

## 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.

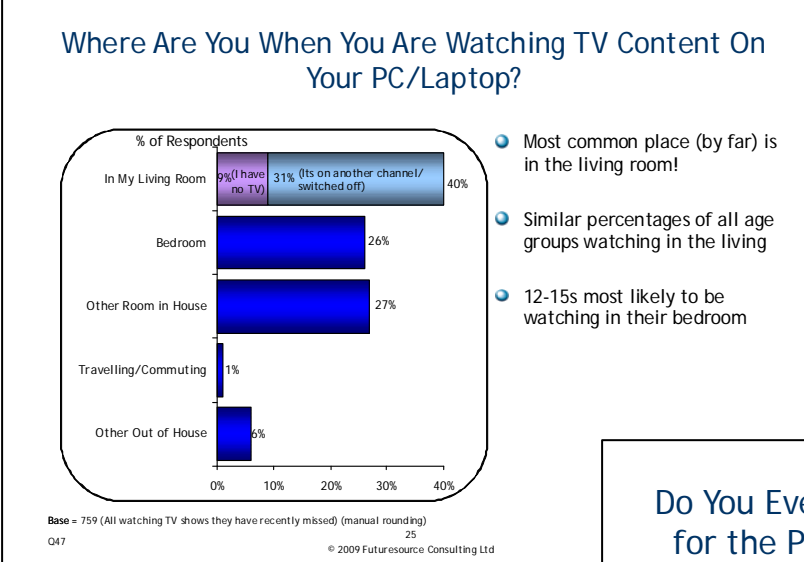
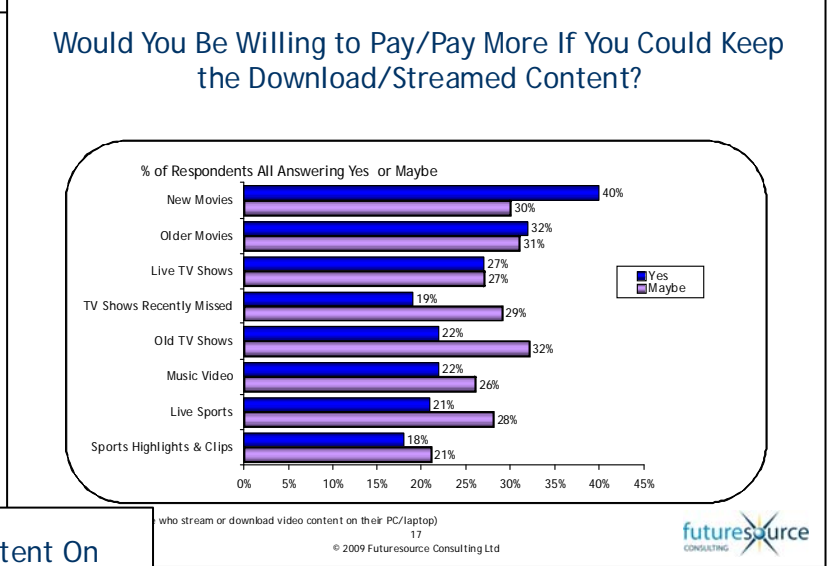
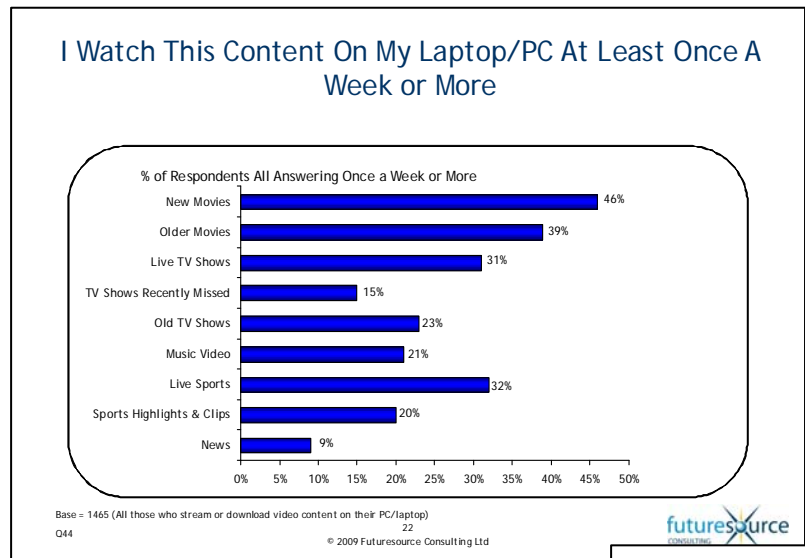
### Get in touch

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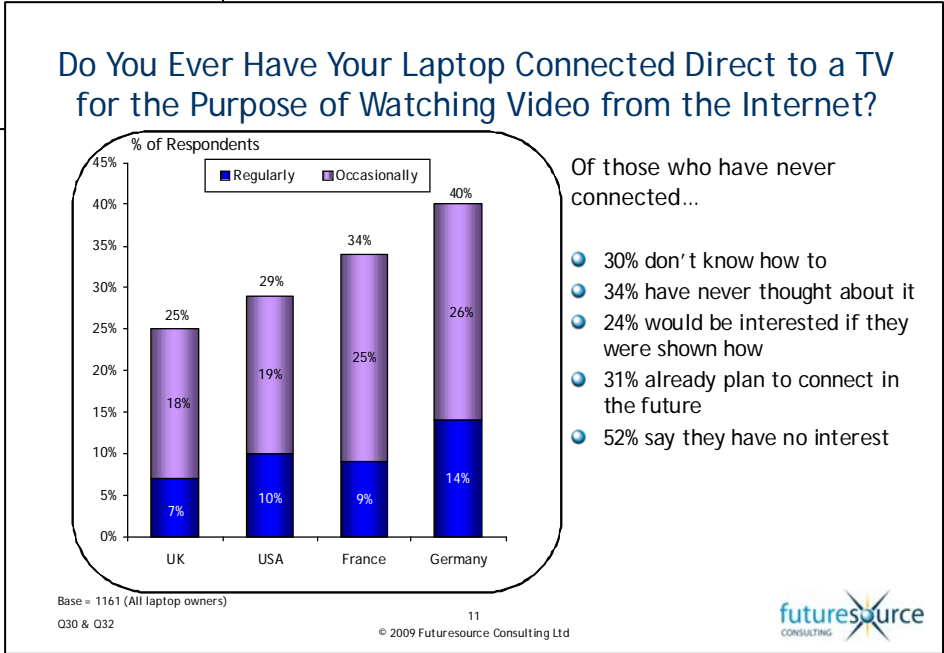
Driving Digital Content conference delegates receive a free copy of the key findings and a discount on the purchase price of the full report.

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?



- 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



- 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