

THE SECRET LIFE OF STREAMERS

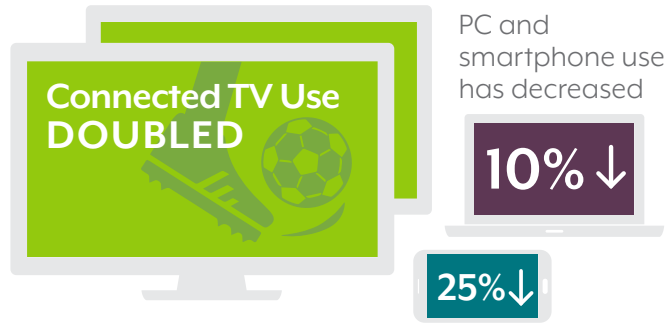
AT THE INTERSECTION OF DEVICES – CONTENT – LOCATION – QUALITY

What happens at the intersection of devices, content, location and quality when video content is liberated from the living room television and we can watch anything anywhere? This research study is based on Conviva's data that comes from analyzing more than 20 billion OTT video streams per month from over 2 billion video viewing screens across the globe.

DEVICES How They Watch

Number of Devices Used

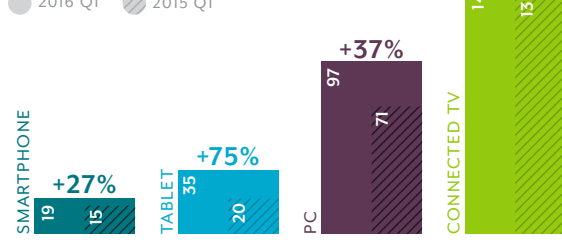
DATA COMPARES Q1 2015 AND Q1 2016



Time Spent on Device

MINUTES/DAY

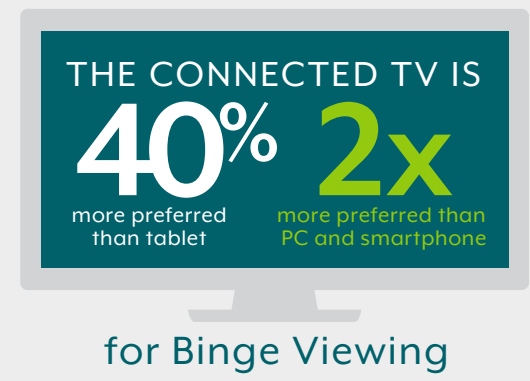
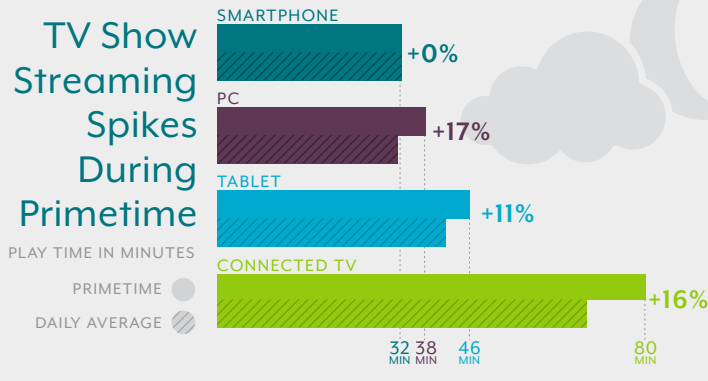
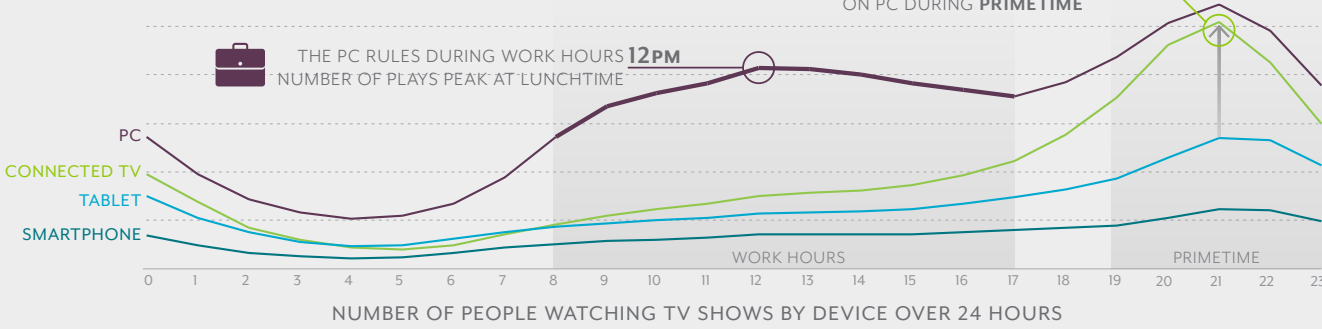
● 2016 Q1 ● 2015 Q1



