



A DAY IN THE LIFE OF A DIGITAL VIDEO CONSUMER

YuMe & Verto Analytics Joint Report

CONSUMER DAILY JOURNAL INVOLVES MULTIPLE TOUCHPOINTS

START HERE



Jim enjoys his breakfast while watching the morning shows on TV



He receives a message on his tablet to do something after work



He orders an Uber on his smartphone



And, on his way to work he hears via the radio that the Blackhawks are playing tonight



At work, Jim calls his friend and purchases tickets to the game on his PC



He grabs a pre-game bite and Instagrams the pictures

THE END



After the game, he watches highlights of the game, time-shifted and on-demand



And shares a clip of the game on Vine



He Tweets the first score!!!



Jim shares his locations with his friend so they can find each other at the game



As he walks to the arena, he listens to his pre-game playlist on Spotify

DAY IN THE LIFE OF A MULTI-SCREEN DIGITAL VIDEO CONSUMER



What does multi-screen usage look like during a day in the life of a digital consumer? **How are connected TVs, gaming consoles and streaming media devices affecting consumers' use of digital video, both short and long form?**

DEVICES

- What devices do people own today, and what is the device cross-ownership?
- What devices are used, and at what time of the day?
- What are the demographic and behavioral profiles of connected TV and gaming console users?

SERVICES

- How do consumers use digital services with these devices?
- What types of content and services do they access?
- When are the peak times for access?

USAGE

- How many people consume short-versus long-form digital video?
- How many use subscription-based digital video services versus free ones?
- Which devices are most frequently used?

METHODOLOGY: PASSIVE ON-DEVICE METERING TO MEASURE MEDIA EXPOSURE, USAGE & BEHAVIOR



Collection of daily metrics on apps, websites, search, publishers, commerce, digital platforms, and advertising



Consumers install Verto meters on all of their digital devices (PC, Tablet, Smartphone)



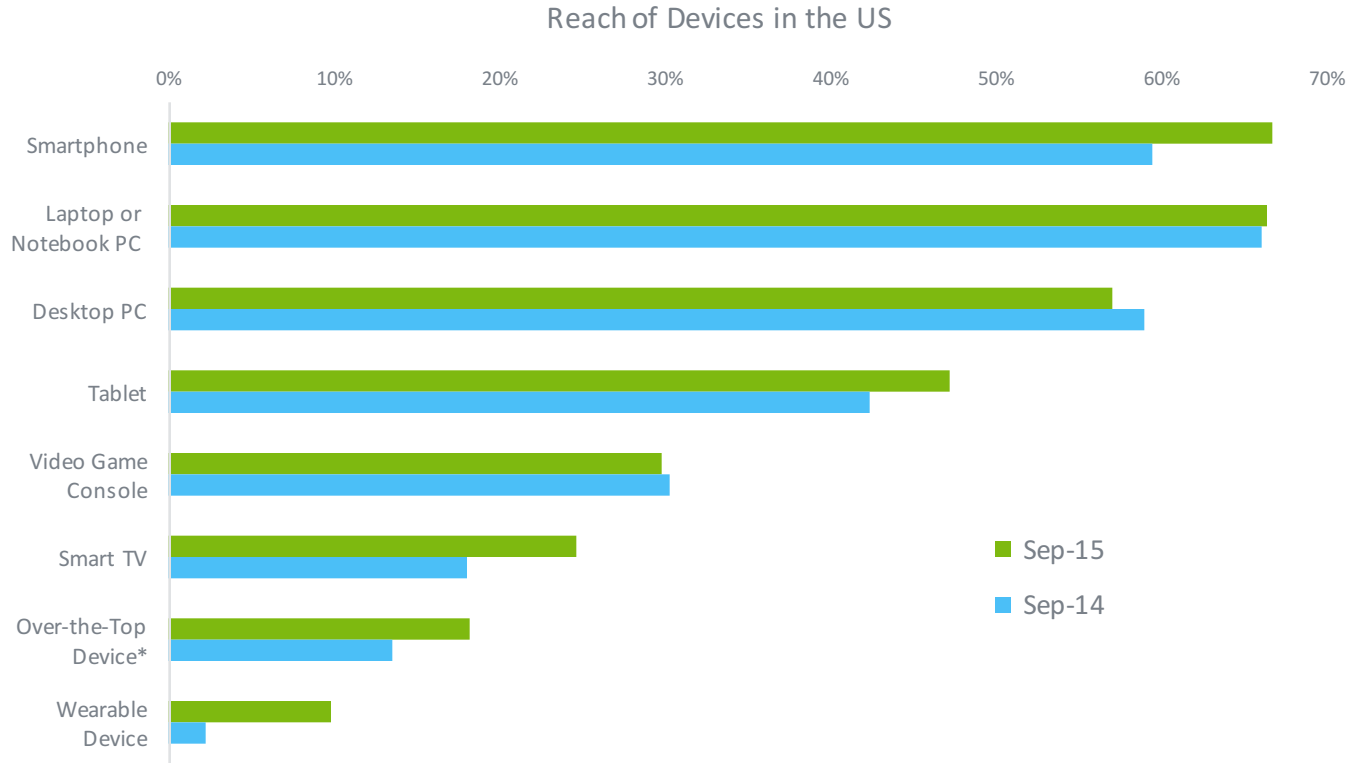
Data is collected at the point of action, in a real-life context

KEY TAKEAWAYS

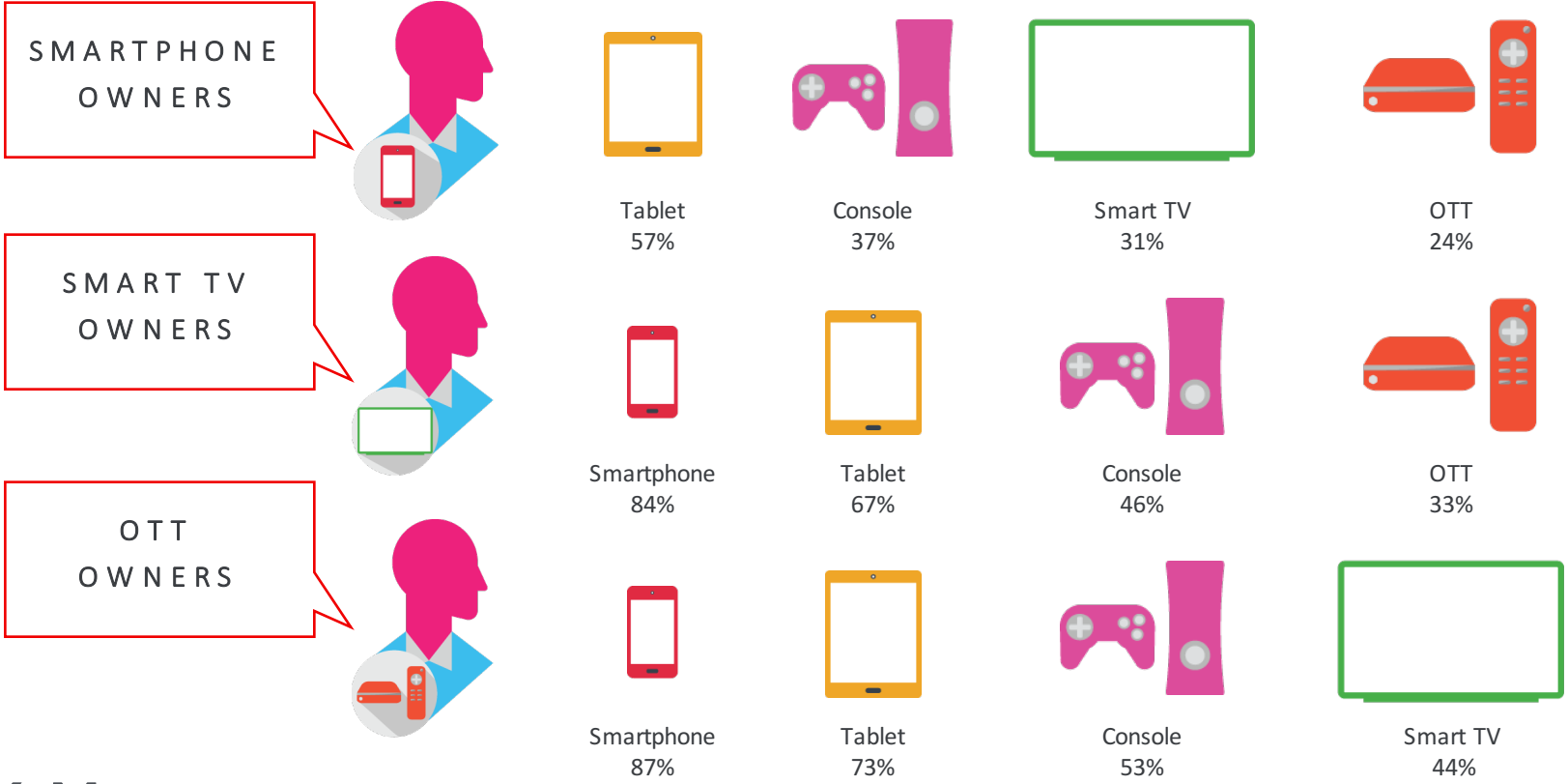
- Smartphones overtook PCs as the most prevalent household device while OTT devices and Smart TV's recorded the biggest growth among all video devices in 2015.
- With the adoption of additional devices, modern life has become more complex, and digital connection is happening around the clock. More devices = more touch-points for the consumer.
- Connected home entertainment devices such as smart TVs, OTT devices and game consoles are complementing primary online devices like PCs, smartphones and tablets rather than competing against them.
 - 64% of game console owners own or use regularly a tablet
 - 81% of users owning or using regularly a streaming media device owns a PC
- Not all online video consumers are the same; behaviors differ by number of devices, amount and type of content, and number of sessions
 - **The Screen Hopper** is a heavy video user watching videos on multiple devices.
 - **The Video Addict** is a single device heavy video user.
 - **The Technology Enthusiast** is a user who consume content on multiple devices but not necessarily video.
 - **The Occasional Video User** is an average single device user who does not stream video regularly.

