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Five Additional Ways to Watch TV

Posted May 7th, 2007 by Jack Loechner

Five Additional Ways to Watch TV

According to a soon to be released study by E-Poll: "Multi-Platform Viewing of Video Content," the youth are leading the way, with 26% of males 13-34 frequent viewers of video on devices other than a TV. Teens are by far the most prevalent users of mobile video devices such as iPods and cell phones.

"The proliferation of user-generated content and expanding viewing platforms makes for a dizzying array of viewing choices," says Ken Walker, Director of Marketing, E-Poll Market Research. The study of consumers 13+, to see what they are doing with this freedom to choose, found that among those that view video content away from the TV:

- 75% view on a desktop computer
- 46% view on a laptop
- 16% view on a portable video player
- 13% view on iPod
- 13% view on cell phone

On iPods and cell phones, viewing of video content happens almost anywhere (traveling, school, work outdoors, social events), mostly in the afternoons and evenings. Most watched content includes: music videos, TV programs, movies, videos on websites.

Considering television viewers, 13% currently transfer video content from their computer to their TV. In addition:

- Almost half didn't know it was possible to transfer video to their TV
- About 50% would like this functionality but only 17% would pay \$100 or more for a device
- Almost 1/3 would still be interested, even if it required a complicated installation

Over half of those who watch video content online (55%) say they are interested in transferring this to their television sets. New devices to make it easy to transfer from computer to TV are hitting the market. Increased awareness and education will increase the adoption of moving content from computer to TV.

For additional [information about epoll](#), please visit here.