Consumer Behavior
and
Internet TV

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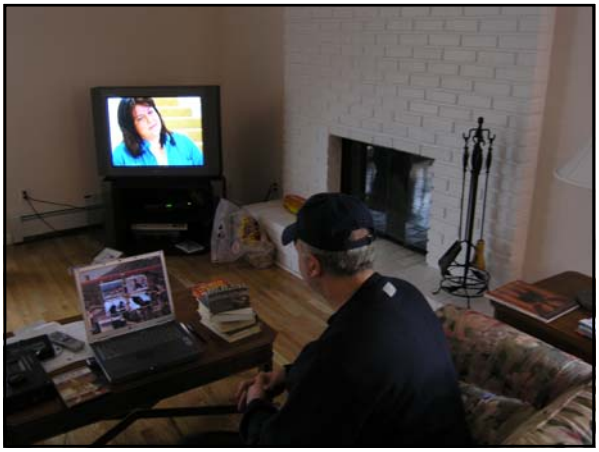
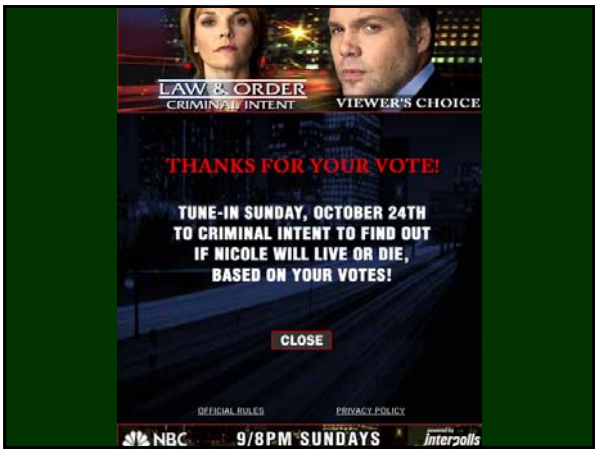
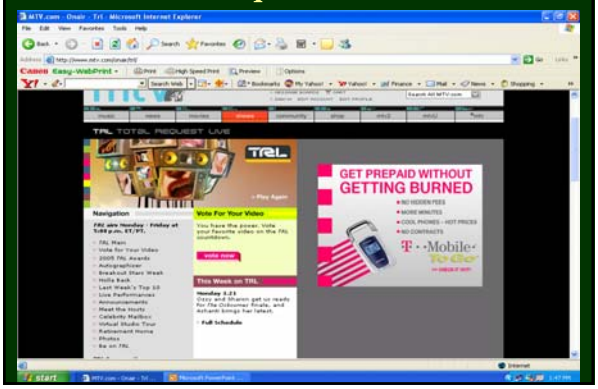
The Web and TV are coming together in consumer behavior…



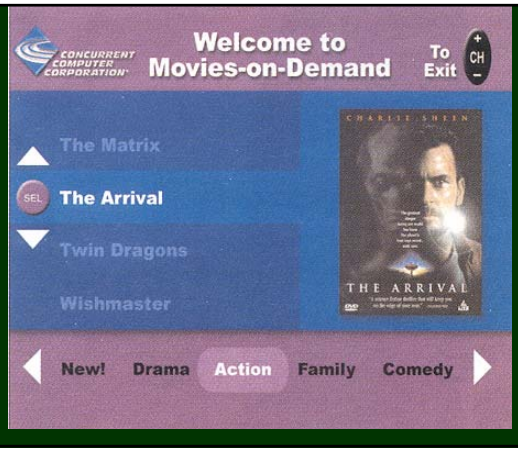
The Web and TV are linked together in content