DEVICE LANDSCAPE

SMARTPHONES HAVE OVERTAKEN PCS AS MOST POPULAR HOUSEHOLD DEVICE

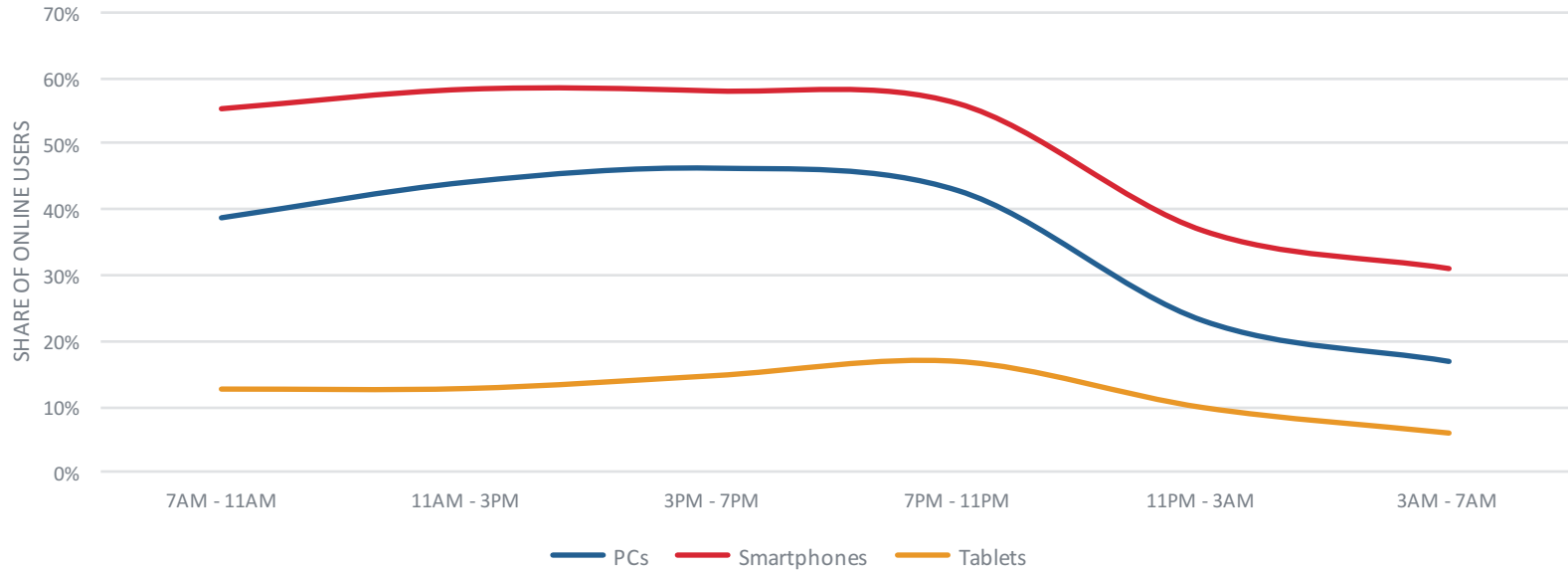


MULTI-DEVICE OWNERSHIP



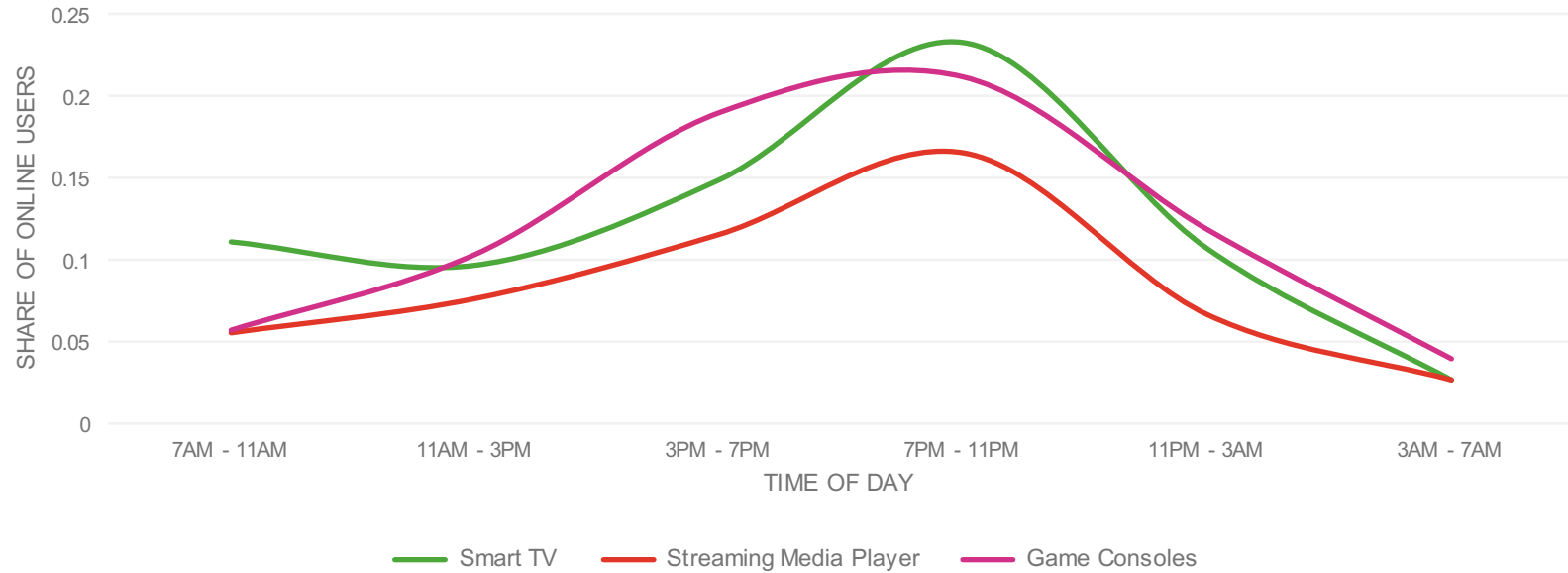
SMARTPHONES AND TABLETS PEAK AT DIFFERENT TIMES OF DAY

Usage of Primary Devices During the Day



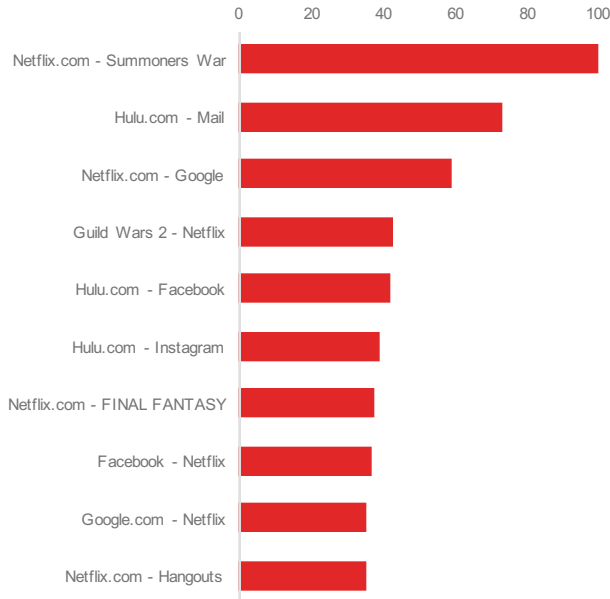
SHIFT TO ENTERTAINMENT IN THE EVENING

Usage of Home Entertainment Devices During the Day

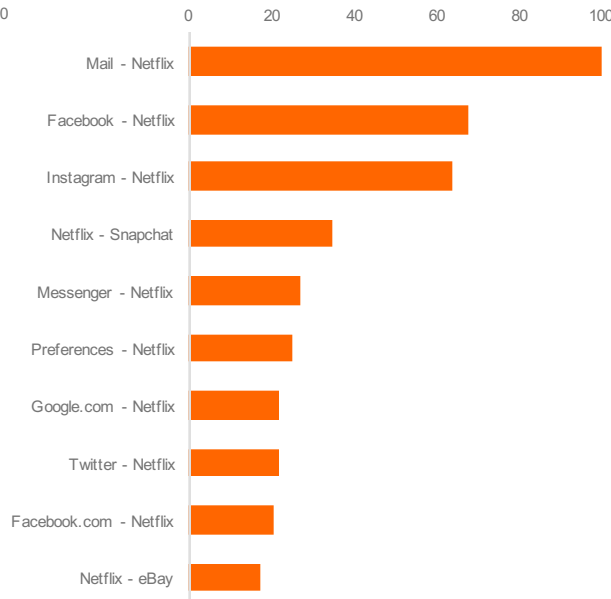


