

# Digital Media Habits II

An in-depth analysis of digital media use and platforms



## Purpose

*Digital Media Habits II* looks at consumer behavior patterns as centered on four categories of platforms: televisions, computers, game consoles, and portables. The relationship between these habits and platforms is analyzed as well as consumer interest in new products and services. Moreover, the study assesses the emerging role of consumer generated content and the impact it is having on digital media use.

## Topics

*Digital Media Habits, First Edition* (2006) captured extensive data on digital media usage on the PC.

The *Second Edition* study focuses on:

- Digital media consumption across a variety of platforms, including cameras, phones, game consoles, music players
- Inter-relationship of devices for the purpose of creating, storing and sharing digital media
- New demands for digital products, services and tools to develop and maintain user generated content (UGC).

*Digital Media Habits II* specifically addresses these topics:

- The incorporation of TVs into digital media habits by direct or networked connections
- The use of game consoles as a platform for video & music
- How many consumers are actively generating, modifying and categorizing content and who are these consumers
- The extent to which differing platforms are being connected and

an exploration of how they are being connected

- Overlap between portable devices e.g. digital cameras & video-cameras, MP3 players & cell phones, etc.
- Social media and its impact on traditional media

## Key Issues

- What kinds of digital media are being used, how often, and across what platforms?
- What is the relationship between various digital media platforms?
- How active are consumers in creating, categorizing, and modifying content?
- How is user-generated content reshaping the digital media space?
- What new features/capabilities are consumers interested in?
- How extensively are platforms used for “non-core” purposes e.g. watching movies on a game console, listening to music on a cell-phone, etc.
- How will the advent of new content distribution channels impact the use of traditional channels?



**Video**



**Information**



**Music**



**Communication**



**Photos**

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## Opportunities and Challenges

Digital media is undergoing a rapid and radical transformation. Content is being disaggregated, sold across new channels, and being modified and categorized by consumers. Moreover, consumers themselves have now entered the fray and are generating media that both complements and competes against commercial content.

*Digital Media Habits II* provides comprehensive analyses and data, including:

- A thorough analysis of digital media habits, including their pervasiveness and patterns
- An understanding of the overlap and interrelationship between various digital media platforms
- Insight into the evolving role of the consumer vis-à-vis content
- An understanding of social media and its role in content consumption
- An assessment of the demand for new digital media products and services

## Research Deliverables

These insights and analyses are delivered via four components:

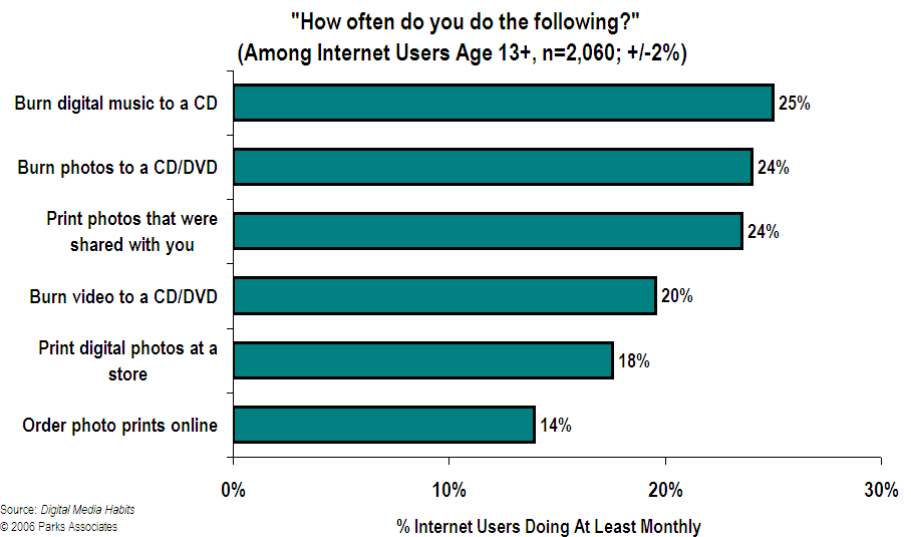
**Raw Data Survey Results (SPSS Format)**—allows you to explore the study's results and dig deeper into desired topics

**Overview of Survey Results (PowerPoint Format)**—provides a graphical presentation of the top-level survey results and key cross-tab analyses

**Executive Summary (Word Format)**—analyzes the survey results and highlights the opportunities and challenges revealed by the study

**Banner Tabs (PDF Format)**—cross-tabs each survey question against income, gender, broadband/narrowband Internet adoption, and other key attributes to provide additional insight into the survey responses

## From Digital to Physical (Q3/06)



## Survey Methodology

Parks Associates surveyed 2,000 U.S. Internet users.

With this sample size, *Digital Media Habits II* yielded a 95% confidence interval with +/-3% reliability on all survey questions.

## For More Information

For more information, contact [sales@parksassociates.com](mailto:sales@parksassociates.com) or call 972-490-1113  
Visit our website at [www.parksassociates.com](http://www.parksassociates.com).