



The Secret Life of Streamers, Part II

At the intersection of DEVICES, CONTENT, LOCATION, & QUALITY

PRESENTED BY:

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#ConvivaResearch | #NextGenerationofTV

Study uses Conviva data, analyzed by nScreenMedia



The Secret Life of Streamers, Part II

GOAL

MINE a TRUE in-screen CENSUS across **BILLIONS of DEVICES and APPS** to uncover consumer's video streaming trends. The data analyzes the role **devices, content, location, and quality** play in shaping the viewing habits of people around the world.

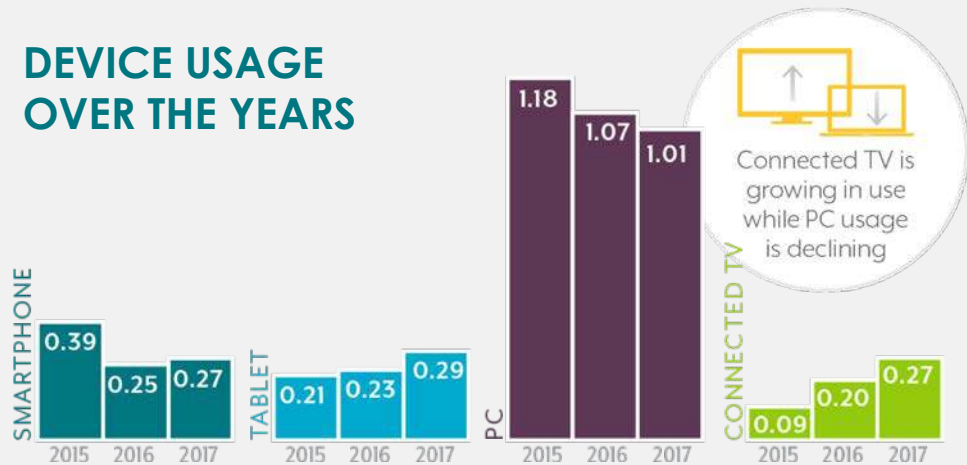
The study looks at the past three years (2015-2017):

- In-home vs. Out of home viewing,
- Viewing trends broken down by every hour of an average day,
- And streaming content broken down by type:
 - Short, long, live linear & sport

