



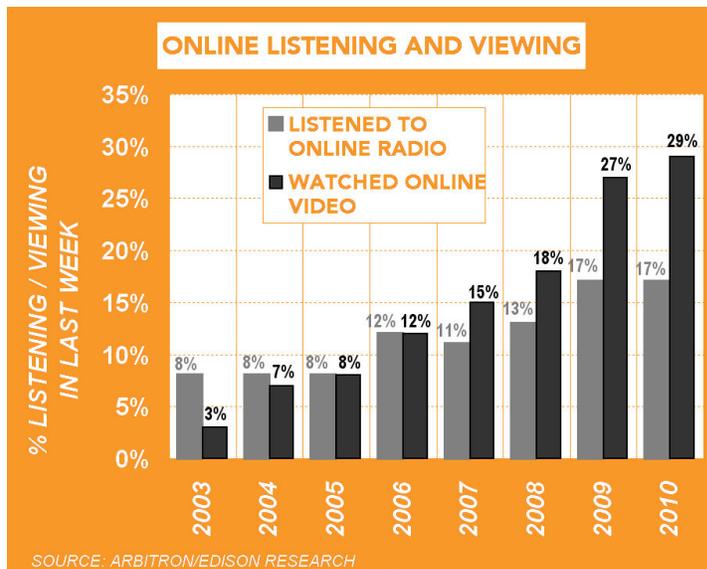
Study Tracks Online, Broadcast Media Usage

TV viewers have more options than ever for accessing video content. A study done earlier this year offers some interesting insights into how the media landscape is changing and how TV fits into this landscape. Titled “The Infinite Dial 2010: Digital Platforms and the Future of Radio,” this study, in spite of its radio-centric title, offers an interesting look into TV and video, as well.

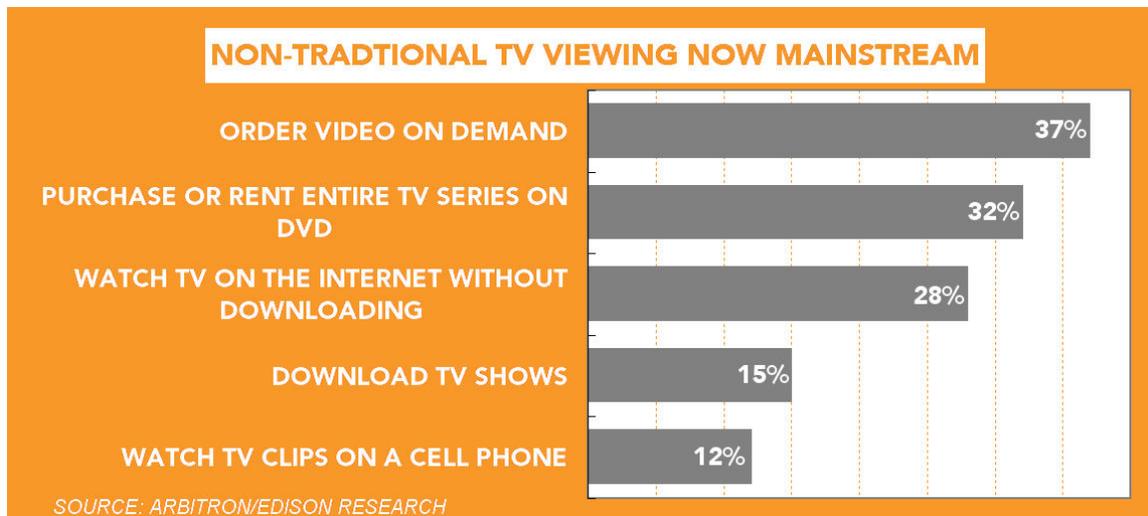
Arbitron (Columbia, Md., www.arbitron.com) and Edison Research (Somerville, N.J., www.edisonresearch.com) are co-authors of this study, and have been jointly studying the impact that digital platforms are having on radio and other media since 1998. In this, their 18th study in a series, they provide a wealth of information on consumer usage of digital media including some interesting statistics on the use of social networking sites, declaring social networking a “mainstream behavior” and Facebook in particular an “essential platform.”

