**SYNOPSIS**

360 View: Digital Media & Connected Consumers analyzes trends in video consumption by platform and source. It segments consumers based on their consumption habits and identifies changes in their consumption habits over the last four years and changes in the relative size of each segment. The analysis includes a detailed profile of each segment and their attitudes towards video consumption and identifies CE devices that influence video consumption habits. The research drills down into three specific issues related to video consumption: the influence of household members on video purchase decisions, the importance of original programming, and mobile video.

**ANALYST INSIGHT**

“There are many important transitions underway in the video space. TVs are becoming the dominant platform for online video, tablets are undermining video consumption on mobile phones, and linear TV is giving way to on-demand video.”

— John Barrett, Director, Consumer Analytics, Parks Associates
About the Research

Previous Research
- The Streaming CE and Content Purchasing Habits (Q1/14)
- Trends in Content Licensing (Q1/14)
- New Trends in Digital Delivery and CDNs (Q1/14)
- User Interfaces: The Battleground for Video Services (Q4/13)
- OTT Video Buyers: Subscriptions & Transactions (Q4/13)
- Content Search, Discovery & Recommendations (Q3/13)

Segmentation Overview

Key Findings

Recommendations

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- Frequency Use of Device for Video (2010 - 2014)
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- Video Consumption on TV Sets by Source (2010 - 2014)
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Additional Research from Parks Associates

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