

Comprehensive Study Indicates Younger “Boomers” Watch Largest Amount of Video

A recently completed landmark study on video media usage found that baby boomers (age 45-54) watch the most video product—over 9.5 hours per day. All other age groups average around 8.5 hours while age 65+ averages 8 hrs 18 min per day. Also, TV viewing still commands the lion’s share of all age groups’ viewing day:

FACTS OF NOTE:

- DVD use is highest among those 18-34.
- Use of computers, mobile devices (including mobile video) and screens in out-of-home environments (cinema, GPS et al) is very small and mainly among those under 25.
- Internet use is highest for those under 45.
- DVR playback is highest among those under 55.
- People in the 45-54 group use TV like those who are older but use the computer like younger groups.
- Among those 55+ time with E-mail declines substantially and IM disappears.
- Those 65+ are the heaviest viewers of live TV.

Nielsen Council for Research Excellence, March 26, 2009

Podcast Audience Continues to Show Steady Growth

In 2009, podcasting is now firmly in the mainstream of communications:

- The vast majority of the top-rated podcasts come from recognizable media entities that are using the format to broaden their existing radio, TV, cable or satellite audiences.
- Growth in the U.S. podcast audience is forecast to continue at least through 2013.
- In 2013, there will be 37.6 million people who download podcasts on a monthly basis, more than double the 2008 figure of 17.4 million.
- As a percentage of Internet users, podcast downloaders will grow to 17% in 2013, up from 9% in 2008.

eMarketer's "Podcasting: Into the Mainstream," March, 2009

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