



## Online Viewership Brief

July 29, 2008

## Overview

With the adoption of network television shows via the Internet there has been a steady increase in online consumption. IMMI regularly tracks platform of consumption for primetime programming. Drawing from this activity, IMMI recently conducted a review of fourteen primetime shows on two major networks during the fall of 2007 and the spring of 2008.

The purpose of the review was to determine who was watching primetime network episodes online and live and how it is consumed.

## Live, delayed and Internet viewing behavior

Based on its tracking of primetime content across the major networks, IMMI has generally found that up to 20% of episodic content viewing occurs online, depending on the genre of the content and the amount of time the show has been on the air. This amount is higher now, than last Fall and in a few cases, is higher even than DVR viewing of the broadcast content.

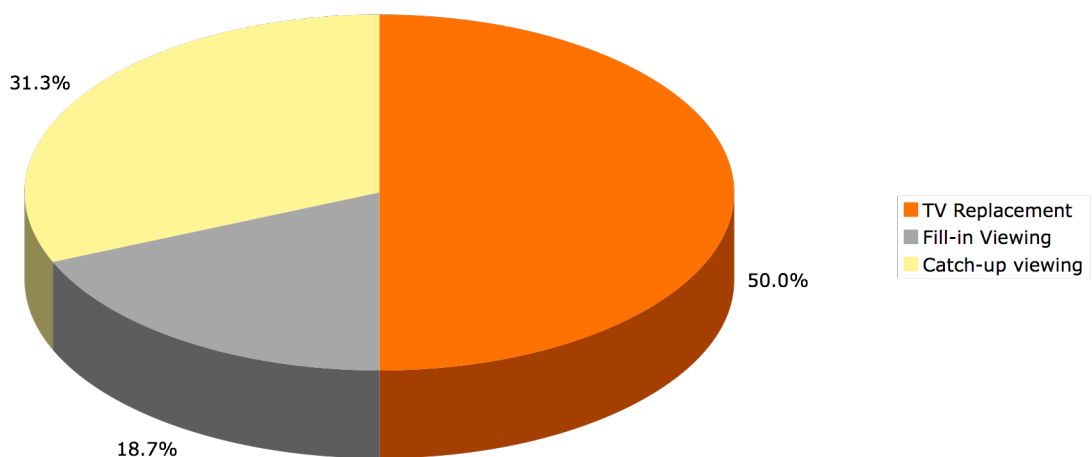
In addition to a reasonable and growing level of activity, IMMI's data show that patterns of consumption are in a state of flux. In May, for the first time, data show that a significant portion of the online audience for primetime episodic content is NOT also watching some portion of the show on television.

Strikingly, there is no real demographic difference between online viewers who have given up television and those who are still using the Internet as a way to fill-in for lost viewing or even grab additional views of the content seen on TV.

This suggests that the migration of consumption from one platform to another is only a matter of time for all of the online "snackers".

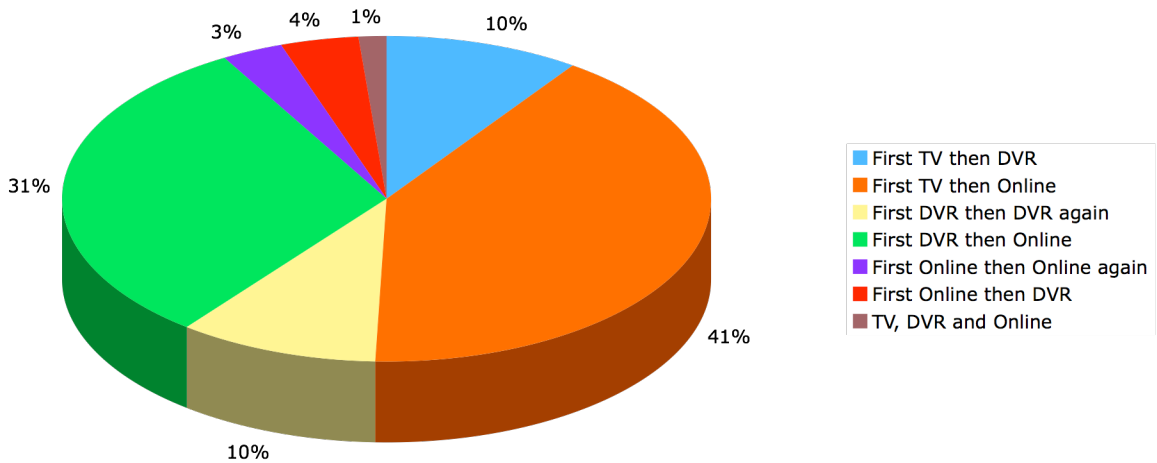
Given this rather remarkable shift in consumption behavior, IMMI thought it would be interesting to understand better who the online consumer was.

