

STATE OF THE MEDIA

U.S.

Consumer

Usage

Report

2012

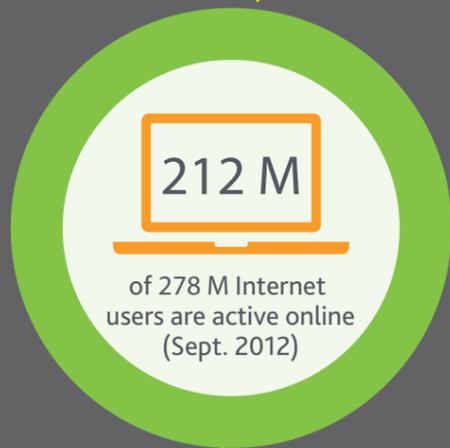
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The Media Universe

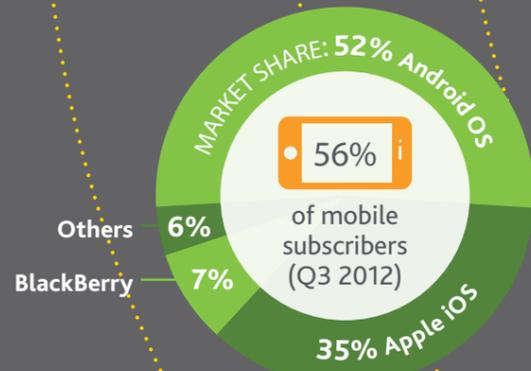
The consumer solar system has an increasing number of media options in its orbit.

