

Media and Data Consumption in 2011

As consumers thirst for media and social networking continues to grow, so does the potential impact on data networks. It is crucial for traditional media, retailers, brands and advertisers to understand how engaging and thought-provoking media outreach may impact the technology networks brands and consumers use to share content.

As the various uses for **video game consoles** continue to grow, the **time** current owners spend on their consoles is increasing faster than penetration.



million people own

For example, **50%** of **NETFLIX**

users stream video with their video game consoles.

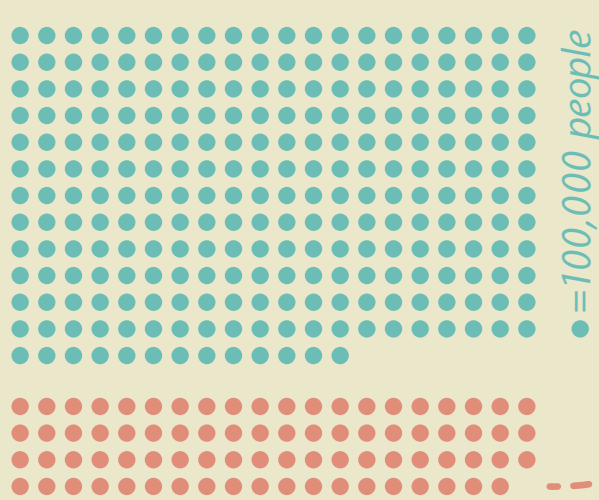
In comparison, only **8%** of **Hulu** users stream this way. **Hulu** users prefer to stream via their computers directly with **89%** of users doing so. **42%** of **Netflix** viewers use that method.

Netflix users spend an average of **TEN HOURS**

watching video online each month. Netflix dwarfs the runner up in this category, **Youtube**, which has an average total viewing time of about **three hours**.

However, **YouTube** dominates in unique viewers each month with a whopping **126.5 million**.

The runner up in this category is **VEVO** with about **39.5 million** unique viewers.



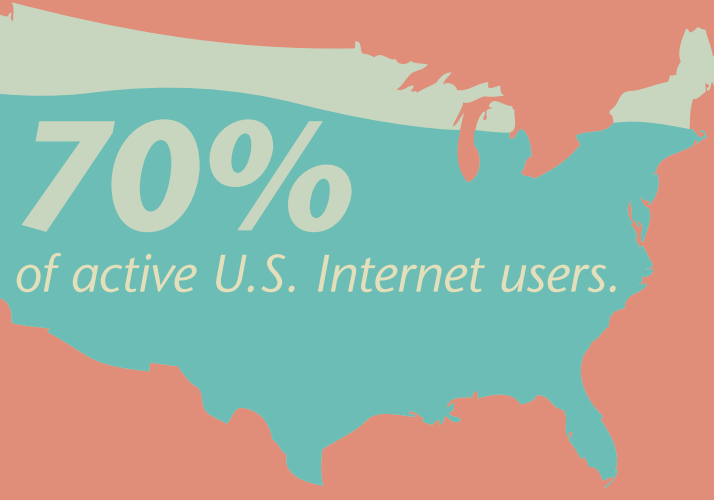
BUT WHEN IT COMES TO TOTAL UNIQUE VISITORS

facebook reigns supreme with over **140 million** unique visitors in May 2011

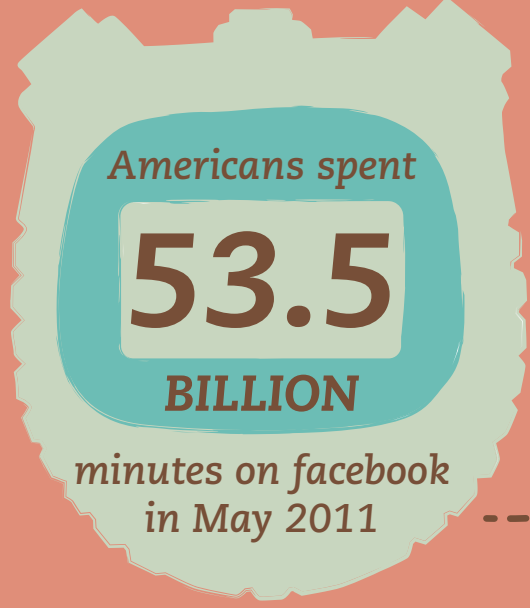
That's nearly three times the audience of the #2 site: **Blogger** with **50 million**.