**Primetime Network Online viewing**



This chart breaks out live, delayed and Internet viewing. This data analysis compares panelists who watched at least one show online or delayed. The most common observation are panelists who first watch a television show live then watch at least one episode later online (41%). The second largest group for this particular network were those who first watch a show delayed then online (31%) at a later date.

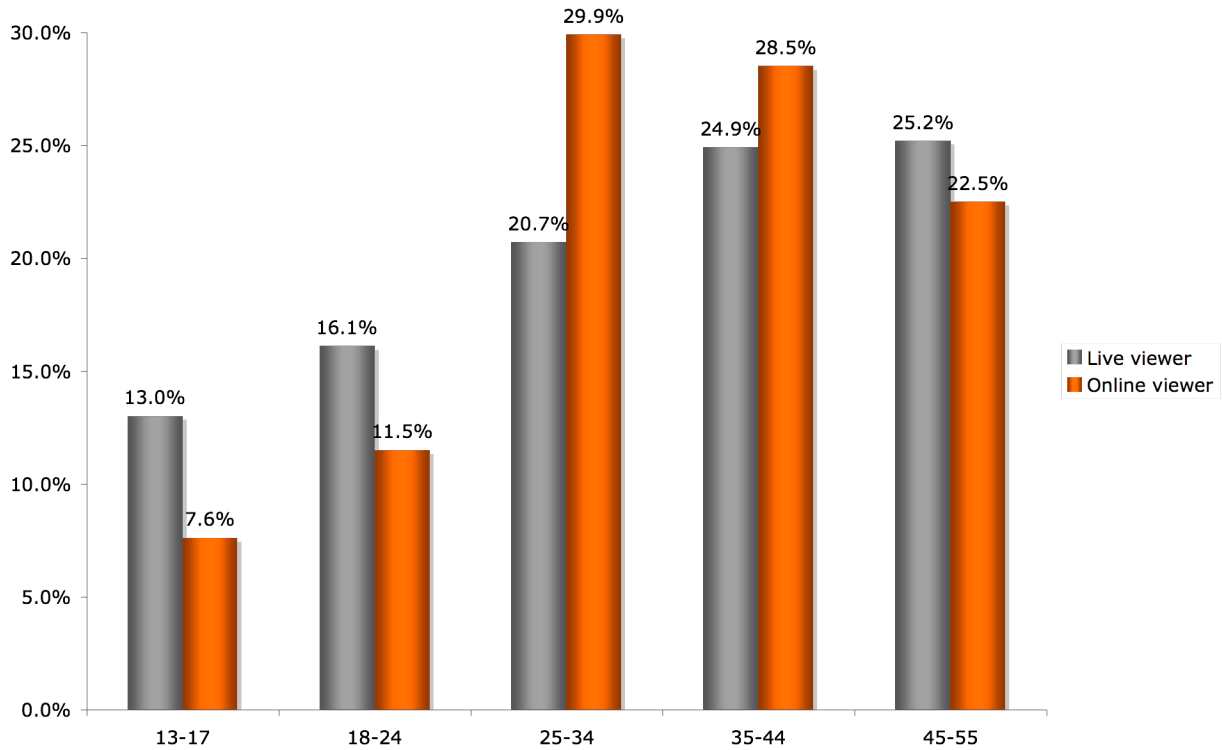
**Major Network Primetime Television live, delayed and online viewing**



## Online viewership by age

Comparing online viewers to live viewers we see that the two largest groups are 25 to 44 year olds making up 58.4% of online viewers. While the common belief is 13 to 24 year olds are the ones consuming online episodic content, we find the exact opposite is the case with only 19.1% of 13-24 year olds viewing primetime shows online.