APP USAGE USED WHILE STREAMING VIDEO IN CONCERT VARIES ACROSS DEVICES

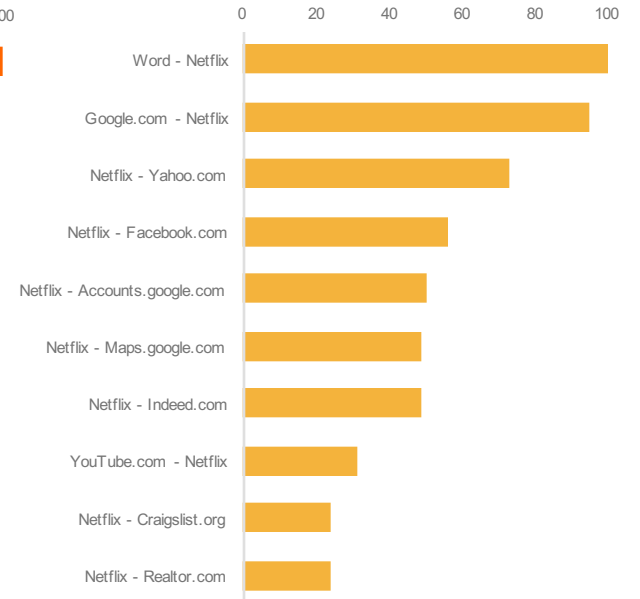
PCs - Smartphones



Smartphones - Tablets



PCs - Tablets

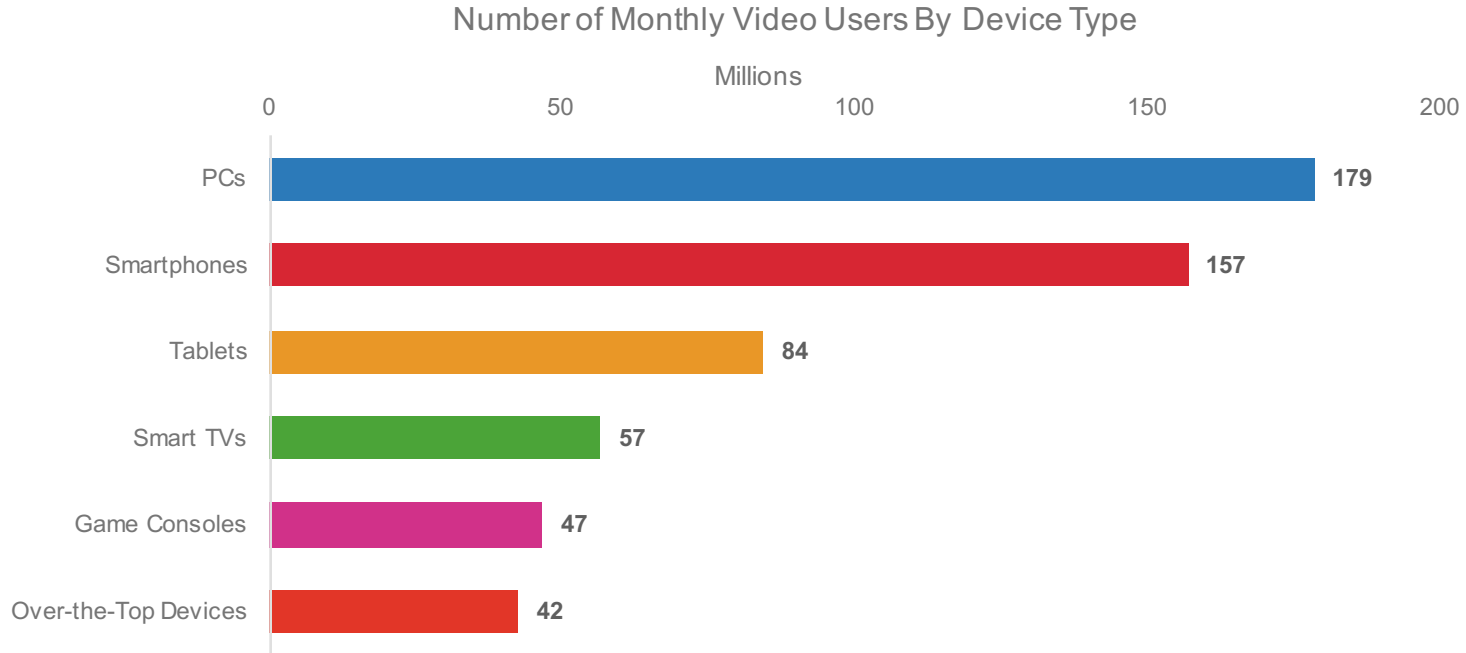


Note: Simultaneous Sessions [Indexed]

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ONLINE VIDEO DEVICE LANDSCAPE

USE OF STREAMING VIDEO SERVICES IS HIGHEST ON PCS AND SMARTPHONES



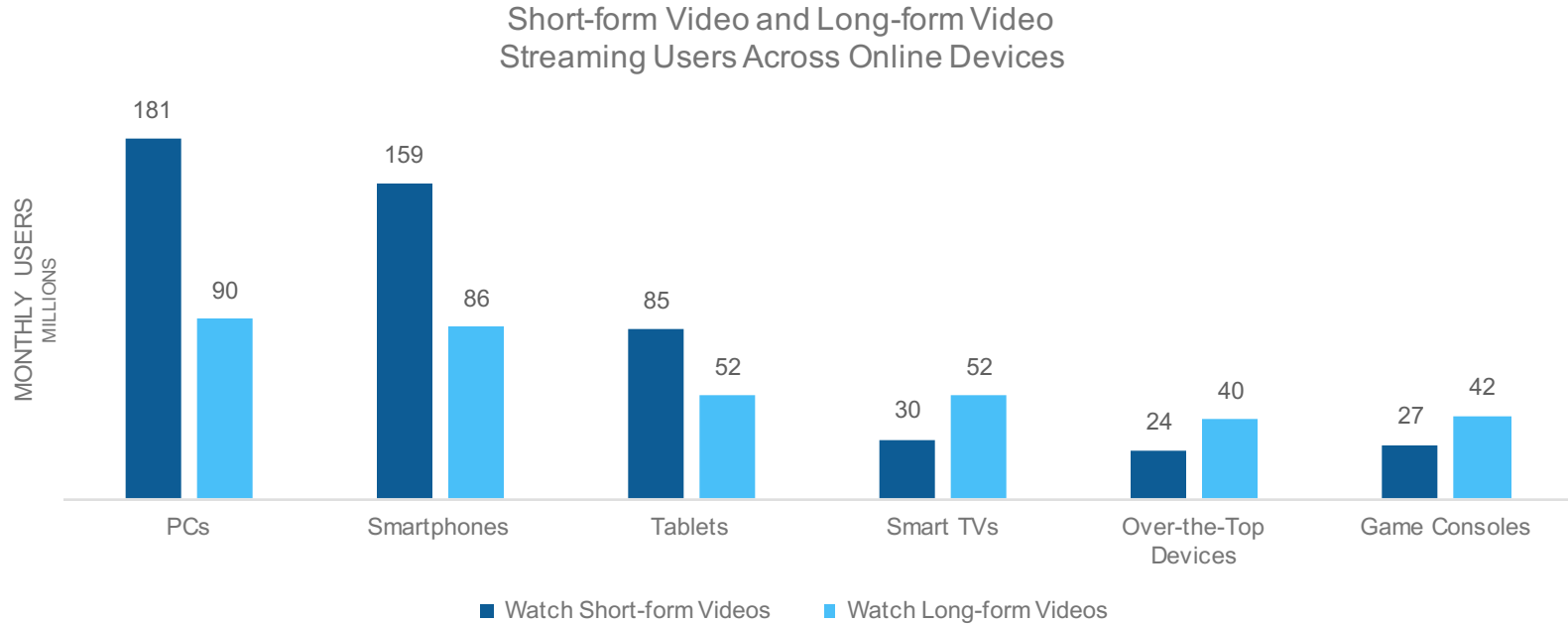
TABLETS HAVE THE HIGHEST PERCENTAGE OF VIDEO STREAMERS