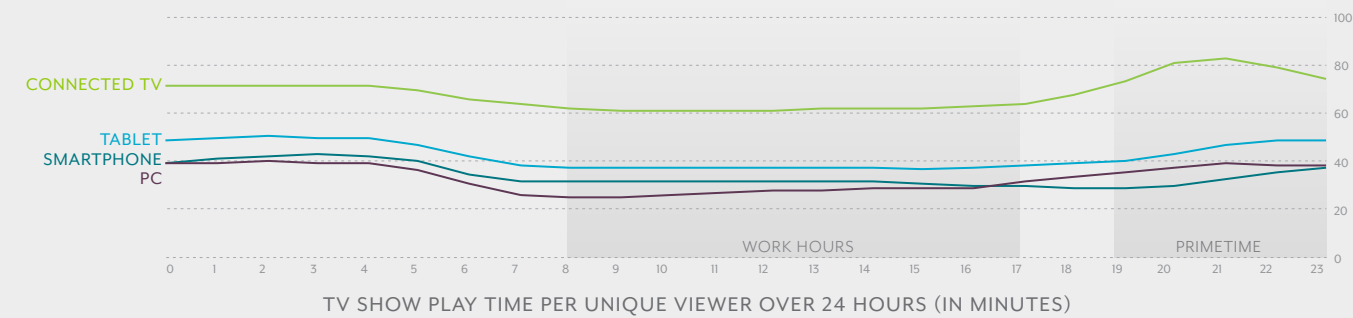
The big screen is still king, but the little guys are coming along fast.

CONTENT When They Watch

Primetime Is Still King

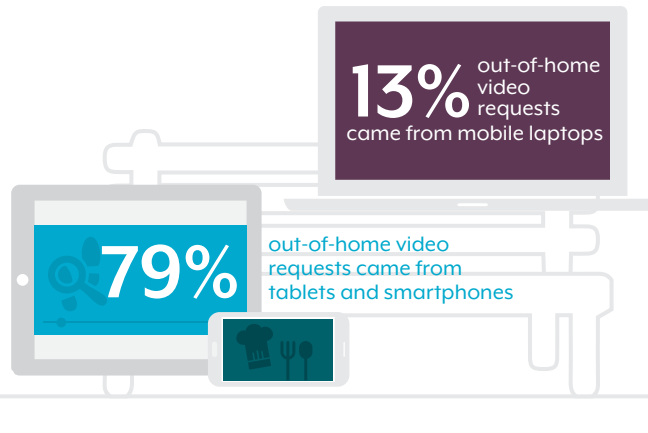
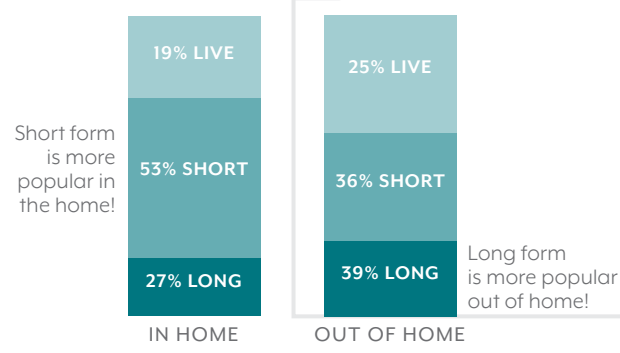


