

Living With Digital: Consumer Insights into Entertainment Consumption

Futuresource Consulting is delighted to announce a new research report exploring how people watch, play and listen to entertainment content, drawing on direct feedback from users in the UK, France, Germany and the USA.

The in-depth study, "Living With Digital: Consumer Insights into Entertainment Consumption", is based on **original new research conducted in May 2009** with a representative sample, including feedback from consumers as young as 12 years old.

Get in touch

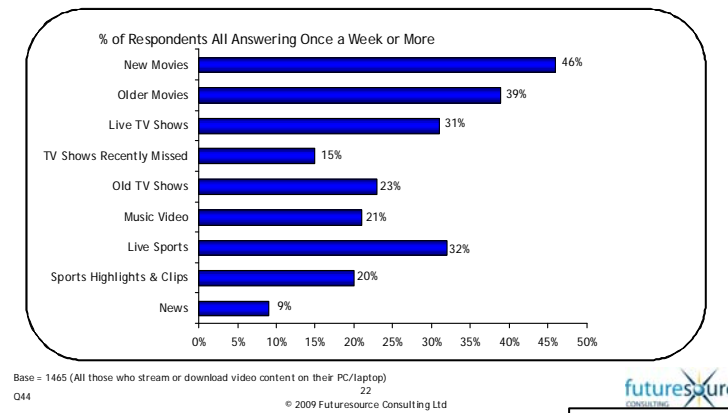
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Driving Digital Content conference delegates receive a free copy of the key findings and a discount on the purchase price of the full report.

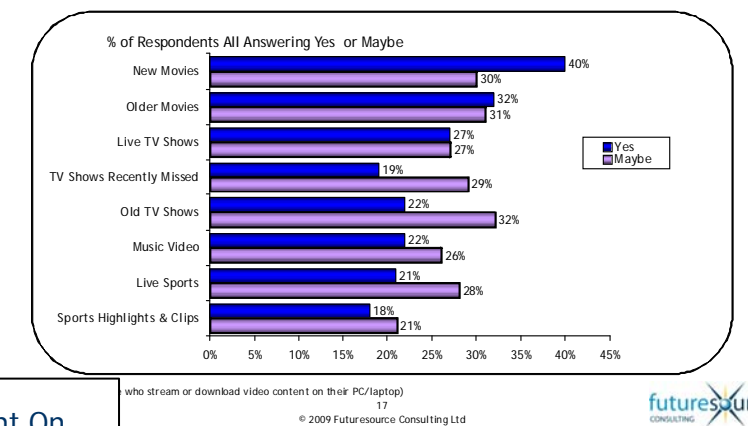
Report coverage includes:

- What type of video content is being watched online and for how long?
 - Is it just about TV shows and user generated clips or are sports and news also significant?
 - How interested are consumers in movies online, and what is driving this interest?
- Which websites or services are consumers using to stream or download video content?
- What types of content are consumers most likely to pay for?
- Who are the consumers that are already happy to pay for online content?
 - Can they be identified as a distinct segment?
- What are the attitudes of consumers to online advertising?
- How often and for how long are consumers watching “catch up” TV offered by broadcasters on their PCs and laptops?
- What percentage of people connect up their laptops and PCs direct to the TV? And how many watch TV with a laptop on their knees?
- Are people watching video on their mobile phones or MP3 players?
 - What type of content are they watching?
 - What is the profile of these audiences?
- How is “catch up TV” and video on demand impacting consumers’ viewing habits?
 - Is the linear TV broadcast schedule becoming redundant?

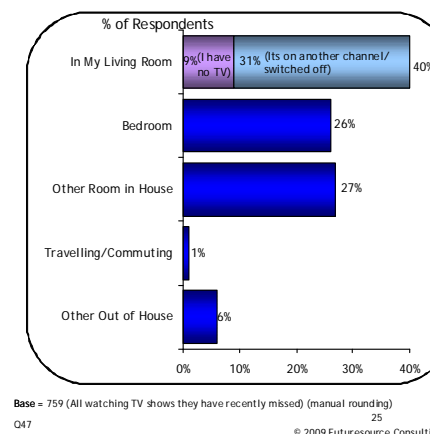
I Watch This Content On My Laptop/PC At Least Once A Week or More



Would You Be Willing to Pay/Pay More If You Could Keep the Download/Streamed Content?

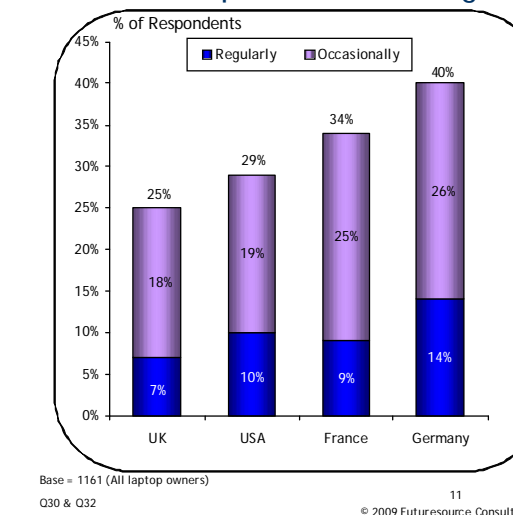


Where Are You When You Are Watching TV Content On Your PC/Laptop?



- Most common place (by far) is in the living room!
- Similar percentages of all age groups watching in the living
- 12-15s most likely to be watching in their bedroom

Do You Ever Have Your Laptop Connected Direct to a TV for the Purpose of Watching Video from the Internet?



Of those who have never connected...

- 30% don't know how to
- 34% have never thought about it
- 24% would be interested if they were shown how
- 31% already plan to connect in the future
- 52% say they have no interest