Net Reach of Video Across Online Devices

SHARE OF VIDEO USERS

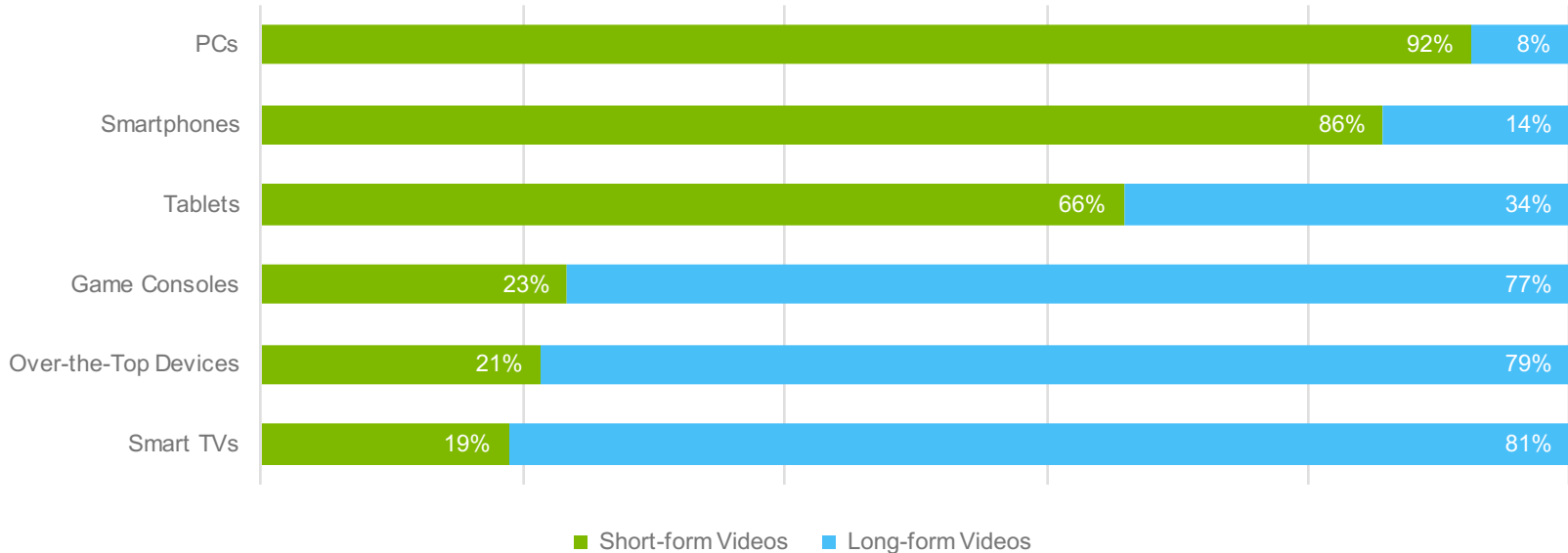


SHORT-FORM VIDEO STREAMING ON PRIMARY DEVICES, WHILE LONG-FORM VIDEO STREAMING OCCURS ON HOME ENTERTAINMENT DEVICES



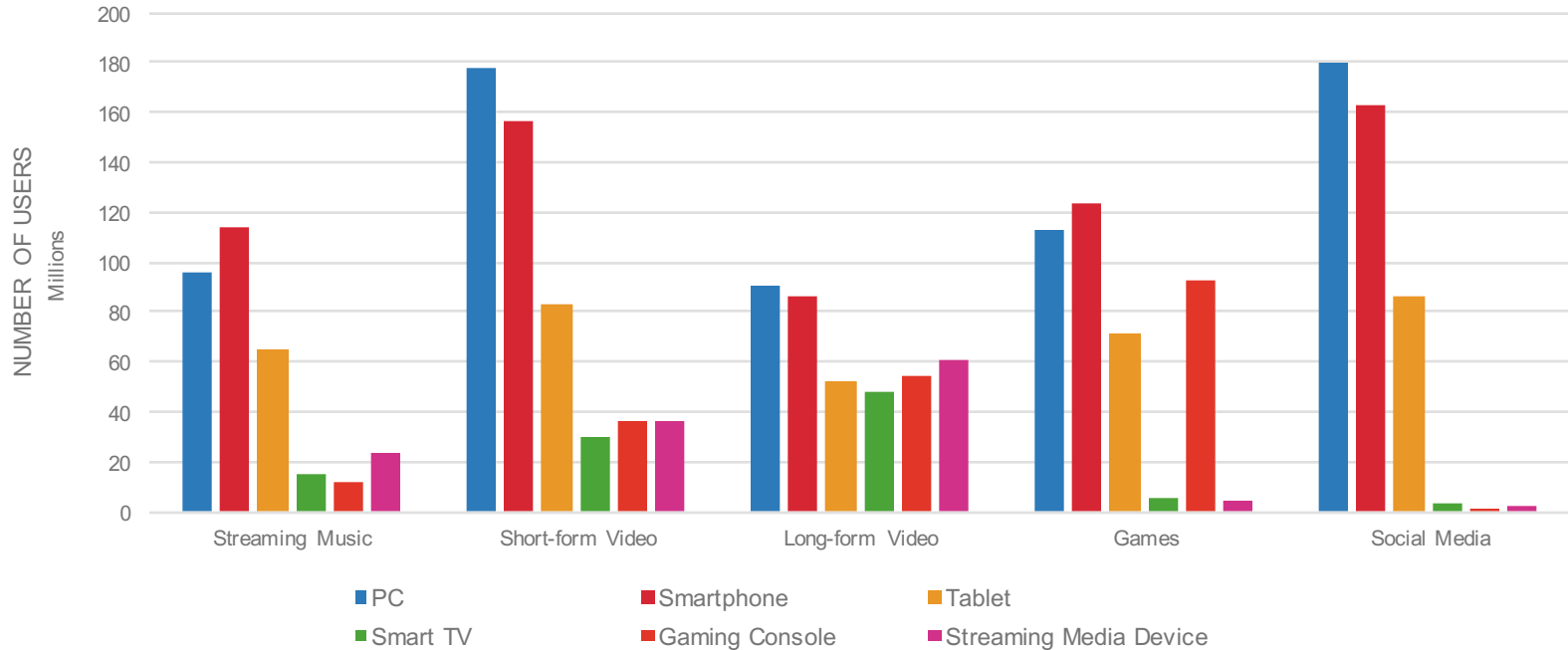
SHORT-FORM VIDEOS SHARE OF TIME SPENT REMAINS SIGNIFICANT ON HOME ENTERTAINMENT DEVICES