How Long They Watch by Device



LOCATION The Content Types Used In Home and Out of Home

Content Type In and Out of Home

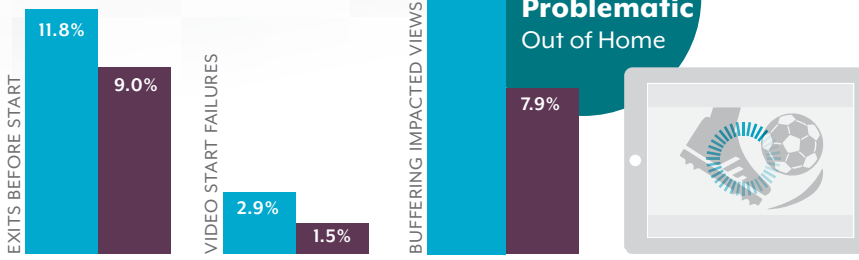


Apple iOS devices are used **2x** more than Android and shockingly **6%** of connected TV devices are carried out of the home for viewing elsewhere!

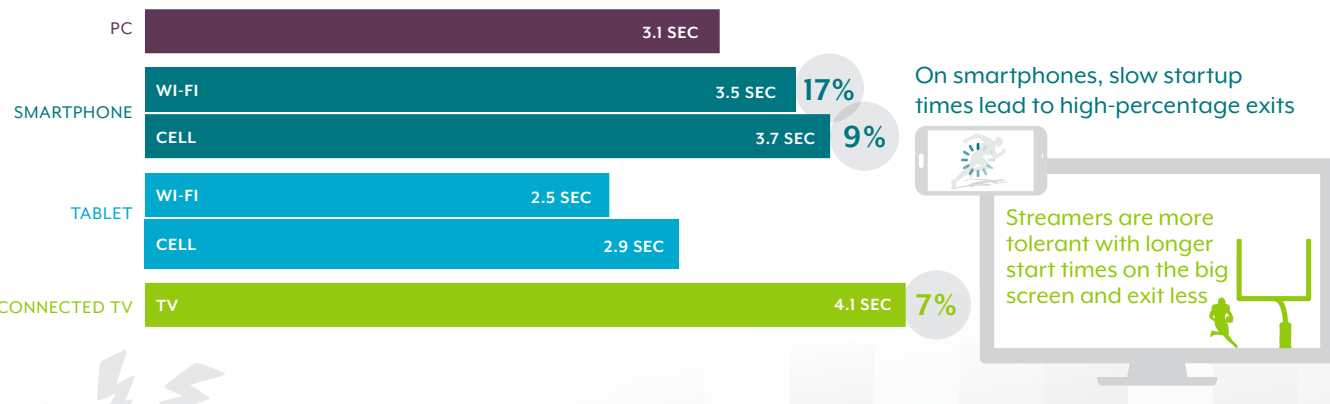
QUALITY What They Want

Video Quality Declines As Soon As the Viewer Leaves the House

● OUT OF HOME ● IN HOME



VIDEO STARTUP TIME AND EXIT PERCENTAGE



BUFFER RAGE* A TWO-SECOND DELAY...

Poor video quality is bad for your health. It can make viewers mad, and could be making viewers sick. ...in the **start of the video** pushes stress levels from 13% to **16%**. ...caused by **buffering** pushes stress levels up to **34%**.

This shows just how important quality of experience can be for episodic TV streamers.

This research, The Secret Life of Streamers, shows us that the way people are watching episodic TV is changing. Consumers are embracing new habits, new devices and new services. They are watching both in the home and on the go. Viewers are even going so far as to carry their OTT console out of their home and over to the home of a friend or family member just to stream the show they want to watch. However, while traditional TV viewing habits may be changing, watching episodic TV during primetime hours is still the most preferred. Reach out to your Conviva rep for more information or for the whole presentation.