

## **Latest Web Research Trends and 2009 Year End Ad Data**

New research indicates that the long-held promise of TV/Internet convergence is gaining traction, albeit slowly. Leichtman Research Group data shows that just over 24% of all U.S. homes have a Web-to-TV connection and 5% of adults are watching YouTube and Hulu on their TV screens each week.

The survey also reveals that 5% of adults watch Web video on TV weekly, but the figure is just 1% on a daily basis. Since game consoles are so widespread, viewing takes place largely among young men ages 18 to 34.

**Dr. John Morse** of Byron Media sees a significant increase in Web-to-TV usage in the coming 18 months. He believes that gains in the range of 30% are possible, especially with cable operators beginning to offer computer to set top box connections.

*Media Trends, March 3, 2010*

## **Movies, Music and Games Most Likely to be Purchased Online**

A recent Nielsen survey of 27,000 people in 52 countries outlined some interesting trends in the kind of content people will pay to see on the Internet:

- More than half of respondents were willing to pay for theatrical movies, music and games online. Just less than half would pay for magazine content, and a bit more than 40% would pay for newspaper content.
- 78% say if they already pay for print publications or are cable subs, this content should be available online for free.
- 71% of global consumers believe that if they're going to pay for content, it needs to be "considerably better" than currently free content.

*Los Angeles Times, March 1, 2010*

## **U.S. Advertising Dollars Dropped Over 12% Last Year**

Kantar Media reports that US ad expenditures dropped 12.3% in 2009. Other year end figures:

- TV overall dropped 9.5% while cable dropped 1.4%.
- During the fourth quarter cable ad sales were up by a solid 4.1% while TV ad numbers were down 2.4%.

*The Evening Bridge, March 17, 2010*

**Call Byron Media at 212-726-1093. Our team will find the best ways to slash your research budget and still gather data that will drive sales, marketing and content development. We specialize in consumer "buzz" projects, focus groups, b2b custom studies as well as segmenting viewer/user populations.**