COMPUTER & MOBILE DEVICE OWNERSHIP¹

Computer^{1a}



Smartphone^{1b}



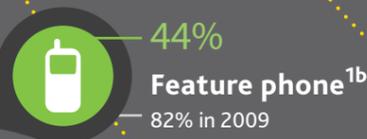
E-Reader^{1c}



Tablet^{1d}

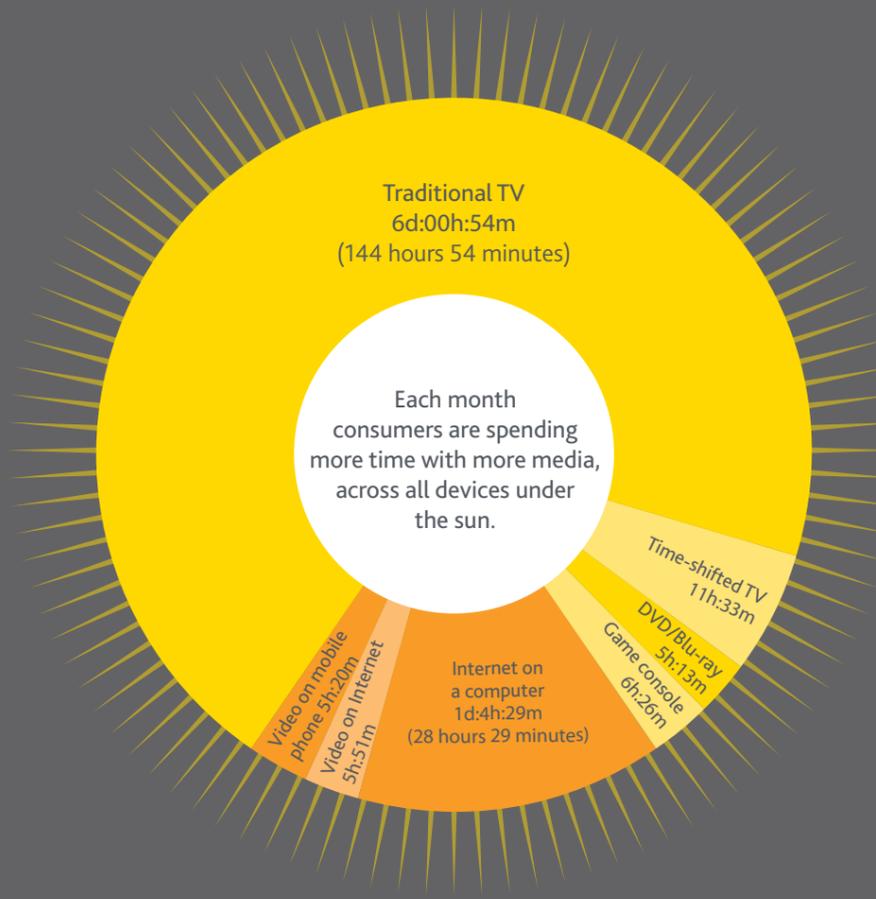


Pulled out of orbit
(devices receding in ownership)



CONSUMER MEDIA USAGE²

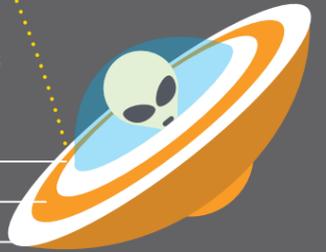
MONTHLY AVERAGE, Q2 2012



SOCIAL MEDIA USERS³

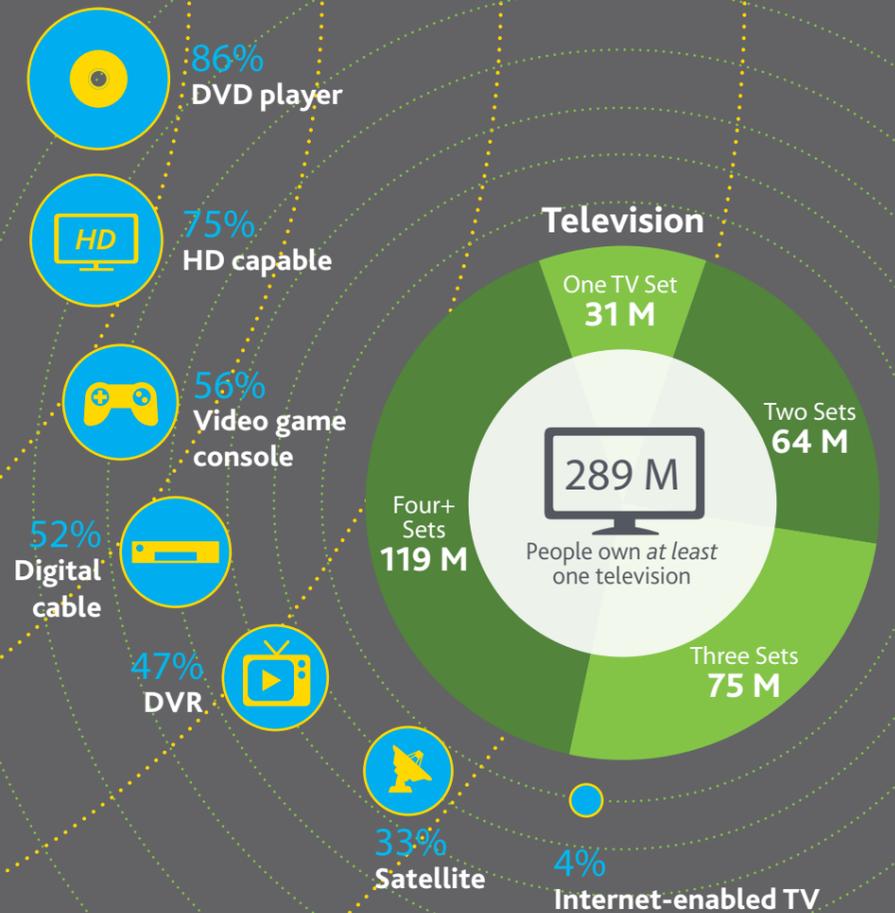
USAGE BY PLATFORM, SEPT. 2012

Computer	164 M
Smartphone app	85 M
Mobile web browser	81 M



TELEVISION OWNERSHIP⁴

DEVICE OWNERSHIP AMONG AMERICANS WITHIN TV HOMES, SEPT. 2012



Factoids (per month)⁵

TRADITIONAL TV



Women spend more time than Men watching traditional TV, 153 hours a month in total. Adults aged 55+ watch the most traditional TV, more than 196 hours on average every month. African-Americans spend twice as much time as Asian-Americans watching traditional TV, 202 hours vs. 90.5 hours.