**Primetime Network: Live Viewers v. Online viewers by age**

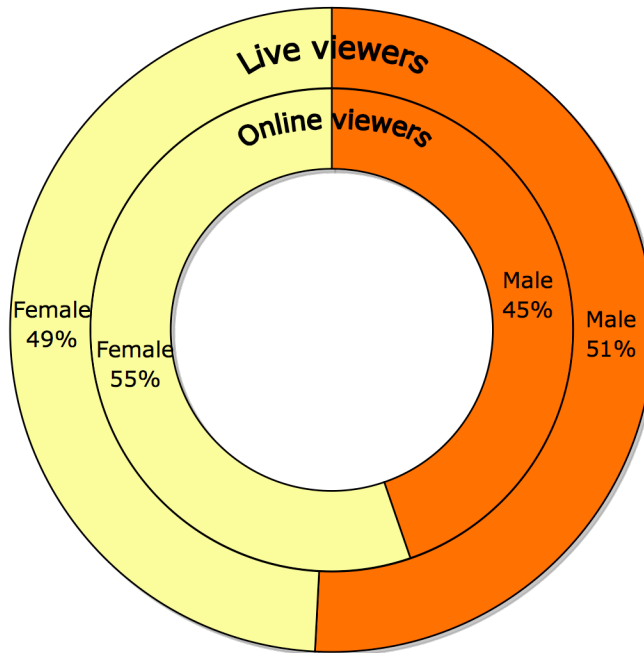


\*sample size of 3,210.

## Online viewership by gender

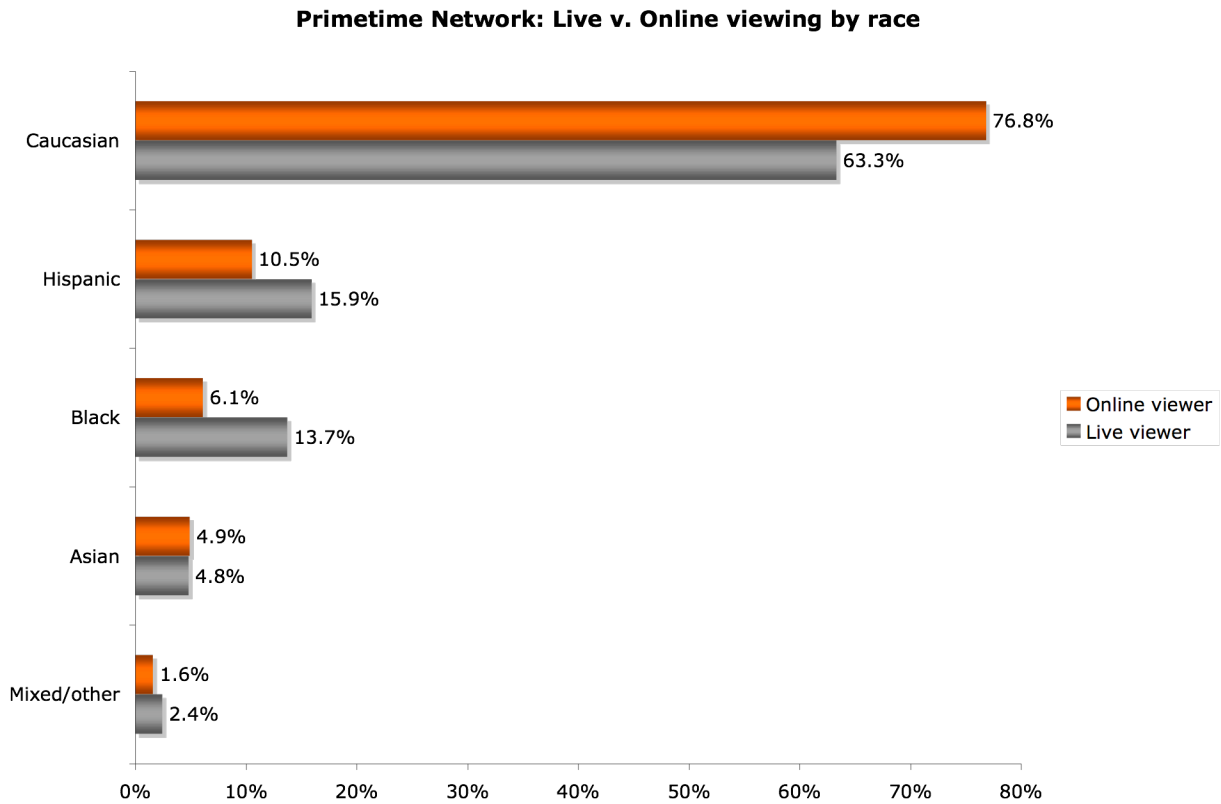
Looking at gender we see there is a slight shift with females (55%) more inclined to watch primetime episodes online than males (45%). After investigating live primetime viewing we see an equal distribution of males to females.