DEVICES

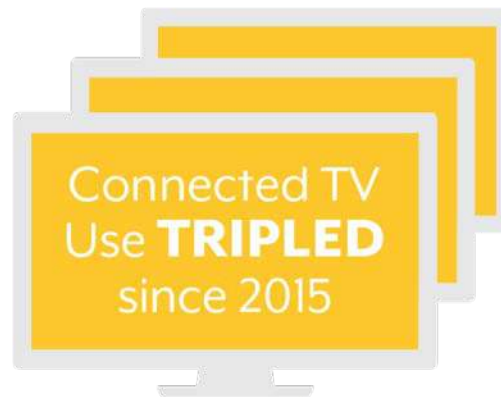
How They Watch

DEVICE USAGE OVER THE YEARS



Average number of devices streaming per home

THE BIG SCREEN IS KING



MORE THAN
1 IN 4
HOMES
USE A
CONNECTED TV



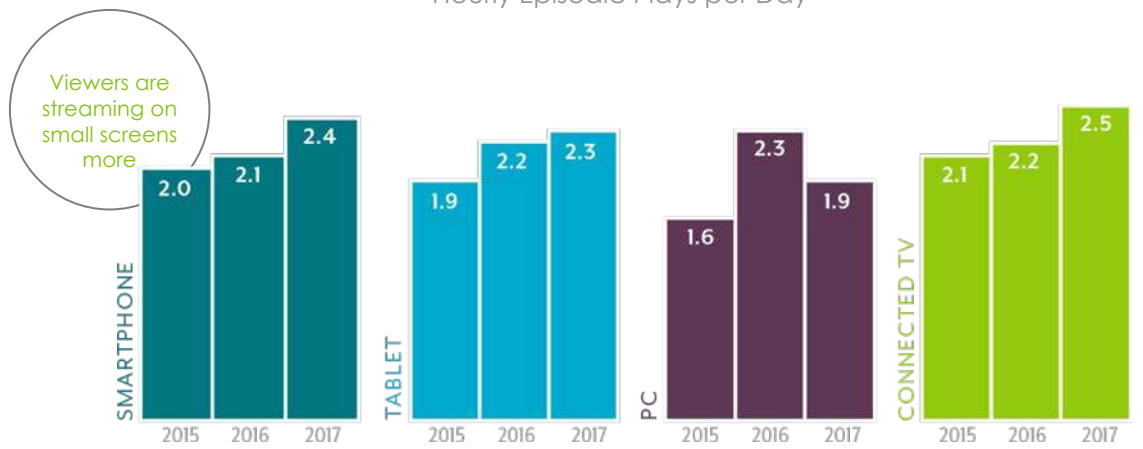
DEVICES

Big & Small Screen Viewing

The Number of Devices Streaming Video in the Home Increased 8% since 2106

Big & Small Screen Viewing

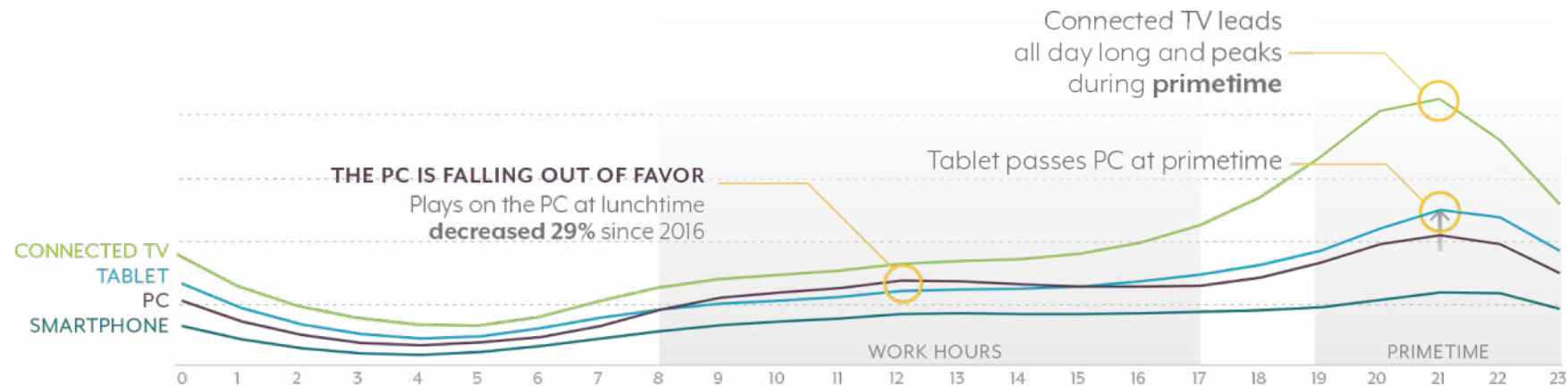
Hourly Episodic Plays per Day



When They Watch

Transfer of Power: PC & Connected TV Swap!