TIME-SHIFTED TV



White viewers watch the most time-shifted TV, more than 12 hours per month on average. 25-54 years-olds spend 14.5 hours on average.

GAME CONSOLE



Hispanics and African-Americans spend the most time using a game console, 7.9 hours and 6.8 hours respectively.

ONLINE VIDEO



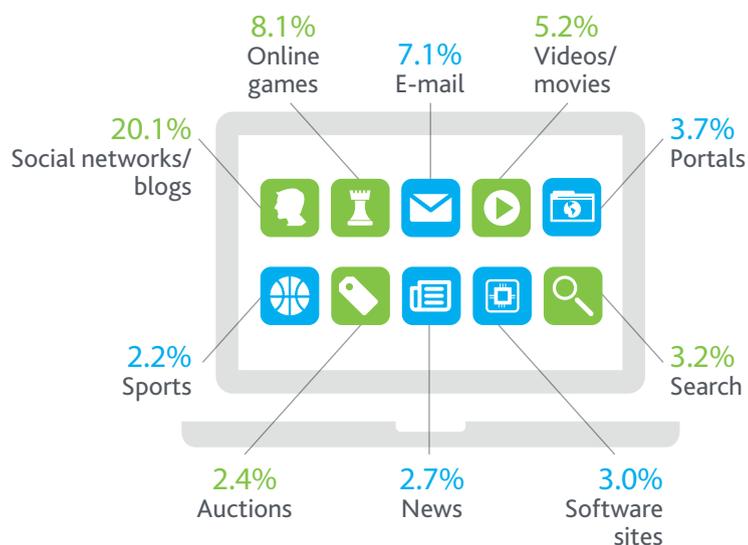
162 million Americans watch online video, averaging 5.9 hours per person in a month. Asian-Americans spend the most time watching online video, more than 10 hours. Men spend more time watching video on the Internet than Women, 6.5 hours average in total.

How we use our devices

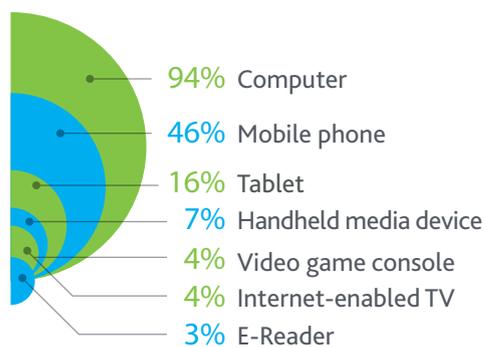
To understand consumers requires us to go beyond sales figures, exploring what devices they own and how they incorporate technology into their everyday lives. With greater clarity and information, retailers, advertisers and manufacturers can better navigate the needs of consumers, finding new opportunities to create and reach audiences.