**Primetime Network: Live Viewing v. Online by gender**



## Online viewing by race

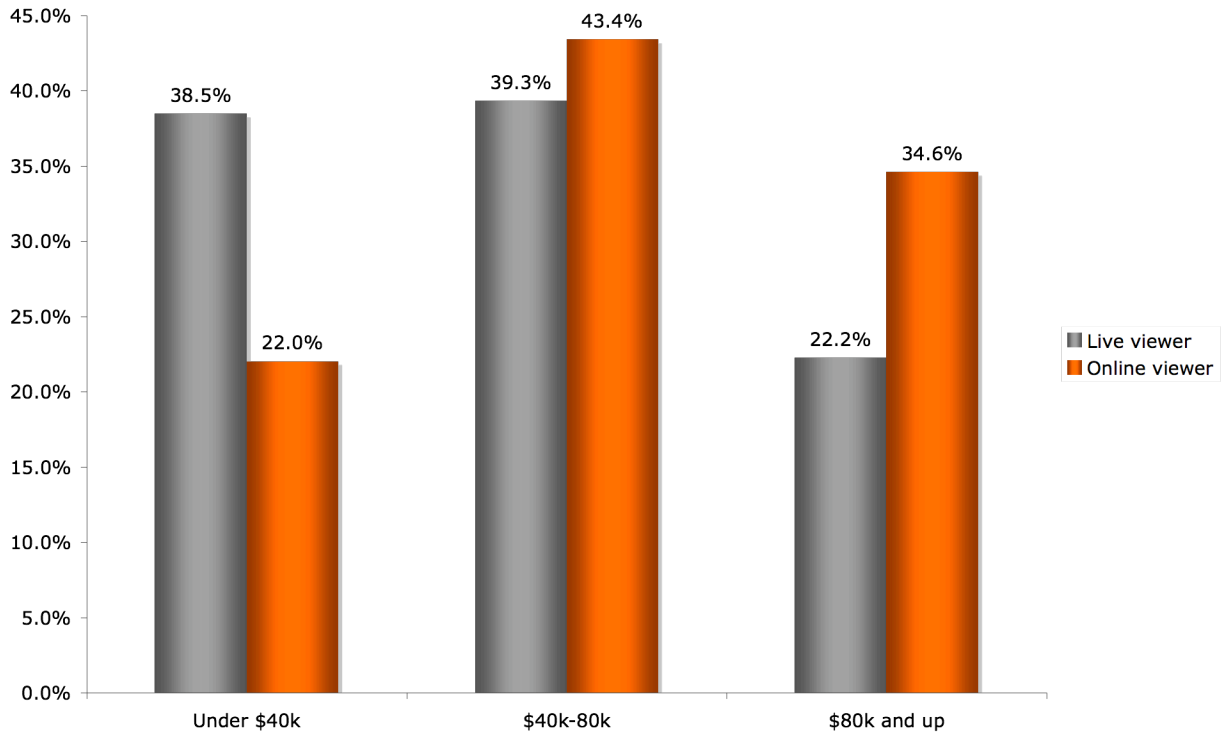
Primetime network shows are primarily consumed online by Caucasians (76.8%), with Hispanics being the second largest group at 10.5%. Caucasians are 21% more likely to watch episodes online. African Americans are less than half as likely to watch episodes online. There is no noticeable difference among Asians.



