Ipsos OTX MediaCT Releases Latest Results from its Longitudinal Media eXperience Study

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Offering a Full View of the American Consumersâ€™ Media Experience

Current Release Reveals Significant Changes in Consumer Media Behavior

Resulting from Increased Engagement with Content Using Laptops and Smartphones

Consumers are now spending more than one-half of their waking day with media, according to the Spring 2010 release of Ipsos OTX MediaCTâ€™s Longitudinal Media Experience (LMX) Study.

Further, consumersâ€™ media consumption has increased by an hour per day over the last 2 years, this largely resulting from an additional 40 minutes of time spent online since 2009.

These are just a few of the latest key findings from LMX, a biannual syndicated research study conducted by Ipsos OTX MediaCT. LMX is a unique monitor of the U.S. consumersâ€™ engagement with media, content and technology trended over time.

This significant rise in media consumption is being driven by the adoption of next generation media devices and distribution services that enable mobility, multi-tasking, consumer-control and improved experiences.

LMX reports that over the past two years, ownership of laptop computers has grown, while ownership of desktop computers has decreased.

Moreover, content-hungry consumers are trading in their single-utility mobile phones for web-enabled smartphones, now owned by 24% of consumers. Cell phone ownership has fallen from 81% to 65% since 2009.

In fact, smartphone owners spend 30 minutes more a day multi-tasking with media compared to non-smartphone owners. Top smartphone activities include social network interaction and gaming.

As these devices become more ubiquitous, consumers find additional means of accessing TV content. â€œLiveâ€• television stil represents the lionâ€™s share of hours viewed (78%).

However, non-traditional (DVR, VOD and online video) methods of accessing TV content are ramping up, accounting for almost one-quarter of TV viewing and growing.

Conducted biannually among 7,000 US online consumers 13-74, LMX uses a single-source online eDiary measurement instrument and a media experience survey to provide marketers and planners with a full view of the consumersâ€™ media experience in the context of all their activities in a 24 hour day.
Clients are using LMX to inform and shape strategies and develop tactics to reach their evolving media consumer targets.

The LMX eDiary provides a window into media activities down to the half hour. With this granularity, we are seeing a shift in the media mix during Primetime (8:00 to 11:00pm).

TV and online are still the primary activities during Primetime, but online has grown to nearly one-third of the TV/online activity mix.

â€œTodayâ€™s consumer is benefiting from a media ecosystem with better content, media access, and technology,â€• says Ne Greenberg, VP of Syndicated Services, Ipsos OTX MediaCT. â€œThey can be more in control of their media experiences than ever before - through time shifting, place shifting and their own context planning.â€•

LMXâ€™s newest data also shows the huge impact of social networks in todayâ€™s media ecosystem. Over half of the population is visiting Facebook or MySpace every day, and visitors are spending almost a half hour on the social network sites.

The robust nature of the study enables clients to segment the data by their specific target consumers. â€œThe rewards will

be huge for understanding different consumer groups, what media channels and devices they are adopting and the changed media experiences they are encountering. The penalty for looking at these media consumer groups incorrectly will be devastating,â€• says Greenberg.

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