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Spotlight on Video Viewing Trends

According to a recent PEW Internet report, 69% of adults in the United States have used the Internet to watch or download video. Young adult Internet users 18-29 years old continue to be the heaviest consumers of online video. Since 2007, there have been dramatic increases in the numbers of Americans who watch the following kinds of videos online:

- Comedy or humorous videos: viewership increased from 31% to 50% of adult Internet users.
- Educational videos: viewership increased from 22% to 38% of adult Internet users.
- Movies or TV show videos: viewership increased from 16% to 32% of adult Internet users.
- Political videos: viewership increased from 15% to 30% of adult Internet users.

Internet World Stats, June, 2010

In the last two years, ownership of HDTVs, DVRs and smartphones have increased at double and triple digit rates.

- More than half of US TV households now have HDTV, up 189% from the first quarter of 2008.
- More than one-third of US TV households now have DVRs, up 51%.
- High-speed broadband Internet access, now in 63.5% of homes, has created a better user experience for watching online videos.
- Nearly a quarter of households have smartphones, enabling consumers to "place shift" and watch video wherever they are. Despite the common perception that viewers of videos on mobile phones are predominantly teens, more than half are adults aged 25-49.

Nielsen Three Screen Report, June, 2010

Mobile Shopping in North America on the Rise but Trails Other Nations

A December 2009 study by Motorola reveals that about 45% of North American respondents said they used their mobile phones for a variety of in-store activities, but just 11% said they used their phones to look for product reviews or other product information online. Compared to other parts of the world mobile phone usage lagged in several key categories. **Dr. John Morse** of Byron Media commented: "As more phones become shopping-friendly in the next two years, the American rates will increase and surpass world averages."

	<u>N. America</u>	<u>Worldwide</u>
Called to ask about a product	26.2%	30.8%
Sent a picture of a product	14.7%	16.2%
Accessed Internet for product info	11.0%	14.2%
Accessed Internet for coupon or special offers	5.3%	8.5%

Motorola 2009 Retail Holiday Season Shopper Study, December, 2009

Does your company need to fine tune its research efforts to operate within tightening budgets? Now Dr. John Morse and the Byron Media research team are offering a complimentary analysis that will deliver a targeted action plan. Receive an overview of the critical steps to follow to enhance your ad sales and distribution numbers. Contact John@ByronMedia.com or call 212-726-1093.