## Online viewing by income

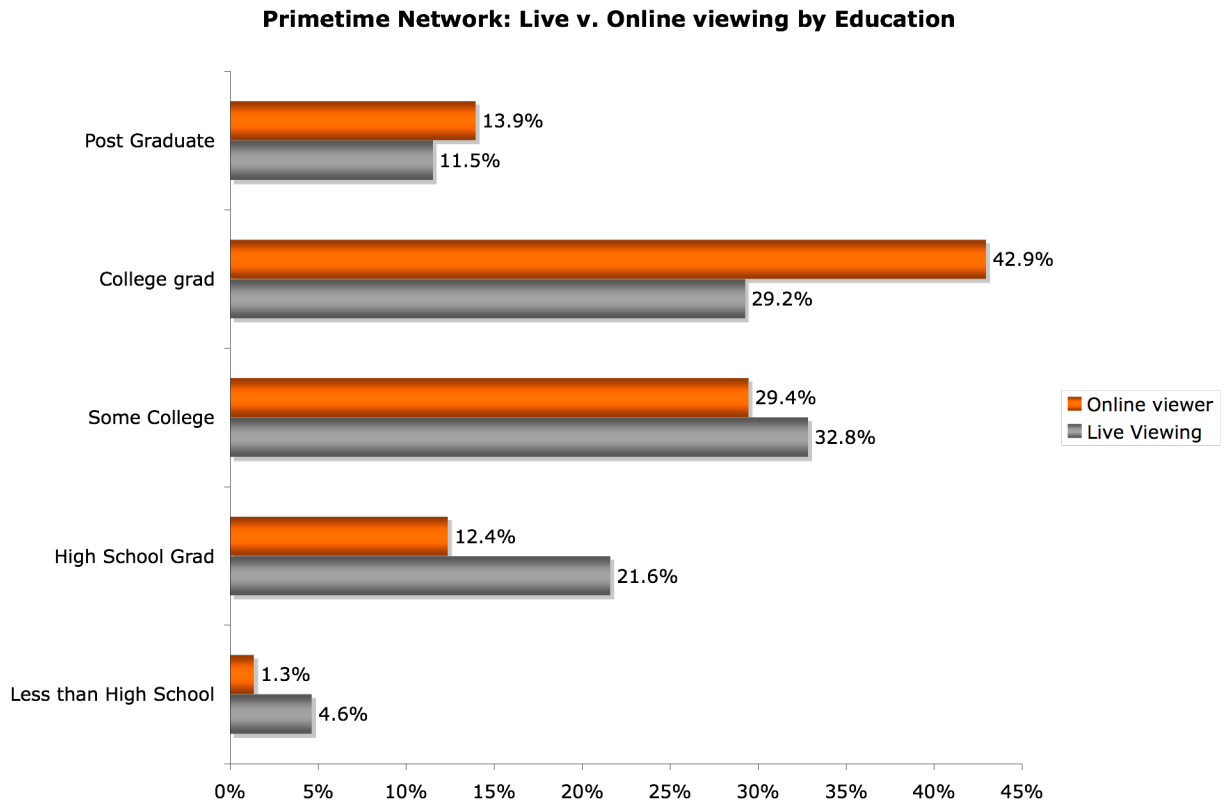
When analyzed viewership by income groups we see that online viewers are more affluent than live network primetime viewers. For those who earn \$40,000 a year or less are 75% more likely to watch a primetime network show live than online. Those households that earn \$80,000 a year or more are 56% more likely to watch a network show online.

**Primetime Network: Live v. online viewing by income**



## Online viewing by education

This chart demonstrates that the majority of online viewers (56.8%) have completed four years of college or more. The less educated, the more likely they are to watch the show live.