Monthly Time Spent Breakdown Between Short-form and Long-form Video Streaming



MUSIC STREAMING IS THE SECOND-MOST ACCESSED CONTENT TYPE AFTER VIDEO ON HOME ENTERTAINMENT DEVICES

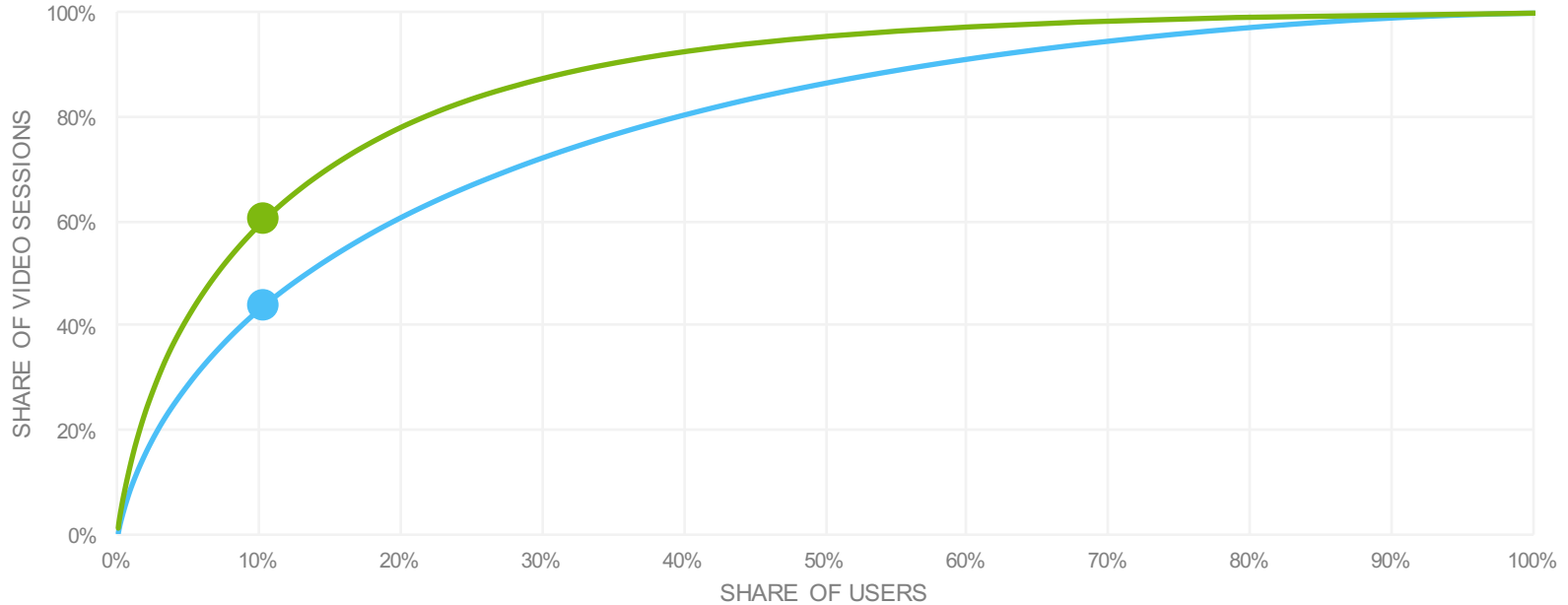
Video Reach Versus the Reach of Other Content Types Across Online Devices



ONLINE VIDEO CONSUMPTION PATTERNS

10% OF USERS GENERATE 43% OF THE SHORT-FORM VIDEO SESSIONS AND 60% OF THE LONG-FORM VIDEO STREAMING SESSIONS

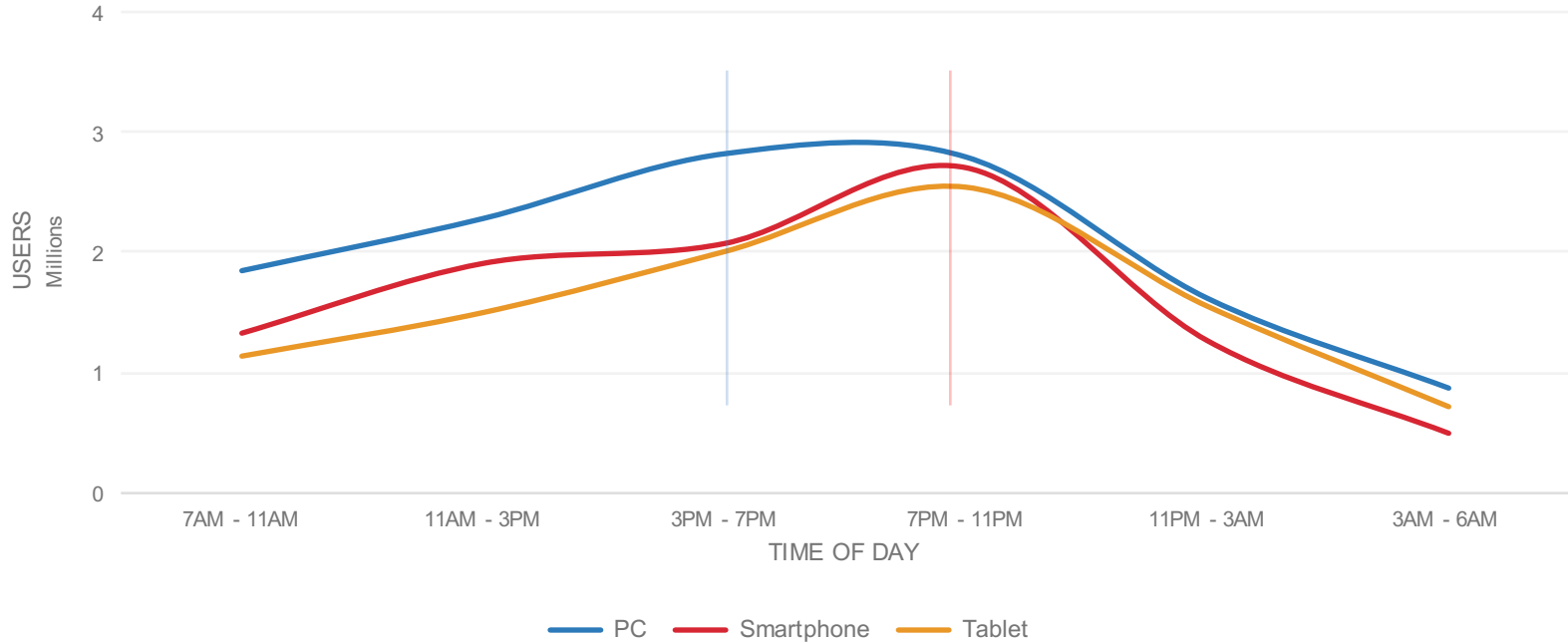
Video Distribution Across Users



— Short-form Video Sessions — Long-form Video Sessions

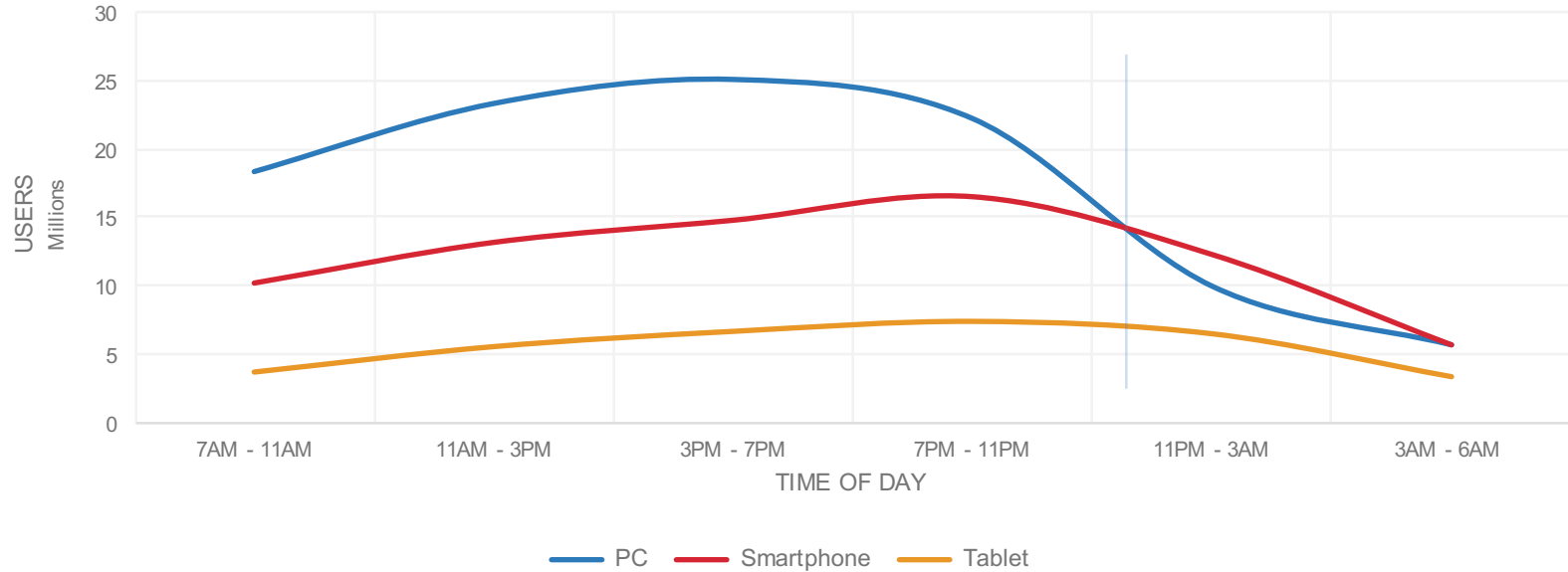
MOVIE STREAMING PEAKS IN EARLY EVENING ON PCS, AND LATE EVENING ON SMARTPHONES AND TABLETS

