



DECODING THE DEFAULT

JUNE 2018

WHICH SOURCES DO VIEWERS TURN TO FIRST WHEN THEY WANT TO WATCH TV?

6

WATCHING TV IS STILL THE FIRST CHOICE FOR OLDER CONSUMERS - BUT YOUNGER VIEWERS ARE JUST AS LIKELY TO BE GAMING

WHAT'S YOUR DEFAULT FORM OF ENTERTAINMENT?



6

TV VIEWERS ARE USING A GROWING NUMBER OF SOURCES...

OF TV SOURCES PER VIEWER (AVERAGE)



Sources counted: Live TV, VOD, DVR, authenticated TV Everywhere, SVOD platforms, direct-to-consumer network subscriptions, and free with ads sources

...AND THEY SAY THEY'RE ALLOCATING MORE OF THEIR VIEWING TIME TO ONLINE PLATFORMS THAN IN THE PAST

ARE YOU USING THAT SOURCE MORE OR LESS THAN ONE YEAR AGO?

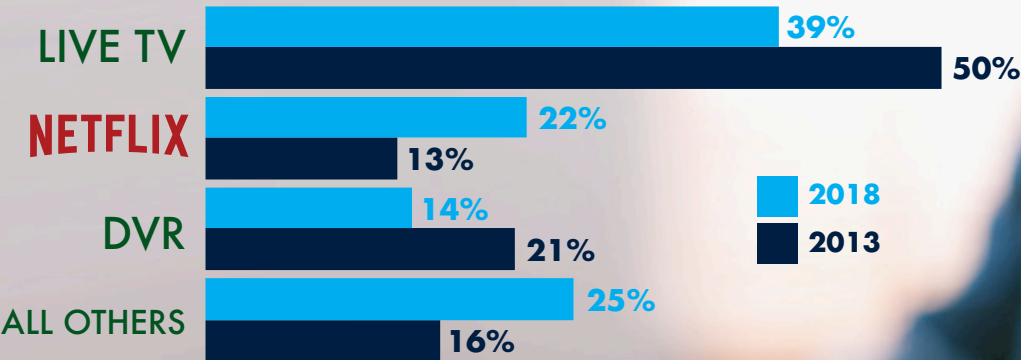
USING LESS

USING MORE



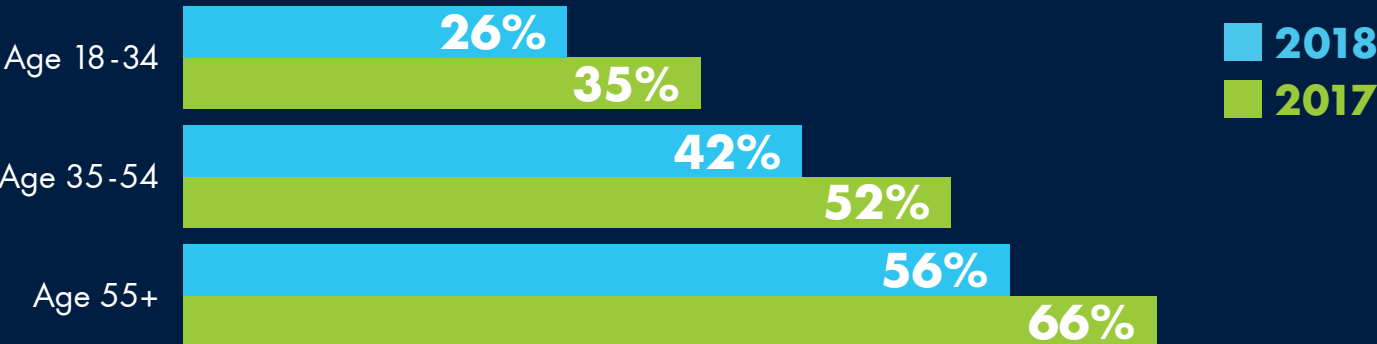
THE NUMBER OF VIEWERS WHO SAY THAT LIVE TV IS THEIR *DEFAULT* - THE FIRST THEY TURN ON WHEN THEY WANT TO WATCH - IS AT A 5 YEAR LOW

WHAT'S YOUR DEFAULT TV SOURCE?



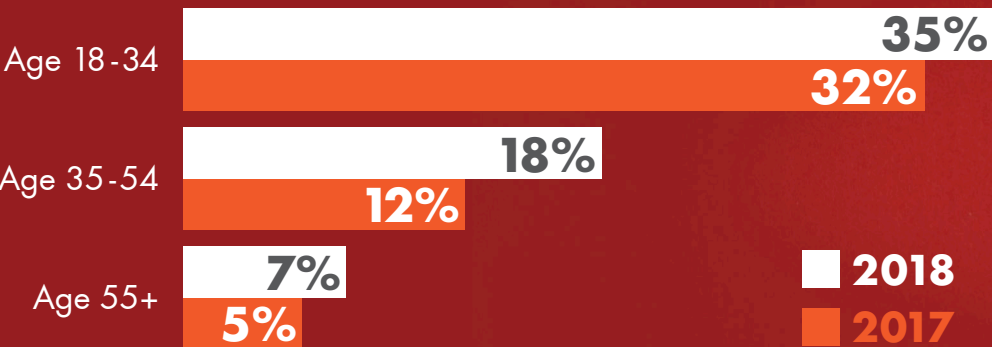
YOUNG VIEWERS ARE LESS LIKELY TO SAY THAT LIVE TV IS THEIR DEFAULT SOURCE...

% WHO DEFAULT TO LIVE TV:
BY AGE: 2017 VS. 2018



...AND MORE LIKELY TO SAY THAT THEY DEFAULT TO WATCHING ON NETFLIX

% WHO DEFAULT TO NETFLIX:
BY AGE: 2017 VS. 2018



A survey of 1,933 U.S. TV viewers
Age 16-74
Have broadband at home

Download more data
from this study at
www.hubresearchllc.com



ENTERTAINMENT
RESEARCH

Data collection completed June 2018