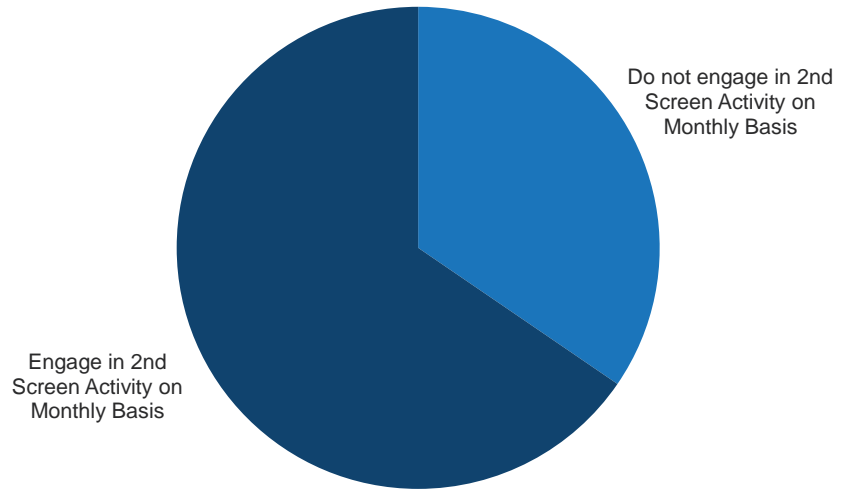


By **Yilan Jiang**, *Manager, Consumer Research*, **Glenn Hower**, *Research Analyst*, **Katherine Li**, *Researcher*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

**SYNOPSIS**

*Second-Screen Usage Patterns* examines usage and adoption trends of second-screen platforms and usage while viewing primary video content, with particular emphasis on mobile devices (smartphones and tablets). The research analyzes adoption of second-screen platforms and identifies video viewing habits by second-screen users vs. second-screen non-users. It also examines the potential effects that mobile data usage could have on second-screen experiences.

**Monthly Engagement in Any 2nd Screen Activity**  
U.S. Broadband Households with a Smartphone, Tablet, or Laptop



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**ANALYST INSIGHT**

“Content providers continue to seek ways to capitalize on viewer attention toward second-screen devices, even though the abundance of second-screen apps experienced low usage among video viewers. The second-screen experience that viewers crave is much simpler, having more to do with finding program information than redefining the experience.”

— **Glenn Hower**, *Research Analyst*, **Parks Associates**

**CONTENTS**

**About the Research**

**Previous Research**

- Entertainment Habits on Connected CE Devices (Q3/15)
- 360 View: Digital Media & Connected Consumers (Q3/15)
- The Cost of Piracy (Q2/15)
- Webisodes and Multichannel Networks: Future Content Opportunities (Q2/15)

**CONTENTS**

- Consumer Segmentation: Sources and Spending (Q1/15)
- Consumer Segmentation: OTT Video Buyers (Q4/14)

**Key Findings****Industry Insight****Recommendations****Adoption of 2<sup>nd</sup> Screen Platforms:**

- Smartphone and Tablet Adoption (2009 - 2015)
- % of U.S. Broadband Households Owning Smartphones, Tablets, or Both (2011 – 2015)
- Smartphone Operating System (2011 - 2015)
- Brand of Smartphone Used (2010 - 2015)
- Brand of Tablets Used (2011 - 2015)
- Computing & Mobile Products Purchased in the Year (2007 - 2014)
- Computing & Mobile Devices: Reason to Purchase (2014 vs. 2015)
- Mobile Data Plan (2014 - 2015)
- % 3G/4G Mobile Data Consumed by Current Data Plan (Q3/15)
- % Using Specified Type of Mobile Apps by Pay-TV Subscription (Q3/15)

**Adoption Trends for Smartphone Features from Service Providers:**

- Complementary Pay-TV Features (2013 - 2015)
- Adoption of Smartphone/Tablet Apps from Service Provider by Pay-TV Service Provider (Q2/15)
- Adoption of a Recommendation Feature by Pay-TV Service Provider (Q2/15)

**2<sup>nd</sup> Screen Habits:**

- Monthly Engagement in Any 2nd Screen Activity (Q2/15)
- Monthly Engagement in Any 2nd Screen Activity by Pay-TV Provider (Q2/15)
- Monthly Engagement with 2nd Screen Activities (Q2/15)
- 2nd Screen Engagement by Age (Q2/15)
- Pay-TV & OTT Subscription by Second Screen Use (Q2/15)
- 2<sup>nd</sup> Screen Engagement by OTT Subscription (Q2/15)
- 2nd Screen Activity Engagement by Video Viewing Segment (Q2/15)
- Engagement in 2nd Screen Activities by Pay-TV Subscriber Types (Q2/15)
- Engagement in 2nd Screen Activities by OTT Subscription (Q2/15)

**CONTENTS****Mobile Video Viewers & 2<sup>nd</sup> Screen:**

- Frequency of Video Consumption on Different Platforms by Second Screen Use (Q2/15)
- Average Number of Times Watching Video by Smartphone Operating System (Q2/15)
- Average # of Hours That Respondents Watch Internet Video on Mobile Phones by 2nd Screen Activities (Q2/15)
- Average # of Hours That Respondents Watch Internet Video on Mobile Phones by Frequency of Engaging in 2nd Screen Activities (Q2/15)

**Appendix: Video Viewer Segments:**

- Parks Associates Video Viewing Segments
- Video Viewing Segments (2010 - 2015)
- Segment Descriptions

**Additional Research from Parks Associates****ATTRIBUTES**

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