

TV Viewing Habits - UK - October 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Online video aggregators that collate a range of short-form videos to fit specific interests could re-invent the way that viewers discover new content, and create the ideal springboard for mobile viewing.”

– Paul Davies, Senior Leisure and Technology Analyst

This report looks at the following areas:

- Safeguarding the future of linear TV
- Maximising mobile

This report examines television viewing habits of consumers in the UK. This refers to the consumption of video content accessed through the following sources (unless stated otherwise):

- Linear broadcasts on digital TV channels (ie conducted at the time of scheduling, via free-to-air or paid-TV providers);
- Video on demand (VoD) platforms that exist alongside a broadcaster’s/provider’s linear TV service in order to provide access to time-shifted content via the internet (eg BBC iPlayer, Sky Go etc);
- Subscription video on demand (SVoD) services that require a monthly payment (eg Netflix, NOW TV);
- Other forms of online video service such as those that allow viewers to purchase individual shows (eg Blinkbox), or access TV programmes or clips on video streaming sites (eg YouTube) that are funded by advertising.

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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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