV’, ‘streaming television’, ‘streaming video’, ‘video-on-demand’ (VOD), ‘catch-up TV’, and ‘catch-up service’ have been used interchangeably to describe services that deliver video content (including TV shows) over the internet to consumers.

The report also explores activities performed by TV viewers simultaneous to their viewing, including eating meals, using emails, reading non-digital content, shopping online, using the computer, social networking, texting, researching brands seen on TV, playing computer or video games, and exercising.

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