Number of People Watching TV Shows by Device Over 24 Hours

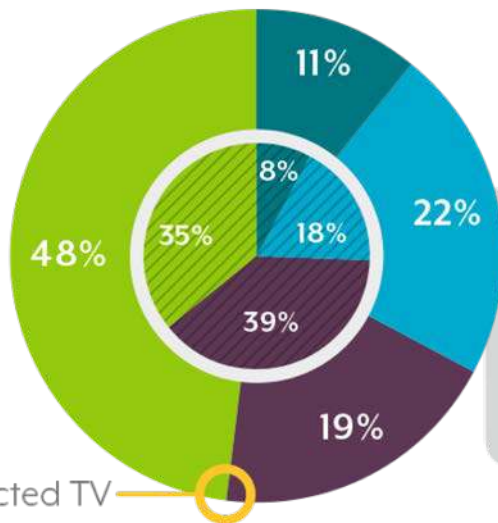


When They Watch

Primetime Viewing Shift

Device Share of Episodic Plays from 7PM-11PM

- SMARTPHONE
- TABLET
- PC
- CONNECTED TV
- 2017
- 2016

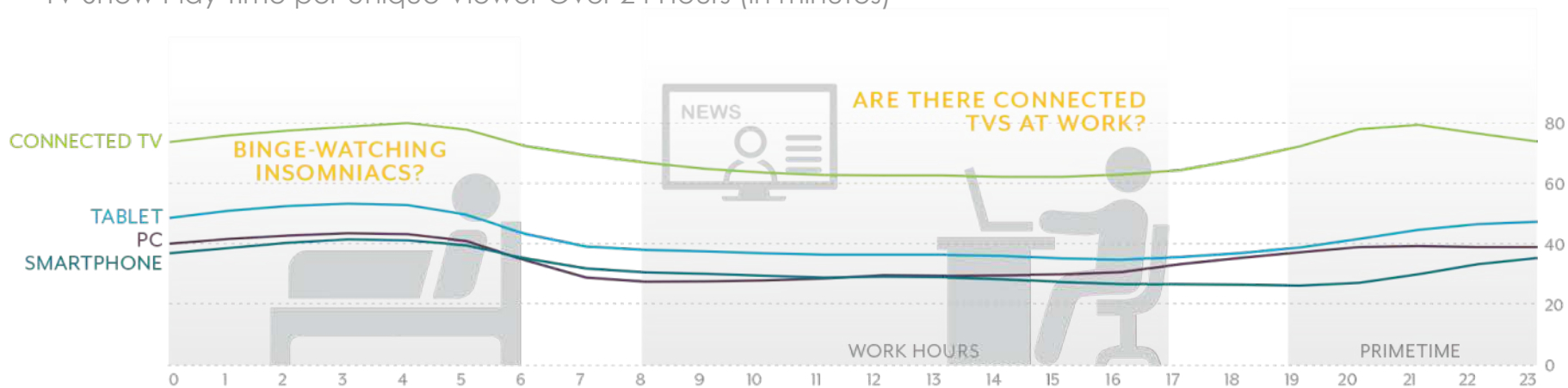


PC is being eaten by connected TV

Connected TV on the Rise

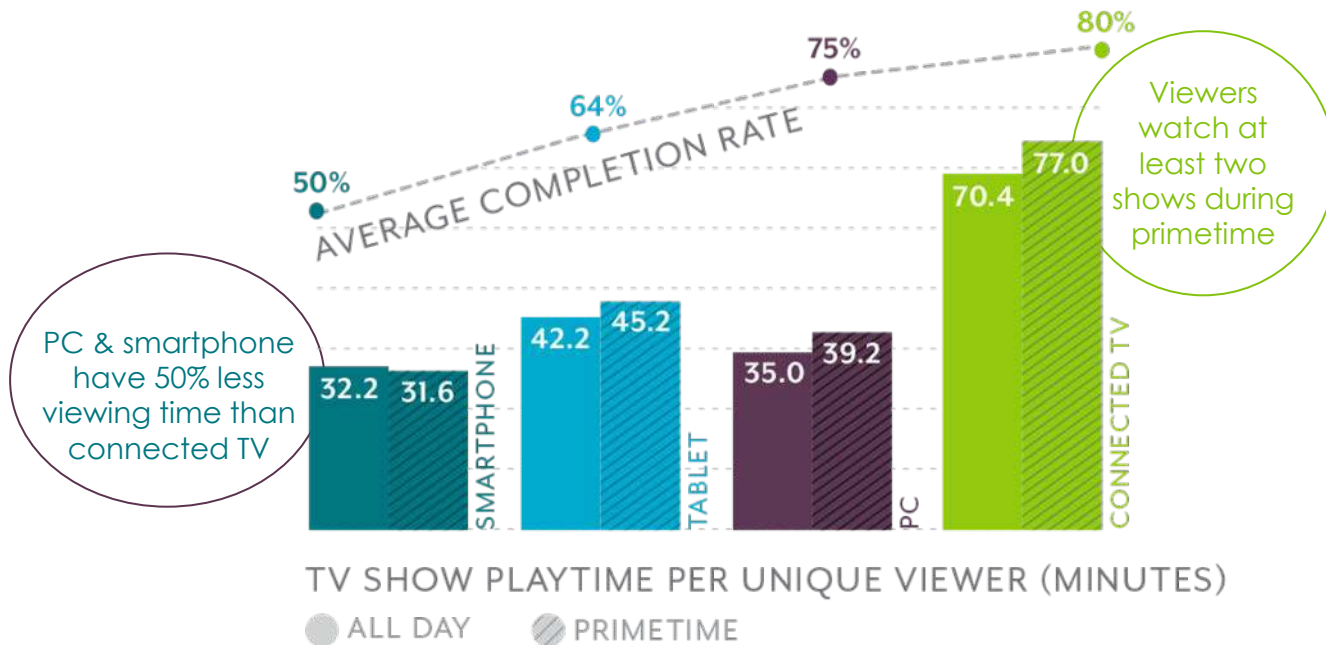
How Long they Watch by Device

TV Show Play Time per Unique Viewer Over 24 Hours (in minutes)