Long-form Video Streaming Usage During the Day



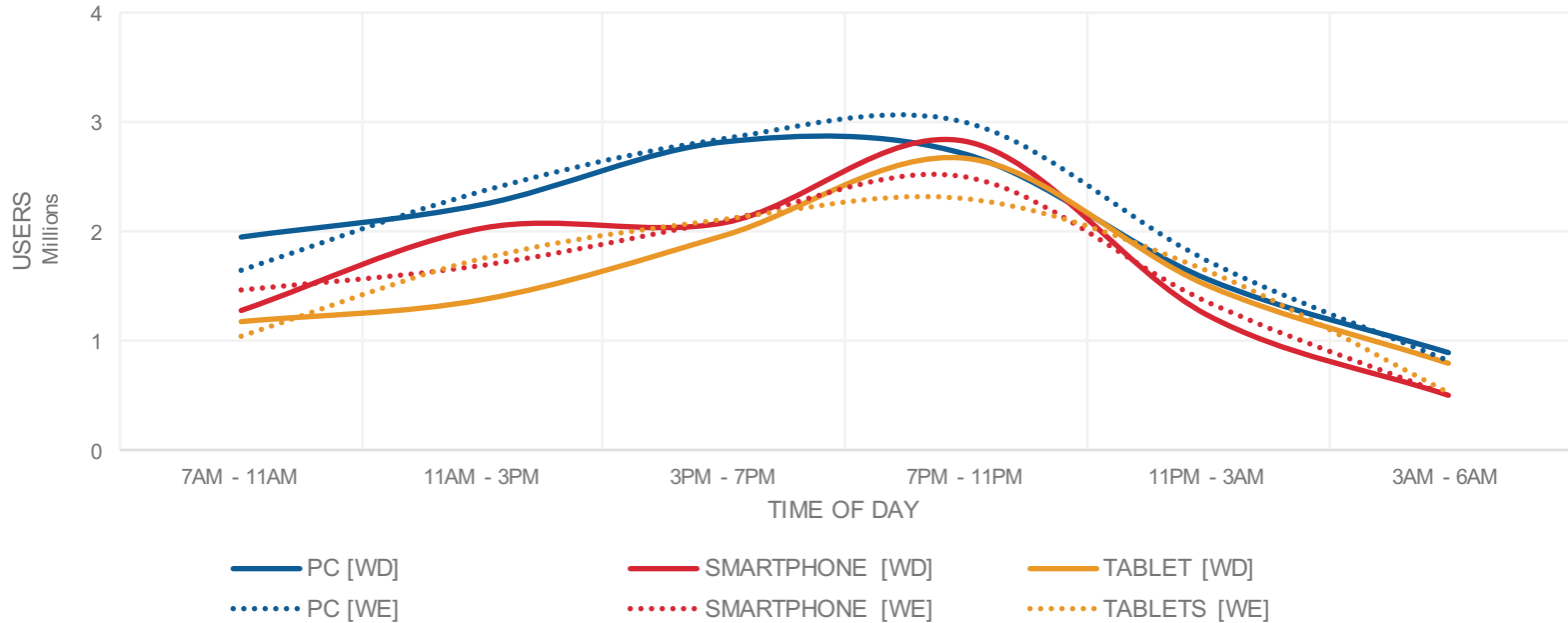
SHORT-FORM VIDEO STREAMING DROPS OFF SIGNIFICANTLY ON PC IN THE EVENINGS

Short-form Video Usage During the Day



MOVIE STREAMING USAGE PATTERNS VARY BY DEVICE FROM WEEKDAYS TO WEEKENDS

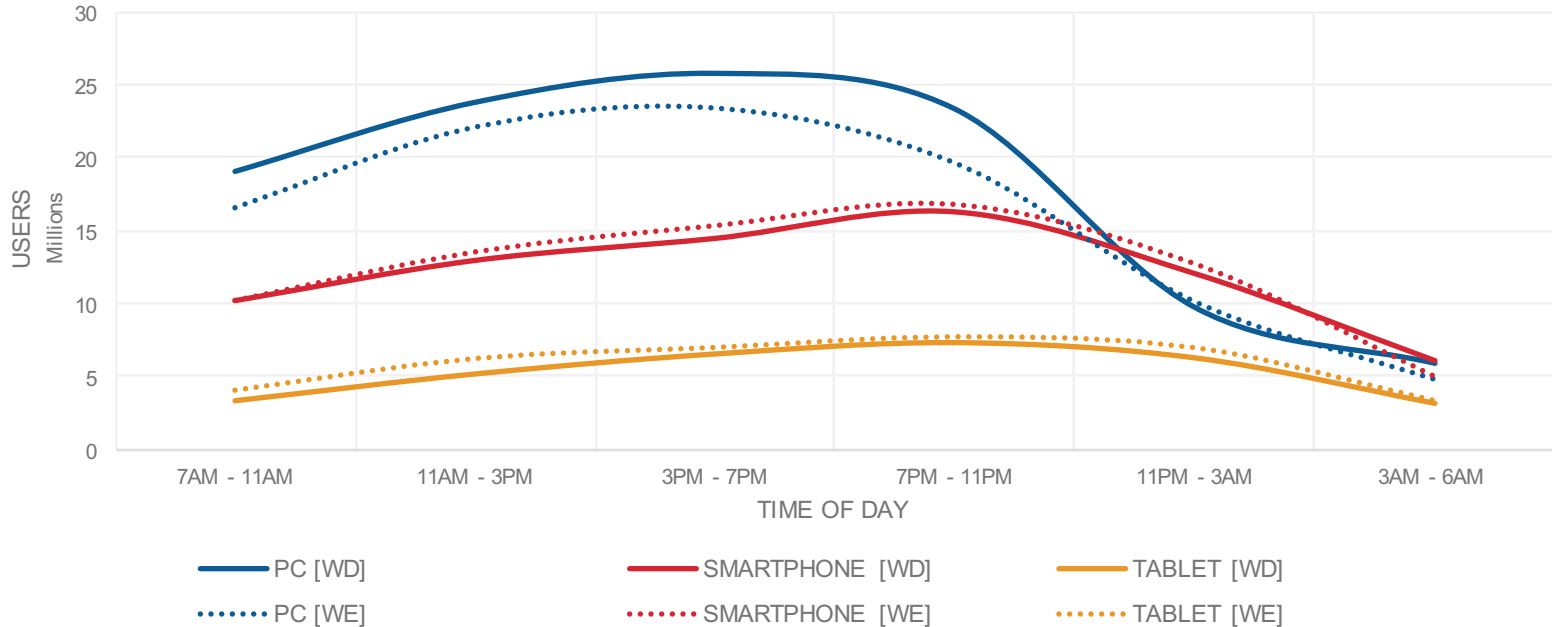
Long-form Video Streaming [Weekdays vs. Weekends]