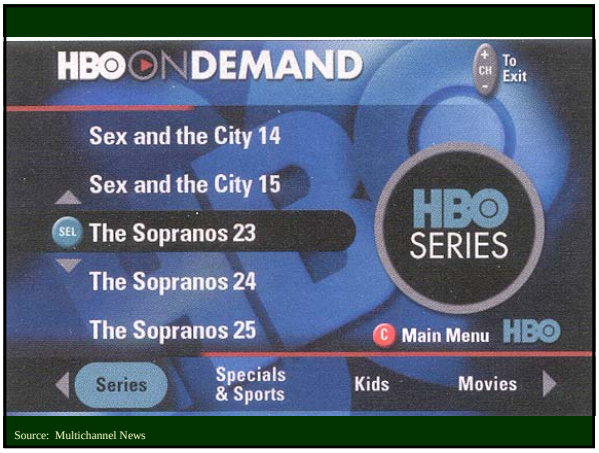


MTV Total Request Live

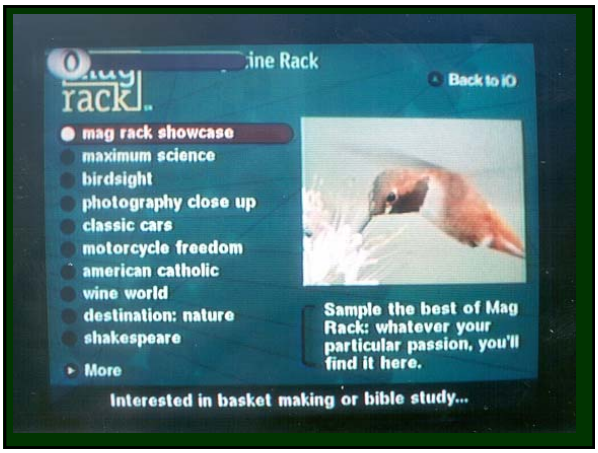


The TV experience starts to resemble the Web experience





Source: Multichannel News



Ordering Pizza over Interactive Television

Videogames delivered from a cable server to the TV set

New habits emerge:

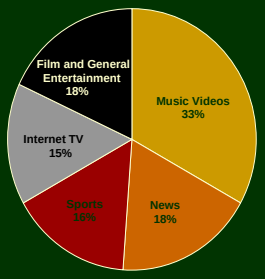
The PC as a “second TV set”

Early streaming Web video mixes traditional TV, new content forms and the offbeat

Streaming Video Content, 2004

Share of Streaming Video

Internet TV rose from 6% in 2003 to 15% in 2004



Source: AccuStream; iMedia Research, Q 1-2, 2004

Long Form Advertising
Movie and TV Show Promos

American Express Webisodes

NBC Screening Room – Program Promos

Paramount Studios – Movie Trailers

Underground Video

JibJab Spoof of the Presidential Campaign

Video Blogs

Video File Sharing

Top 10 Pirated TV Shows

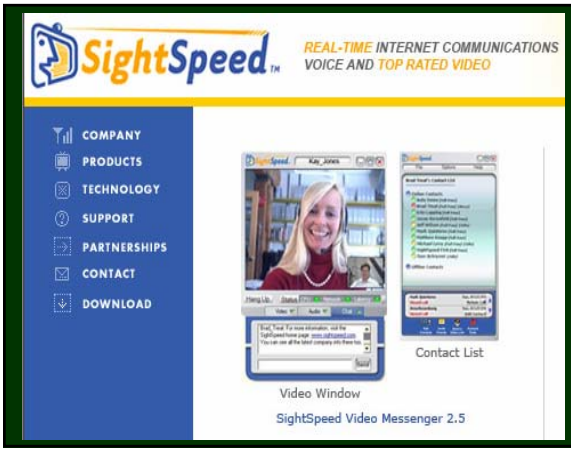
Program	Files shared*
SpongeBob Squarepants	374,555
Will and Grace	318,997
The O.C.	240,525
Friends	222,671
Survivor	222,404
American Idol	204,298
Family Guy	196,330
Futurama	137,440
Seinfeld	121,520
The Simpsons	118,769

Illegal downloading of TV shows increased 368% between 1/04 and 4/05

Source: BigChampagne; Broadcasting and Cable

* N of files shared during week of December 7, 2004

Video Messaging



Search Engines for Web Video

Discussion

Is there a “killer” application?