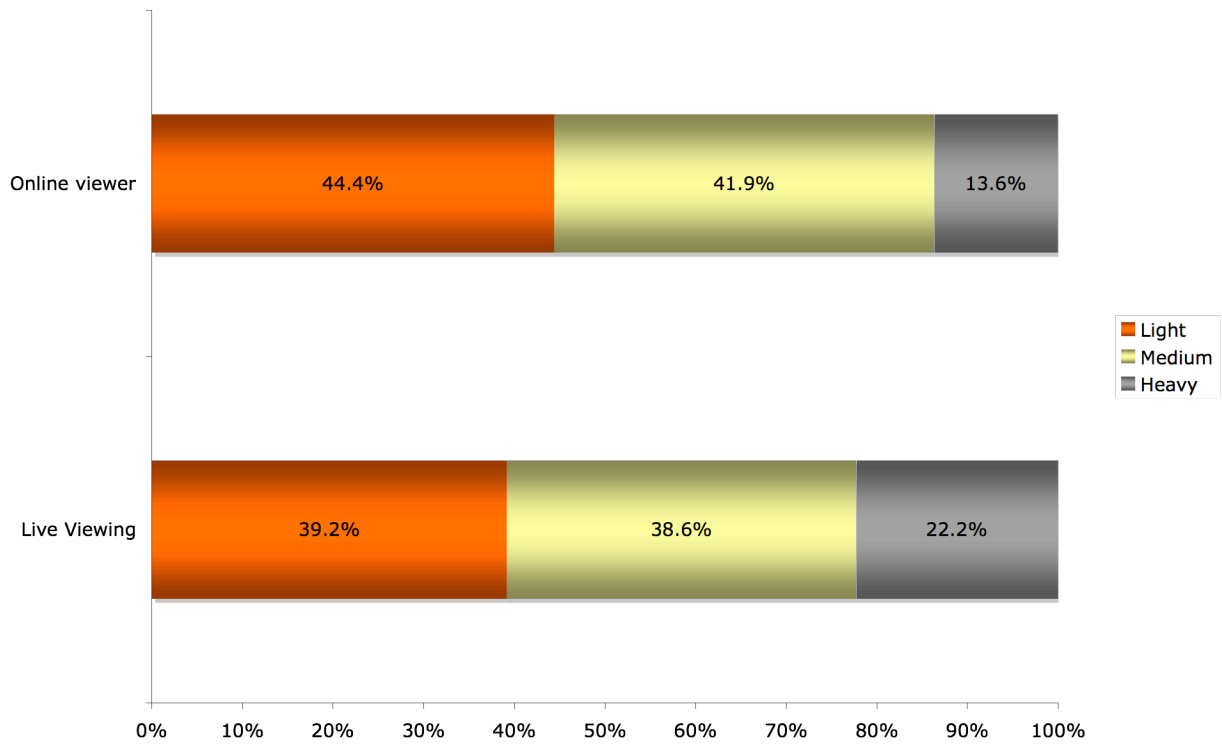


\*Sample size of 3,210

## Live television usage by online viewers

This chart demonstrates the amount of viewing by those who only watch television live compared to those who watch episodic content online. Those who view episodes online watch less television in general.

**Network Primetime: Live v. Online viewing - TV Usage**



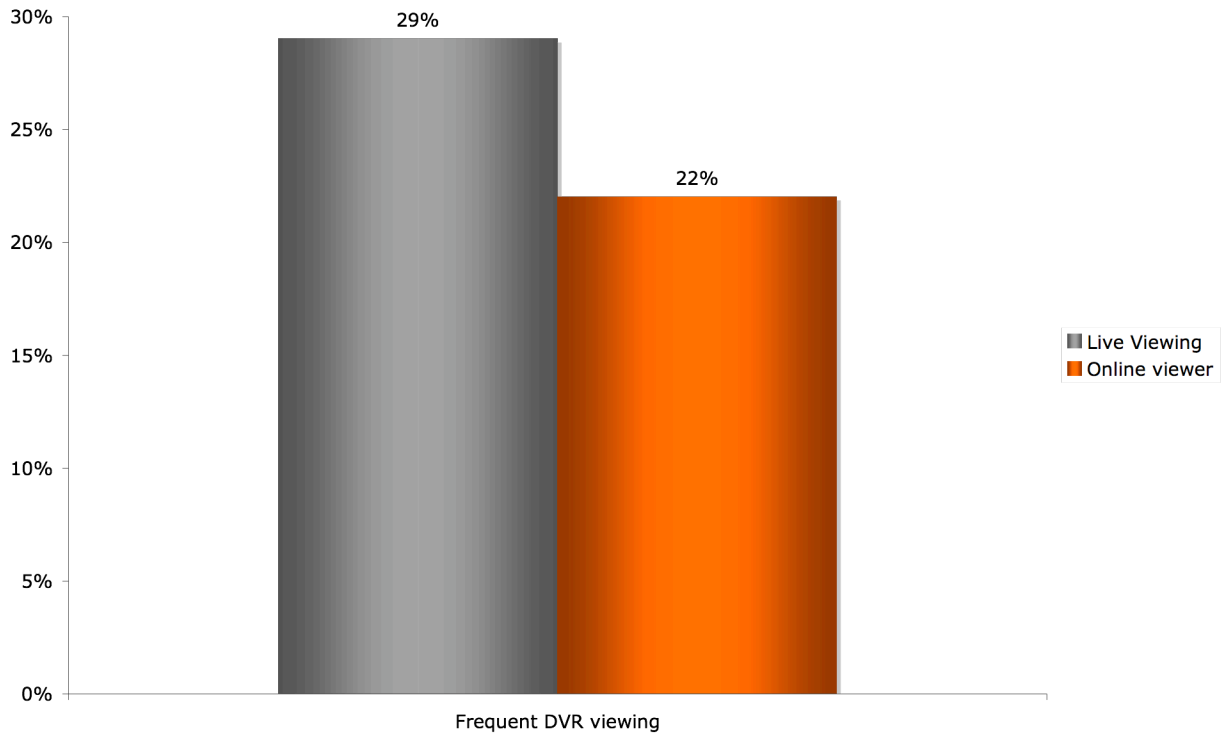
\*Sample size of 3,210

Heavy Television viewers are those who watch 51 hours or more of television per month, medium between 20 to 50 hours per month and light less than 20 hours.

