

TV Viewing on Internet and Mobile Phone Fails to Gain Much Traction

Are other forms of television poised to supplant traditional TV as the primary source for watching programs? **Dr. John Morse** of Byron Media has analyzed the growth of “alternative” forms of TV, defined as viewing outside of the home. Research from Nielsen in the first quarter of 2009 documents that 99% of all TV viewing occurs at home; 0.8% on the Internet; and 0.1 on mobile phones.

Still, over 123 million Americans watched one or more videos on the Internet averaging just under 3 hours of viewing in February, 2009. Another 11 million viewers accessed videos on their mobile phones and spent over 3.5 hours watching on the small screen.

Dr. Morse comments that most of the programs watched on the Internet or mobile devices were selected from digital primetime broadcast network fare or *YouTube* videos. He predicts that, as more high quality shows become available, digitally alternative usage will catch on and build dramatically over the next several years. Higher Internet speeds and computer processing systems will help facilitate this growth.

A.C. Nielsen, 1st Qtr, 2009

Additional Internet Facts and Figures:

- The Internet user population in the U.S. increased 1% from April, 2008 to April, 2009 reaching a total of 192,875,000 persons over the age of 2.
- The average U.S. viewer watched 5.5 hours of Internet video during March, 2009.
- The 4 most popular web sites retained the same rankings in April, 2008 and April, 2009 . . . and each individual month for that period of time.
 1. Yahoo!
 2. Google
 3. MSN
 4. AOL
- Dr. Morse has found that one of the main reasons consumers do **not** subscribe to broadband is the lack of a home computer, not the availability of broadband.

comScore, April, 2009

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