Adult content often leads the way…

Followed by…

ESPN PPV on the Web

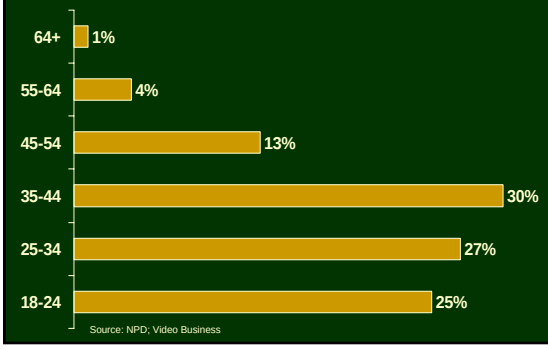
Are we too early?

"Already they're working on this"

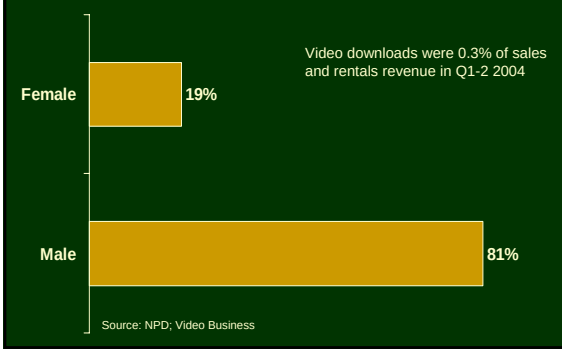
Magazine Ad for America's Independent Light and Power Companies, 1960

The Web TV audience appears to be young and male, but….

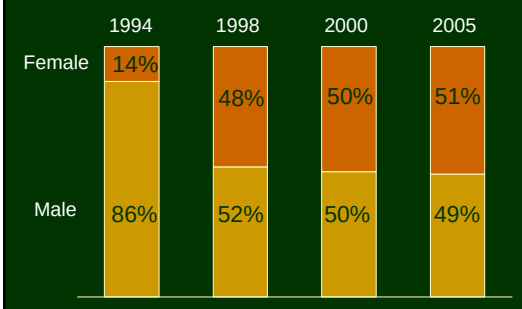
Demographics of People Who Download Movies, By Age



Demographics of People Who Download Movies, By Gender



Gender of Internet Users in the U.S.



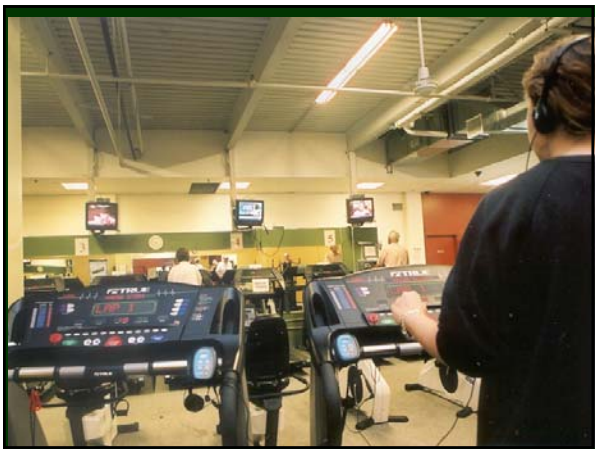
The consumer experience of Web video is still mixed

The demand for
mobile access to media

Bryant Park, NYC

The New York Times: Truck stop with WiFi

The demand for outside-the-home access to media includes television



Marta Subway in Atlanta

Monteray Bay, California

College Lounge – Univ of Maryland

Tailgate party – University of Maryland

Satellite TV receiver for cars

What Devices?
One Device or Many?

PVRs
Personal Computers
Networked TV Sets
New Generation Cell Phones
Laptops
Portable Videogame Players
Proprietary Devices
Hybrids

MobiTV

Miniature PC

Palm LifeDrive