

Mobile Video Users

Highlights

- Mobile video use grew by 6.1 million viewers in 2009, and is expected to expand by an additional 38.3 million viewers by 2014.

Fact and graph from http://totalaccess.emarketer.com/Chart.aspx?R=99063&Ntt=mobile+video&No=-1&xsrc=chart_head_sitesearchx&N=0&Ntk=basic

US Mobile Video Viewers, 2008-2014							
<i>millions and % of population</i>							
	2008	2009	2010	2011	2012	2013	2014
Mobile video viewers	12.3	18.4	23.9	31.4	40.0	47.9	56.7
% of mobile phone users	5.4%	7.7%	9.7%	12.5%	15.7%	18.5%	21.5%
% of population	4.1%	6.0%	7.7%	10.0%	12.7%	15.0%	17.6%

Note: CAGR (2009-2014)=22.8%
Source: eMarketer, July 2010

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- The popularity of smartphones is contributing to the increased use of mobile video – 59% of mobile video users have a smartphone.
- Streaming video via the internet is the most common way to view mobile video.
Two facts above from: http://en-us.nielsen.com/etc/medialib/nielsen_dotcom/en_us/documents/pdf/three_screen_reports.Par.56095.File.dat/3Screens_4Q09_US_rpt.pdf, 2009
- A March 2010 QuickPlay survey showed that 20% of respondents watched mobile TV or video every day, up from 8% the previous year.
From http://www.quickplay.com/pressItem_064.htm
- Streaming video via the internet is the most common way to view mobile video.
From: http://en-us.nielsen.com/etc/medialib/nielsen_dotcom/en_us/documents/pdf/three_screen_reports.Par.56095.File.dat/3Screens_4Q09_US_rpt.pdf, 2009

Demographics

- Hispanics were most likely to watch mobile video (33%), followed by African Americans (27%) and whites (15%).
- Users in the 18-29 age group (40%) were the most likely to watch mobile video, those in the age group 65+ (4%) were the least likely.
Both facts above from: <http://www.pewinternet.org/Reports/2010/Mobile-Access-2010.aspx?r=1>
- There are slight differences in how men and women use online video: women are slightly more likely to view mobile video, but men are slightly more likely to look for funny videos.
From: http://totalaccess.emarketer.com/Chart.aspx?R=93387&Ntt=mobile+video+gender&No=3&xsrc=chart_head_sitesearchx&N=0&Ntk=basic

Demographic Profile of US Mobile Video Viewers, Q1 2009 (% of respondents)

Gender	
Male	58%
Female	42%
Age	
13-17	21%
18-24	11%
25-34	30%
35-44	19%
45-54	11%
55-64	6%
65+	2%
Income	
<\$15,000	4%
\$15,000-\$35,000	14%
\$35,000-\$50,000	13%
\$50,000-\$75,000	19%
\$75,000-\$100,000	15%
\$100,000+	26%
Decline to answer	9%
Race/ethnicity	
White	49%
Hispanic	21%
Black/African-American	16%
Asian/Pacific Islander	9%
Native American/Alaskan Native	1%
Other	3%
Decline to answer	2%

*Note: numbers may not add up to 100% due to rounding
Source: Nielsen Mobile, provided to eMarketer, July 2009*

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