



TV Everywhere Revisited: How Distributors, Advertisers and Content Owners Should Respond to Consumer Trends

Streaming Television Content Online Grows, Convenience a Major Factor

Santa Monica, CA, November 10, 2010 – Interpret, a leading entertainment, media and technology market research firm, today released an [Interpretations](#) report, "[TV Everywhere Revisited: How Distributors, Advertisers and Content Owners Should Respond to Consumer Trends](#)," which found that online video viewership has grown while linear TV viewership has decreased; and consumers appear to be more motivated by convenience instead of avoidance of advertising.

Interpret's [New Media Measure™](#) data shows that consumers that stream television content but do not subscribe to Pay TV services have increased by 18% in the past year. The ability to watch TV programs at any time and catching up on missed episodes are the top reasons for streaming television content, while avoiding commercials completely is not a high priority. Over the same time period, the four major broadcast sites—ABC.com, CBS.com, FOX.com, and NBC.com—showed a decline among television streamers, whereas Hulu and Netflix saw a healthy increase in response to their recent efforts in expanding their online services.

"This is good news for advertisers, but also highlights the challenges faced by content owners," said Michael Dowling, CEO of Interpret LLC. "As consumer demand for TV Everywhere intensifies, content owners are managing a delicate balance between overlapping constituents – those that continue to deliver valuable revenue streams and those whose models, while growing in popularity among consumers, don't yet produce sufficient revenue to supplant the older models."

New Media Measure™ is Interpret LLC's proprietary, quarterly survey of media behaviors, attitudes and product consumption. Designed to keep pace with the evolving media landscape, New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors. New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via *Interface*, a web-accessible, interactive analysis tool, through *Intrend*, quarterly trend reports, and through *Interpretations*, monthly whitepapers written by Interpret analysts.

About Interpret LLC

Interpret is the leading cross-media market research firm. The company applies proprietary, cutting-edge methodologies and extensive category knowledge to help clients plan, test, and measure business strategies in the fast-evolving media landscape. Interpret's unique combination of syndicated measurement products and custom market research services provides a common language across media for the key stakeholders of the digital age. www.interpretllc.com.

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