[WD]: Weekday [WE]: Weekend

MORE PEOPLE WATCH SHORT-FORM VIDEO CLIPS ON THEIR MOBILE DEVICES ON WEEKENDS THAN ON WEEKDAYS

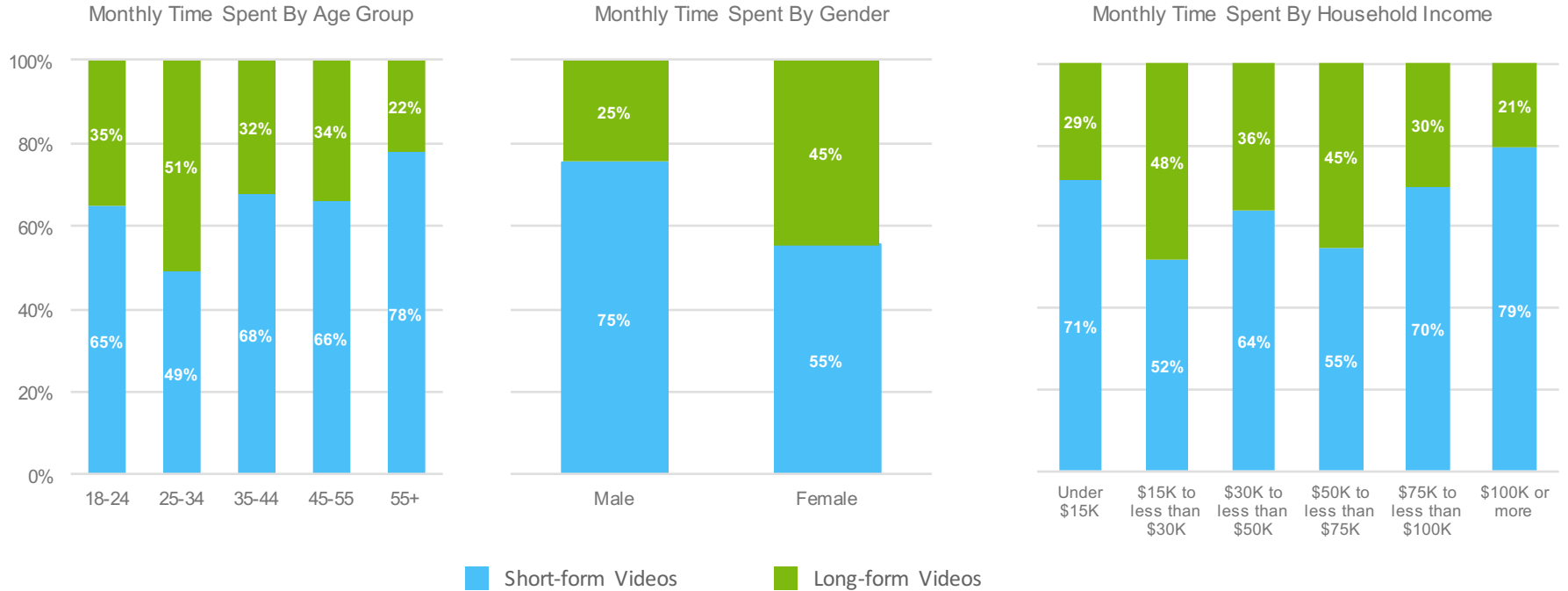
Short-form Video Usage During the Day [Weekdays vs. Weekends]



[WD]: Weekday [WE]: Weekend

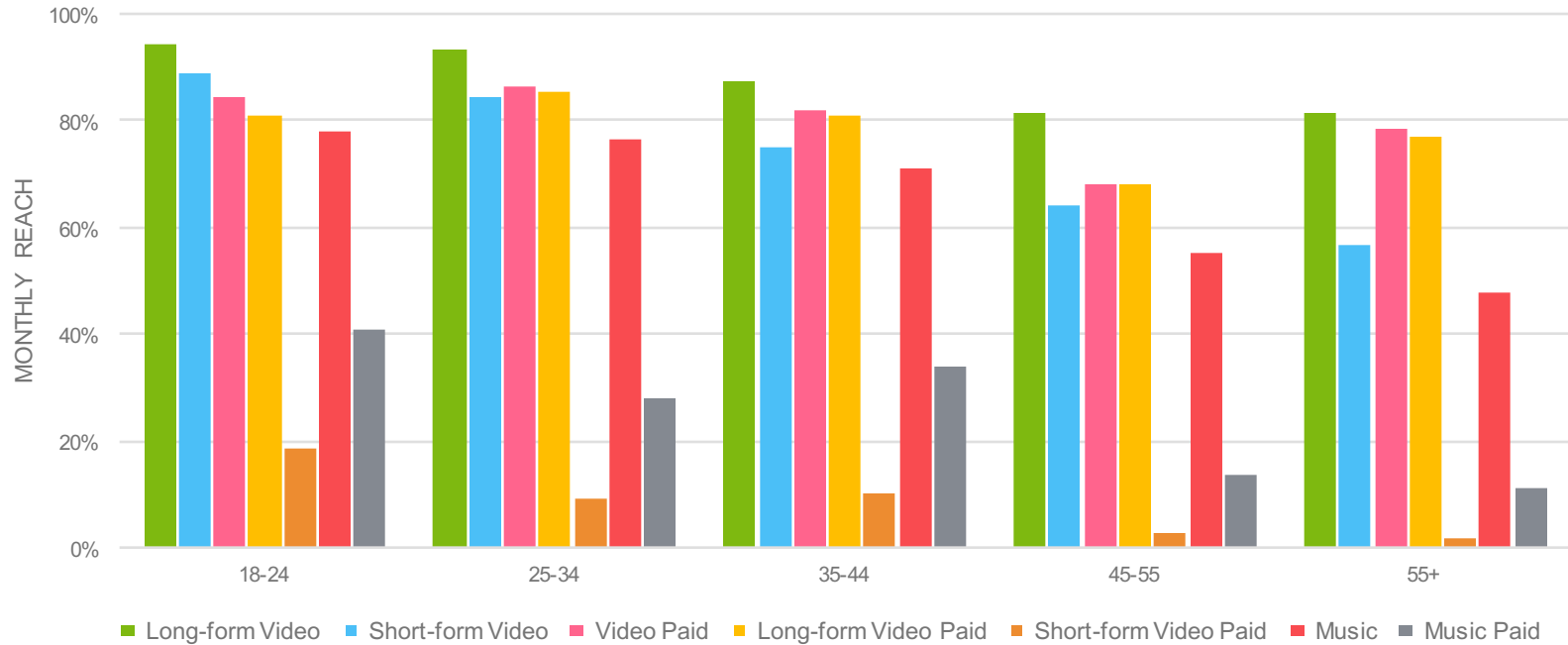
THE ONLINE VIDEO CONSUMER

MEN SPEND MORE OF THEIR TIME WATCHING SHORT-FORM VIDEO THAN WOMEN



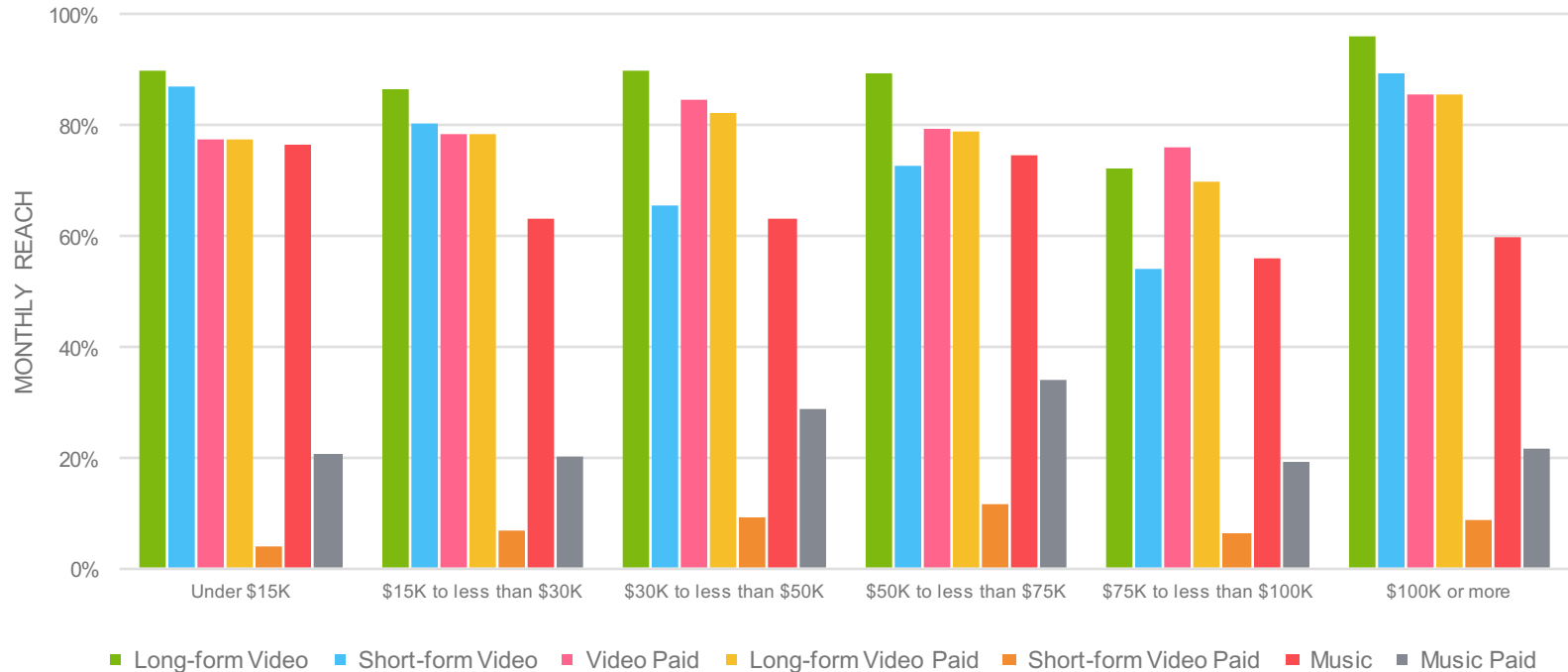
VIDEO SERVICES HIGHEST REACH IS AMONG YOUNGER USERS

Monthly Reach of Video and Music Services across Age Groups



WHILE SLIGHTLY HIGHER AMONG HIGH INCOME USERS, THERE IS NO SIGNIFICANT DIFFERENCE IN PAID VIDEO SERVICE USAGE ACROSS INCOME CLASSES