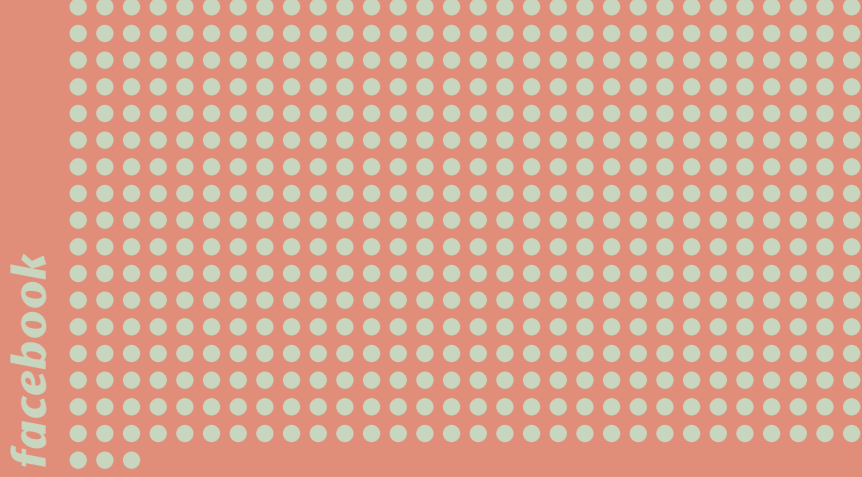
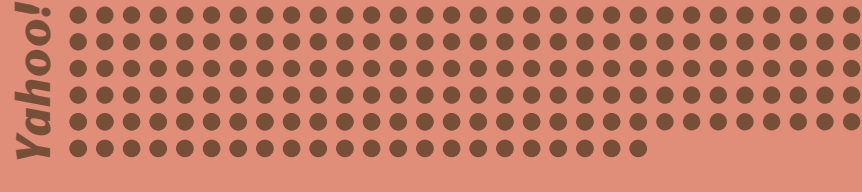
Facebook reaches about



U.S. Internet users spend more time on **facebook** than any other web brand.



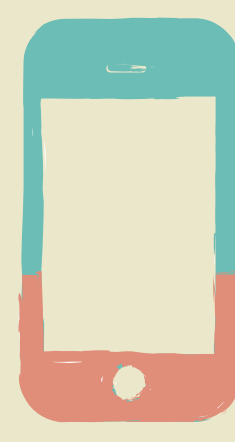
In contrast the runner-up social network was **Blogger** with only **724 million** minutes and the runner-up overall web brand was **Yahoo!** with **17.2 billion**.



facebook also ranks as the most popular **mobile app** across all operating systems.

In fact, social networking app usage is up **30%** since 3Q 2010.

37% of people access social media on their mobile phone.

