



Online TV: Competitor or Complement to Traditional TV?

Online TV has exploded, 2 out of 3 people are regularly watching online videos

Santa Monica, CA, November 10, 2011 – Interpret, a leading entertainment, media and technology market research firm, today released its [Interpretations](#) report, “Online TV: Competitor or Complement to Traditional TV?,” which finds that despite the monumental growth of online TV viewership, the effects on cord-cutting have so far been minimal.

The report analyzes the quarterly evolution of online television and what drives consumers to access this content online. Over the last 2 years, the penetration of consumers who watch at least one hour of online video per week has grown to 61% of 12-65 year olds (a 50% increase from 2009). Over the same period, households watching at least one hour of television have declined 11% for network TV and 13% for cable networks. Despite increasing popularity of online TV and declining audience share for traditional television, 77% of television streamers still subscribe to pay TV services.

“The findings from our analysis suggest that consumers aren’t migrating away from television as much as they are looking for a broader mix of options to consume television content,” said Stephanie Sutton, Interpret analyst and author of the report. “Convenience factors – especially catching up on missed episodes and being able to watch whenever, wherever – are cited as the most important reasons to choose online options.”

[Click here](#) for more information about this report.

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.

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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