Multiscreen Viewing Habits On The Rise

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Convenience and connectivity drive new behaviors

The three-screen media scenarioâ€"TV, computer and mobileâ€"is giving way to a multiscreen media reality for consumers. Television screens and programming still command the lionâ€™s share of Americansâ€™ media day.

But the internet is having a profound effect on consumersâ€™ viewing habits and the proliferation of devices is altering their viewing behavior.

eMarketer estimates that in 2011, 68.2% of US internet users, or 158.1 million people, will be watching video content online each month.

By 2015, that figure will increase to 76% of internet users, or 195.5 million people. In the same period, online video advertising spending will surge from $1.97 billion to $5.71 billion.

â€œConsumers are not ready to go over the top, but they are edging closer,â€• said Lisa E. Phillips, eMarketer senior analyst and author of the new report â€œThe Video Viewing Audience: Trends for Marketers.â€• â€œThey care most about convenienc cost and choice, and are interested in viewing options to the extent that they fit in with those demands.â€•

Television is still the dominant screen for US viewers, but newer technologies make it easy to timeshift shows to suit consumersâ€™ schedulesâ€"even while watching on a TV set. Gaming consoles, present in a majority of households, also facilitate streaming.

eMarketer expects that this year, 69.4 million adults will watch TV shows at least once a month through some type of internet connection, meaning the show could be watched on a TV set, computer screen or mobile device.

By 2015, nearly 100 million adults, or 48% of all adult internet users, will do the same.

â€œThere is no one-size-fits-all approach to advertising around video content, given the myriad devices and demographics that are intersecting,â€• said Phillips. â€œBrand marketers need to know their target audiences expect to be entertained with strong creative.â€•

The full report, â€œThe Video Viewing Audience: Trends for Marketers ,â€• also answers these key questions:

* How do viewers divide their time between TV, video and the internet?
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* Besides television, which devices are the most popular for watching video, and who is using them?
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* What are the most popular types of video?
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* On which screen is the audience most receptive to video advertising?

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