Connected TV on the Rise

Connected TV is for Binge Viewing



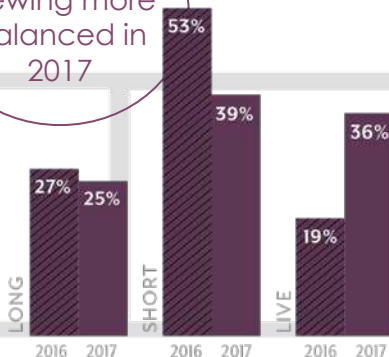
LOCATION

Content Types Used In-Home & Out-of-Home

The Long and Short of Video Starts

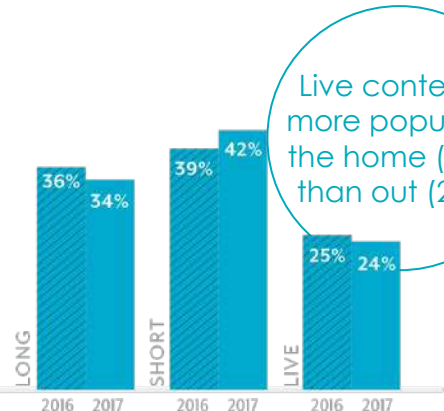
● IN HOME ● OUT OF HOME ● 2017 ● 2016

In-home viewing more balanced in 2017



CONNECTED TV & PC VIDEO STARTS INSIDE THE HOME

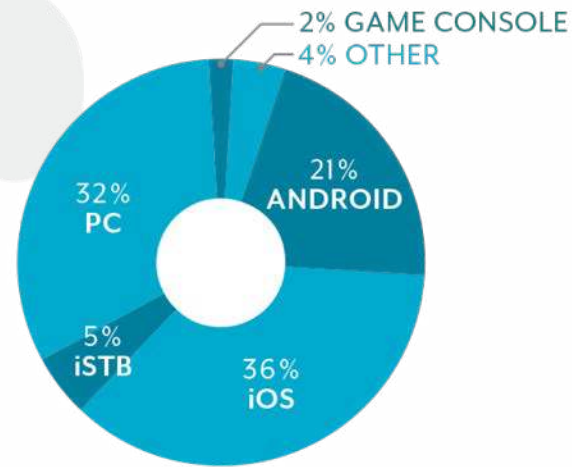
Live content is more popular in the home (36%) than out (24%)



