Part I: Quantity

Growth vs. Q2 2017

Region
- North America: 69.2%
- Europe: 15.0%
- Asia: 14.6%
- RoW: 1.2%

North America leads the pack, with Asia gaining ground on Europe for nearly even share of viewing hours.

Viewing Hours

- In-app: 69.0%
- In-browser: 31.0%

Platform
- Mobile: 28%
- App: 72%

PART II: Quality

Lost Plays

- Total: 3.1B

Rebuffering Ratio

- 0.78%

The impact

- An astounding 5.1B viewing hours were lost in Q2 2018 due to buffering!

The Good News:

- Improving QoE
- Fewer reconnection failures
- Faster video start times
- Fewer exits before video started
- Better bitrate
- Improved picture quality
- Decreased rebuffering ratio

Viewing Hours & Plays

- TV: 52%
- Mobile: 41%
- Connected TV devices: 7%

The Good News:

- Improving QoE

Lost Plays

- 52%
- 16%
- 14%
- 10%
- 10%

Improving QoE

- 16%
- 14%
- 14%
- 10%
- 10%

Average Viewing Time

- 19 MINS

Average Completion Rate

- 44%