## DVR Usage

Online viewers are less likely to use a DVR.

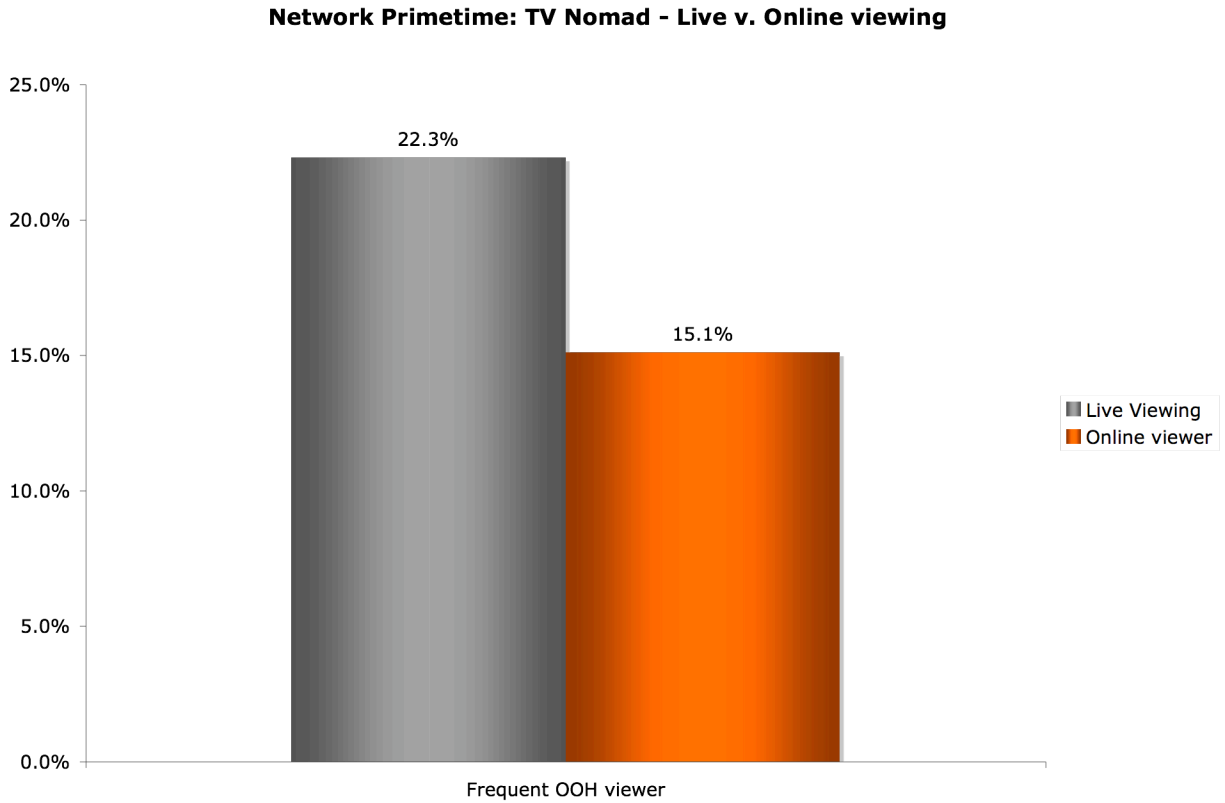
**Primetime Network: Live v. Online viewers - Frequent DVR Users**



\*Sample size of 3,210

## Out of home television viewing

Online viewers are more inclined to watch live television in home compared to live television only viewers.



*\*Sample size of 3,210*

TV Nomads are panelists who have watched 25 or more shows out of home in a month.

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## Conclusion

### *How much of online episodic content is being consumed?*

Generally 20% of viewers are watching some primetime network television online. This number fluctuates based on genre. This number has already increased since the fall of 2007.