TABLET & SMARTPHONE VIDEO STARTS OUTSIDE THE HOME

iOS Dominates Outside of the Home

DEVICES USED FOR VIDEO OUTSIDE THE HOME

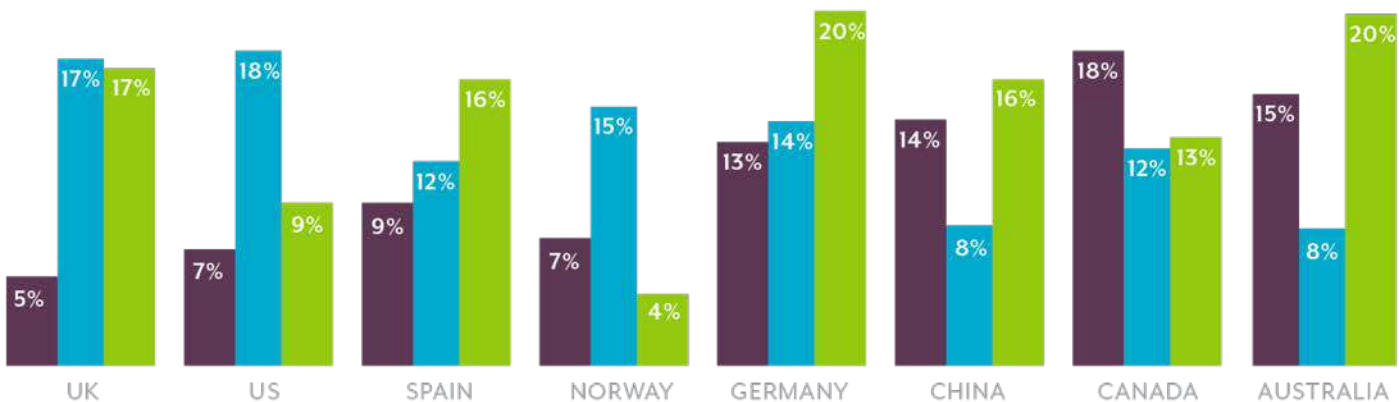
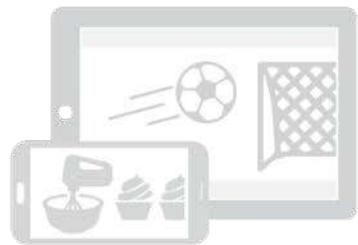


LOCATION

Mobile Content

Mobile Content Mix by Country

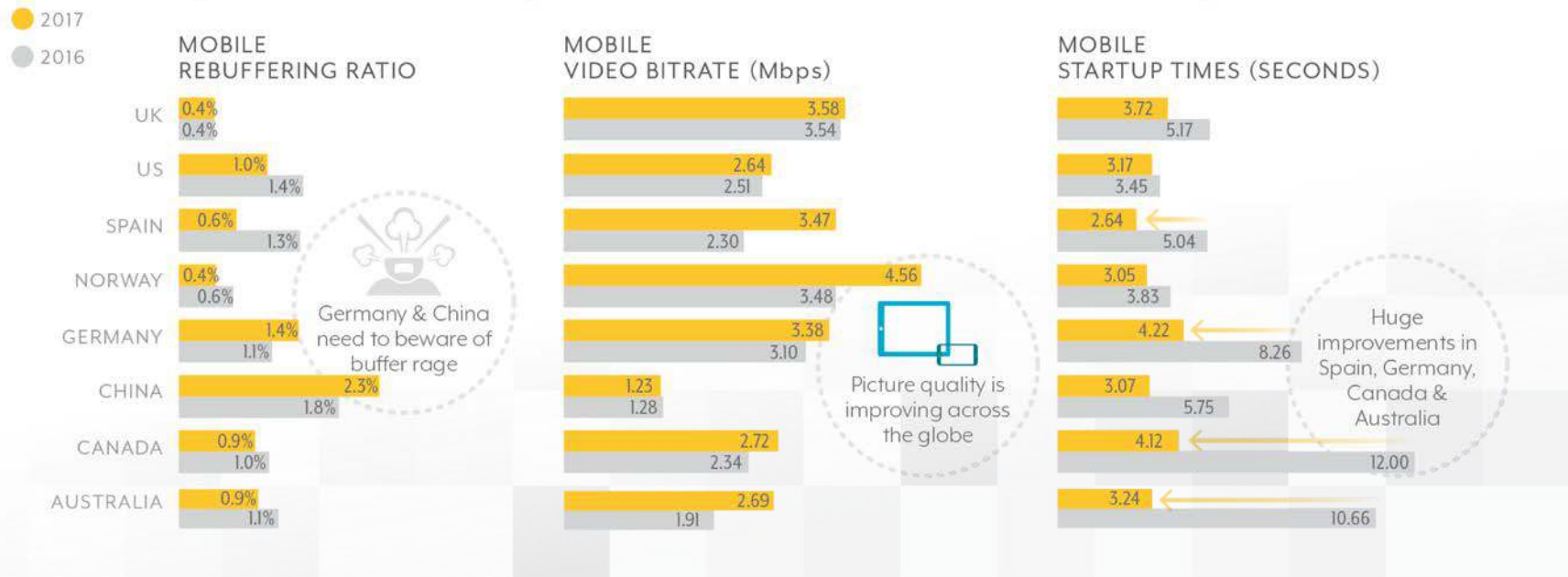
- VOD SHORT FORM
- VOD LONG FORM
- LIVE EVENT