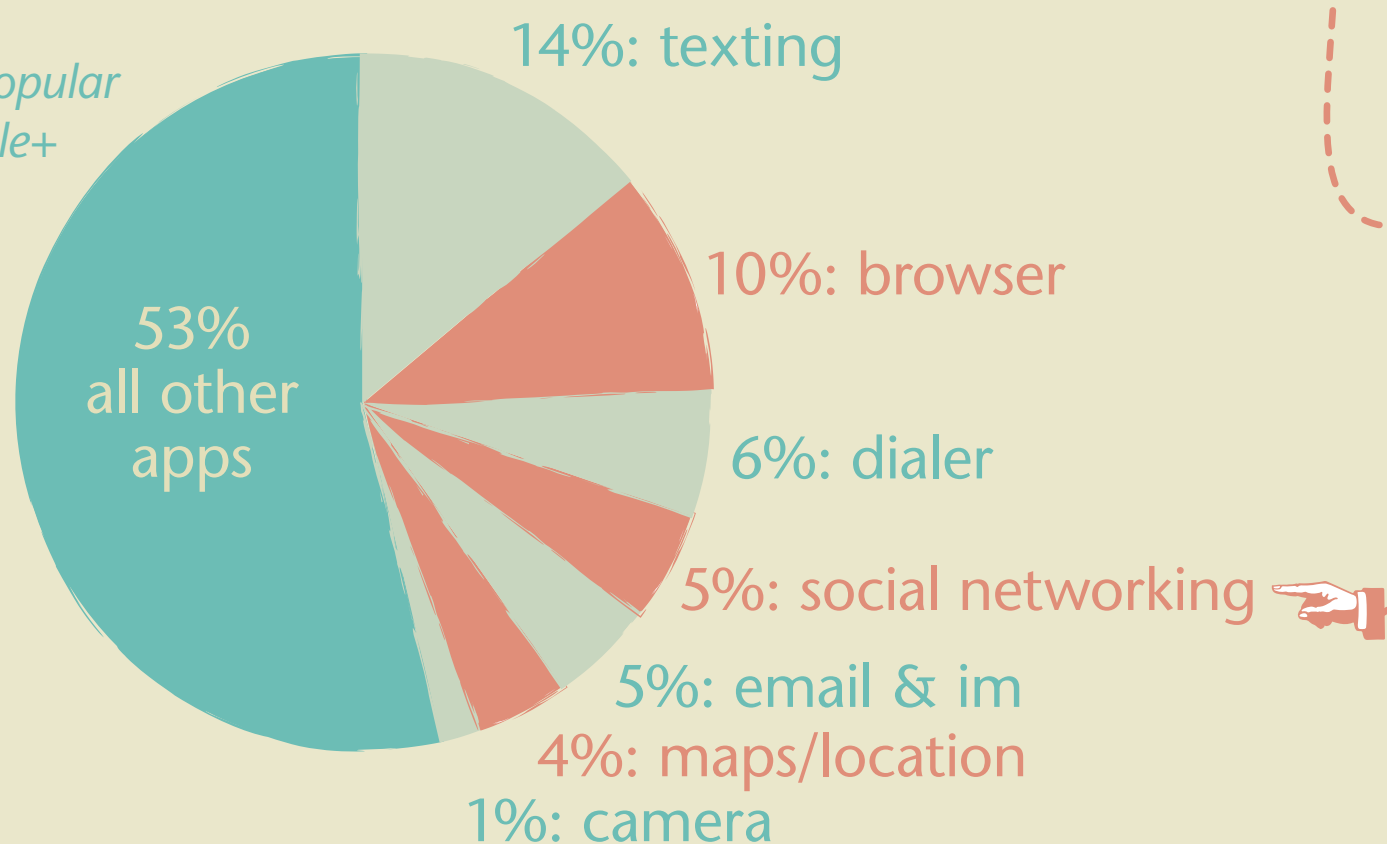


This makes it the third most used type of mobile application among U.S. smartphone users.

Facebook and Twitter are more popular apps among women, while Google+ has a larger reach among men.

Retail apps such as Barcode Scanner (14% of Android users) and eBay Mobile (13%) are growing in reach.

33 On average, app downloaders have 33 apps on their phones.



Free apps tend to be more popular amongst app downloaders over paid apps by a large margin. **Games** continue to dominate the app market with Maps/Navigation, Music and Social Networking coming in second.

51% of users say they are okay with advertising on their devices as it means they can access content for free.

33% **NEWS**

45% **MAPS/ NAVIGATION**

68% **GAMES**

45% **MUSIC**

31% **ENTERTAINMENT**

31% **SPORTS**

45% **SOCIAL NETWORKING**

30% **BANKING/ FINANCE**

16% **RECOMMENDATIONS/ REVIEWS**

23% **RESTAURANTS/ DINING**

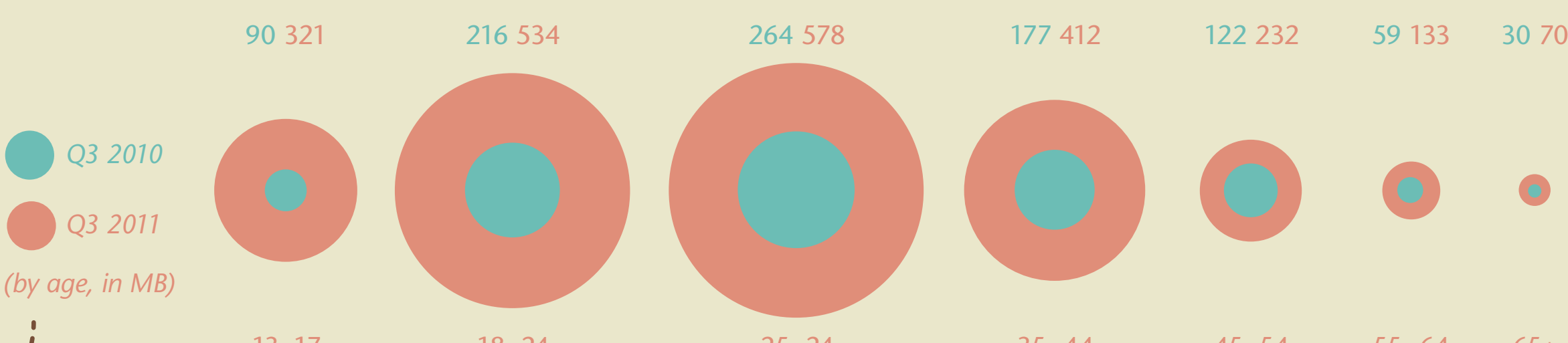
23% **BOOKS**

22% **COUPONS/ DISCOUNTS**

14% **MAGAZINES**

(percent of tablet & smartphone users who downloaded an app in the past 30 days)

While media consumption on smartphones and tablets is becoming more accessible, data usage is on the rise. In certain age groups, average data usage has doubled and sometimes even tripled since **2010**.



In this ever-changing technological world, people are spending more time consuming media and are becoming exponentially more connected through social media. Users expect the ability to check facebook while waiting in line at the DMV, watch Netflix from their phone on the bus to work or stream their favorite TV show from their laptop in Starbucks. This is now the world we live in and it will only continue to grow.