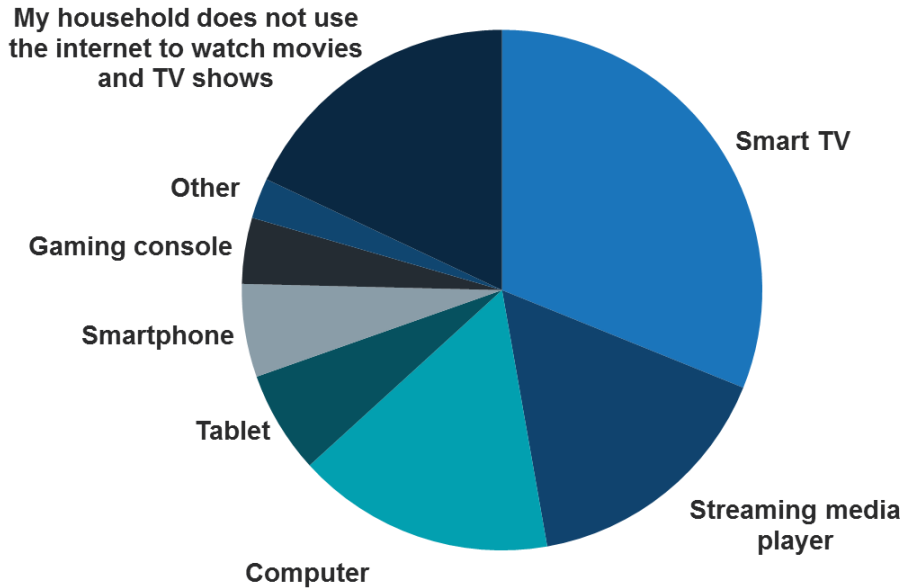
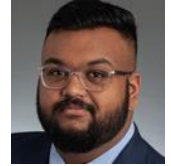


## Primary Video Device Used to Stream Online Videos US Broadband Households



© Parks Associates

### Consumer Analytics Team



Keshav Jaiswal,  
Consumer Insights  
Analyst II



Yilan Jiang, Director



Xiaofan Tan, Consumer  
Insights Analyst I

### Industry Analyst



David Drury, Research  
Director



Jennifer Kent,  
Senior Director

### SYNOPSIS

Consumption patterns are changing based on content availability, services taken, and devices used. This research examines consumption patterns over time and across major screens within the home as well as understand how video viewing habits are changing. It also examines the growth of content sources for both live and on-demand content.

### ANALYST INSIGHT

“The entertainment industry has experienced significant turmoil in the past five years. Data suggests the industry had turned a corner in 2019, but then the COVID-19 crisis introduced yet more turmoil. The pandemic has certainly increased demand and fueled higher levels of video consumption, but also has disrupted video production and distribution significantly.”

— David Drury, *Research Director*, Parks Associates

Number of Slides: 49



## **CONTENTS**

### **Consumer Analytics: Entertainment Content**

- Key Questions Answered
- Survey Methodology
- COVID-19 and Survey Timeline
- Defining Heads of Broadband Households
- Definitions and Abbreviations
- Reading Parks Associates Charts

### **Executive Summary**

- Industry Insight
- Key Findings and Market Insight
- Weekly Average Video Consumption by Distribution Sources
- Total Average Video Consumption by Platform (Q1 2020)

### **Video Consumption Sources Deep Dive**

- Weekly Average Video Consumption by Distribution Sources (2010 - 2020)
- Weekly Average Video Consumption by Content Source (2010 - 2020)
- Weekly Average Video Consumption by Delivery Method (2010 - 2020)
- Weekly Average Video Consumption Among Non-Subscribers (Q1/20)
- Weekly Average Video Consumption by Age Groups (Q1/20)
- Average Monthly Expenditure on Home Video Entertainment (Q1/20)
- Share of Video Expenditures by Business Model (Q1/20)
- Weekly Average Video Consumption by Platform (2010 - 2020)

### **Video Consumption on TVs**

- Weekly Average Video Consumption On a TV by Distribution Sources (2010 - 2020)
- Weekly Average Video Consumption On a TV by Format (2010 - 2020)
- Weekly Average Video Consumption On a TV by Delivery Method
- Weekly Average Video Consumption On a TV by Video Service (Q1/20)
- Primary Video Device Used to Stream Online Videos (Q1/20)

### **Video Consumption on Computers**

- Weekly Average Video Consumption On a Computer by Distribution Sources (2010 - 2020)
- Weekly Average Video Consumption On a Computer by Format (2010 - 2020)
- Weekly Average Video Consumption On a Computer by Delivery Method (2010 - 2020)

- Weekly Average Video Consumption On Computer by Video Service (Q1/20)

### **Video Consumption on Smartphones**

- Weekly Average Video Consumption On a Smartphone by Distribution Sources (2010 - 2020)
- Weekly Average Video Consumption On a Smartphone by Format (2010 - 2020)
- Weekly Average Video Consumption On a Smartphone by Delivery Method (2010 - 2020)
- Weekly Average Video Consumption On Smartphone by Video Service (Q1/20)

### **Video Consumption on Tablets**

- Weekly Average Video Consumption On a Tablet by Distribution Sources (2010 - 2020)

- Weekly Average Video Consumption On a Smartphone by Format
- Weekly Average Video Consumption On a Tablet by Delivery Method
- Weekly Average Video Consumption On Tablet by Video Service (Q1/20)

## **Appendix**

## ATTRIBUTES

### **Parks Associates**

5080 Spectrum Drive  
Suite 1000W  
Addison TX 75001

[parksassociates.com](http://parksassociates.com)

[sales@parksassociates.com](mailto:sales@parksassociates.com)

**PHONE** 972.490.1113

**Toll free** 800.727.5711

**FAX** 972.490.1133

Authored by David Drury, Keshav Jaiswal, Yilan Jiang, Jennifer Kent, and Xiaofan Tan  
Executive Editor: Jennifer Kent

Published by Parks Associates

© 2020 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means,  
without permission in writing from the publisher.

**Printed in the United States of America.**

## DISCLAIMER

*Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.*