QUALITY

Global Mobile Experience

Mobile Experience Globally is Better, but There's Room for Improvement

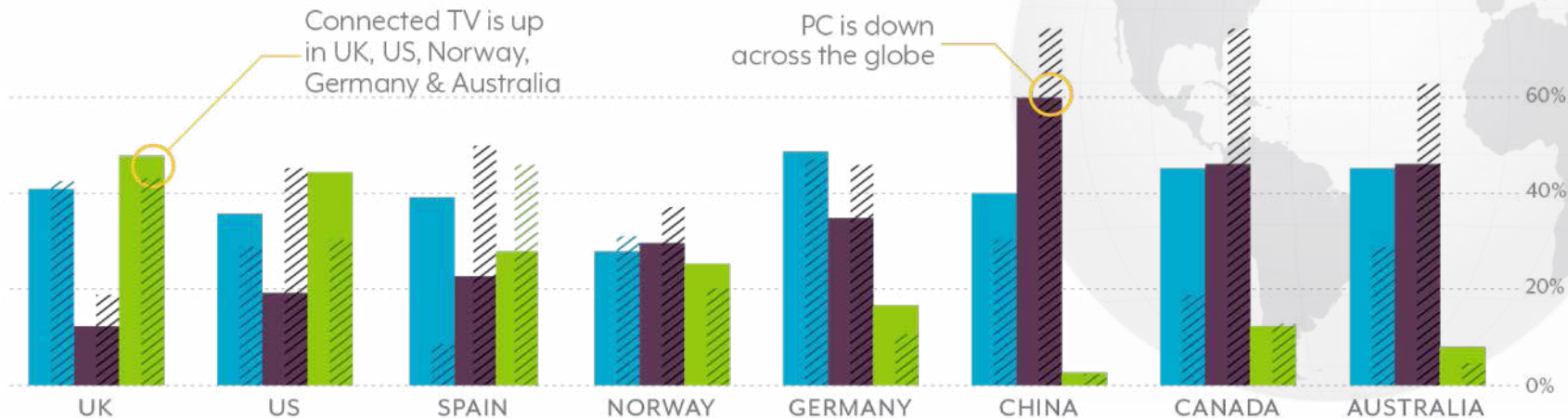


Device Share of Video Plays by Country

Globally Speaking

DEVICE SHARE OF VIDEO PLAYS BY COUNTRY

MOBILE/TABLET PC CONNECTED TV 2017 2016



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KEY TAKEAWAYS

1

The FALL of the PC & the RISE of the CONNECTED TV
The RISE of LIVING ROOM streaming via vMVPDs

2

Benchmark your COUNTRY, differences equal similarities

3

EVERYTHING is on the RISE, it's the MIX that's changing

nSCREEN MEDIA

CONVIVA



THANK YOU

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Download at nScreenMedia.com under Whitepapers

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