In addition to a reasonable and growing level of online viewing activity, IMMI's data show that patterns of consumption are in a state of flux. In May, for the first time, data show that a significant portion of the online audience for primetime episodic content is NOT also watching some portion of the show on television.

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### *Who are these online viewers?*

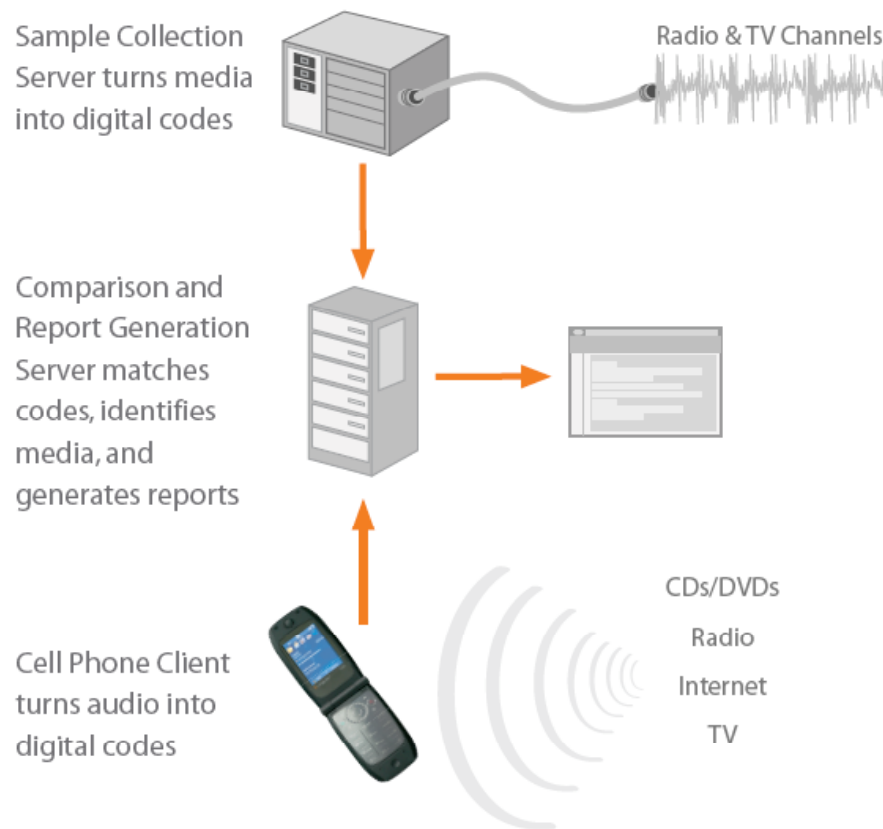
Online viewers largest segment are affluent, well-educated, 25-44 year old working professionals. They are Caucasian females who are busy with the personal and work life and don't have time to be tied down to live television-viewing schedules. This group of women don't necessarily have time to catch all of their shows live so they use the online episodes as a tool to fill in the shows that they missed live.

## Methodology

### How Data is Collected and Reported

IMMI's system works as follows:

- IMMI recruits panelists through random sampling following industry best practice.
- Panelists receive mobile phones equipped with proprietary IMMI software.
- In exchange for the new mobile phone and subsidized phone service, panelists make the new phone their primary mobile device and carry it with them at all times.
- The phones take regular samples of ambient audio and convert these samples into digital signatures. Once uploaded, the signatures are compared to signatures created from ongoing monitoring of media delivery sources. By matching these signatures, IMMI couples media broadcasts with individuals who are exposed to them and develops a comprehensive media consumption profile for each panel member.



**Sample**

IMMI has recruited a random sample of 3,000 teens and adults in six key Designated Market Areas (DMAs): New York, Chicago, Los Angeles, Miami, Houston and Denver. Panel members are provided with a cell phone running proprietary software that tracks their media consumption. The panel is designed to provide accurate data for live television, delayed on television and Internet exposure for a sample of persons aged 13 to 55 in large metropolitan areas.

For this paper, IMMI drew the data from all or some of its panel. (Each table or chart notes the actual sample sizes).

**Weighting and Statistical Tests**

Data from show audiences is weighted for age and gender for the source DMA. In most cases, data from DMAs was aggregated to report on the total panel ad exposure. When DMA data was combined, weighting was applied to the entire set to balance age and gender to national US Census figures. All findings in this report are statistically significant at 95% confidence.