SHARE OF ONLINE TIME VIA COMPUTER⁶

Top 10 activities, by category

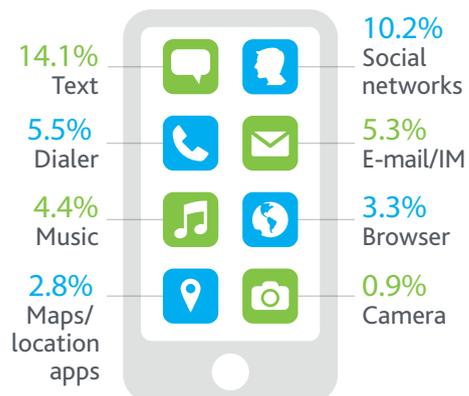


DEVICES USED TO ACCESS SOCIAL MEDIA⁷

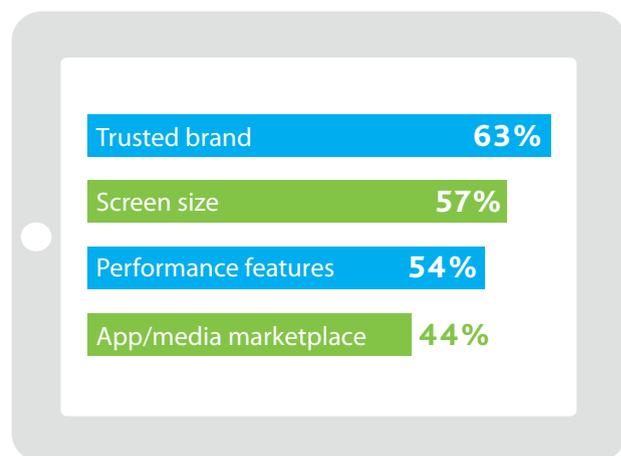


SHARE OF MOBILE TIME⁸

Top 8 activities, by function



FEATURES TABLET BUYERS VALUE⁹



Content we access

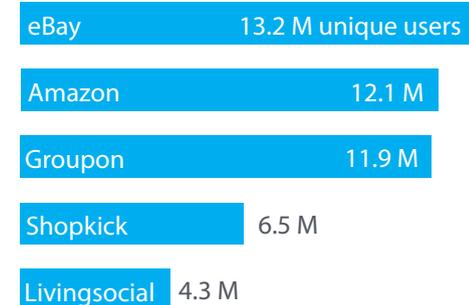
TOP 5 ONLINE VIDEO DESTINATIONS¹⁰

Unique viewers in millions via computer, Sept. 2012

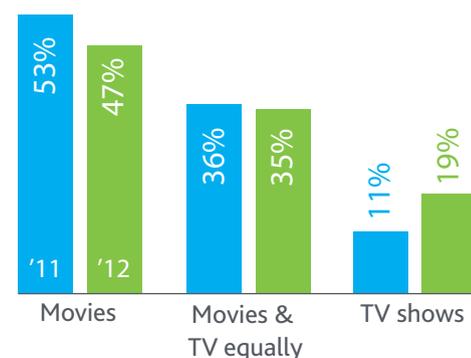


TOP 5 SHOPPING APPS¹¹

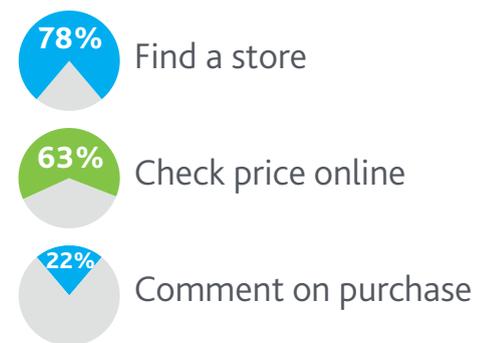
Unique smartphone users in millions, June 2012



WHAT NETFLIX USERS WATCH¹²



SMARTPHONE SHOPPER ACTIVITIES¹³



Sources: ^{1a}Nielsen NetView, September 2012; ^{1b}Nielsen Mobile Insights, Q3 2012; ^{1c}Nielsen Connected Devices Report, Q3 2012; ^{1d}Nielsen Cross-Platform Report, Q2 2012; ²Nielsen Cross-Platform Report, Q2 2012; ³Nielsen NetView and Mobile NetView, September 2012; ⁴Nielsen Media-Related Universe Estimates, September 2012; ⁵Nielsen Cross-Platform Report, Q2 2012; ⁶Nielsen NetView, September 2012; ⁷Nielsen and NM Incite's Social Media Report 2012; ⁸Nielsen Mobile NetView, August 2012; ⁹Nielsen Connected Devices Report, Q3 2012; ¹⁰Nielsen VideoCensus, September 2012; ¹¹Nielsen Mobile NetView, June 2012; ¹²Nielsen, Custom Study, March/April 2012; ¹³Nielsen Mobile Shopper Report, Q3 2012

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