For the Arbitron/Edison Research study, a total of 1,753 persons in the U.S. were interviewed from January 25 to February 22, 2010. Telephone interviews were conducted with respondents age 12 and older, chosen at random from a national sample of Arbitron's Fall 2009 survey diary keepers and through random digit dialing (RDD) sampling in certain geographic areas where Arbitron diary keepers were not available for the survey. Some of the key findings pertaining to TV and online video viewing include:

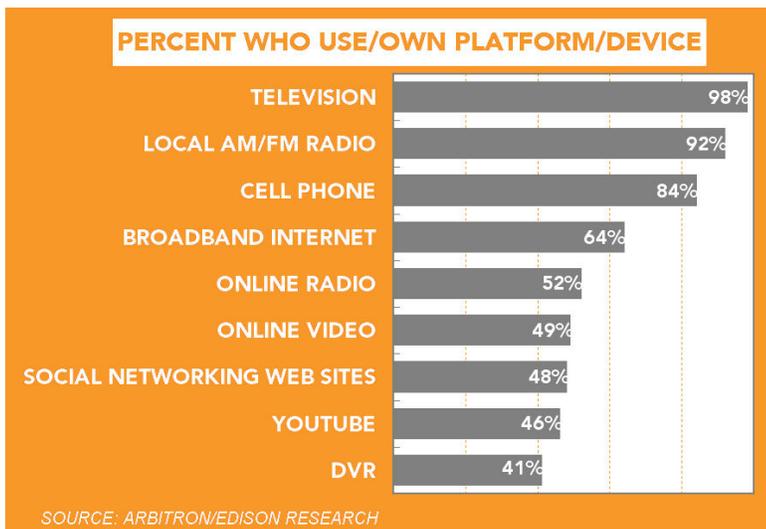
- Online listening and viewing** – the weekly audience for online video is substantially bigger than it is for online audio. The graph at right charts this growth for the last eight years, indicating a relative surge in online viewing in the last three years, from 18 to 29 percent, while during the same period the change in online listening has been relatively flat, staying at 17 percent for the last two years.



- Non-traditional TV viewing now mainstream** – a high percentage of persons are consuming video in “non-traditional” ways as shown in the graph to the right, with on-demand ordering of video from a cable or satellite video service provider most prevalent of the non-traditional methods.



- **Station websites** – consumers say that while radio station websites are improving, TV and print sites are leading the local battle. Nearly half of people age 12 and older give credit to radio for improvements in their websites. Forty-eight percent say that radio station websites have gotten more interesting compared to 17 percent believing them to be worse or less interesting. However, monthly visitation to radio station websites (16 percent) among persons 12+ lags visitation to local TV and local newspaper websites.
- **Broadband access has leveled** – according to the study, the increase in broadband access to the home has leveled off and growth has stabilized for some digital platforms: Growth of residential broadband has leveled off, with 84 percent of homes with Internet access having broadband connections. The slower growth of residential broadband is associated with little year over year change in weekly usage of online radio (17 percent) and online video (29 percent). The study suggests that expanded use of use of mobile devices and in-car Internet may spark the next wave of growth.
- **Wi-Fi penetration** - more than six in ten households with Internet access have a Wi-Fi network at home: Sixty-two percent of homes with Internet access have wireless network set-ups in their homes, more easily enabling the consumption of digital media in any room of their home.
- **TV has most widespread usage** – when asked which platform or device people use or own, TV ranked highest at 98 percent (see graph at right), followed by local AM/FM radio (92 percent) and cell phones (84 percent).



The full version of the Arbitron/Edison Study is available online from the Arbitron webpage at www.arbitron.com/study/digital_radio_study.asp.

TV TechCheck will not be published on July 5, but will return July 12, 2010.

ADVERTISEMENT

Proceedings of the
NAB Broadcast Engineering Conference

A compendium of technical papers from the NAB Broadcast Engineering Conference, held at the 2010 NAB Show. Topics include mobile television, spectrum issues for broadcasters, digital radio, television loudness and lip sync, and more!

Book with CD:
Regular Price - \$142
NAB Member Price - \$120

BUY NOW!

NAB STORE

2010 NAB Satellite Uplink Operators Training Seminar

Instructor:
Sidney Skjei, Skjei Telecom

October 4-7, 2010
Washington, D.C.

NAB
PROFESSIONAL DEVELOPMENT

REGISTER NOW