Monthly Reach across Household Income Levels



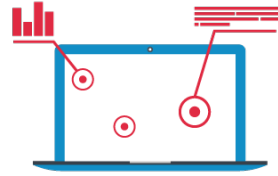
PERSONA PROFILES



SCREEN HOPPER



VIDEO ADDICT



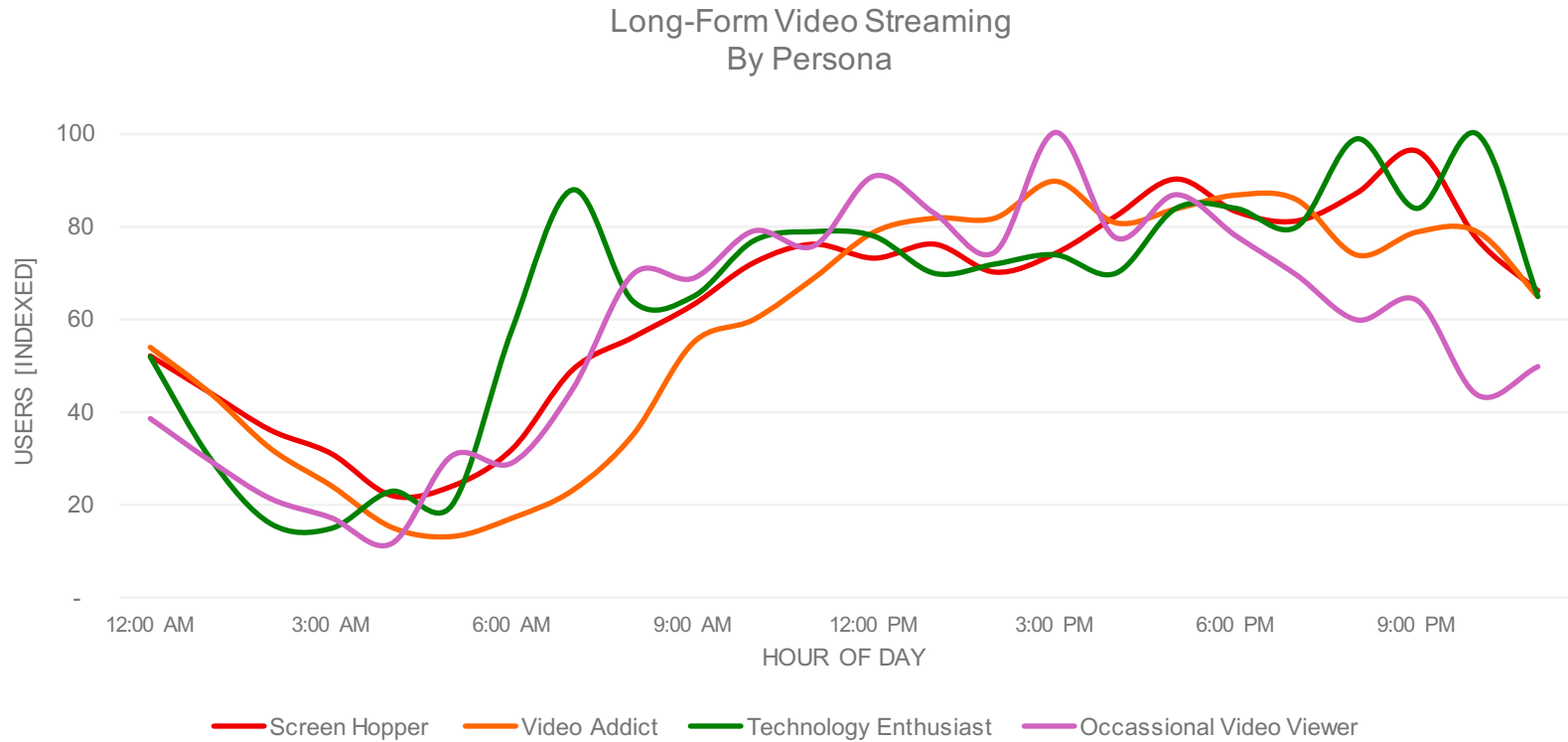
TECHNOLOGY ENTHUSIAST



OCCASIONAL VIDEO USER

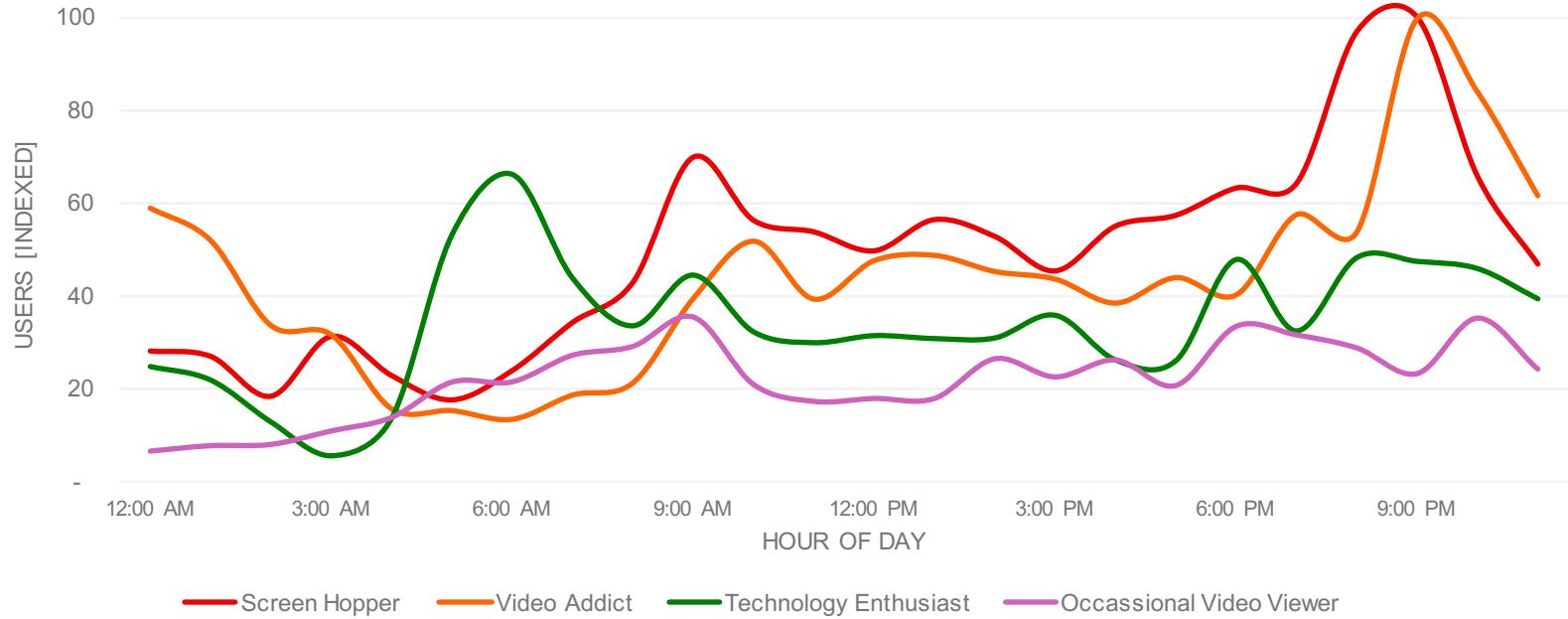
Weekly Hours Online	124	66	76	55
Weekly Video Hours	9:25	11:17	1:24	1:15
Monthly Video Sessions	194	295	37	35
18-34	47%	50%	33%	20%
HHI: \$100k+	26%	16%	28%	29%
University Degree	46%	6%	53%	34%

LONG-FORM VIDEO STREAMING USAGE



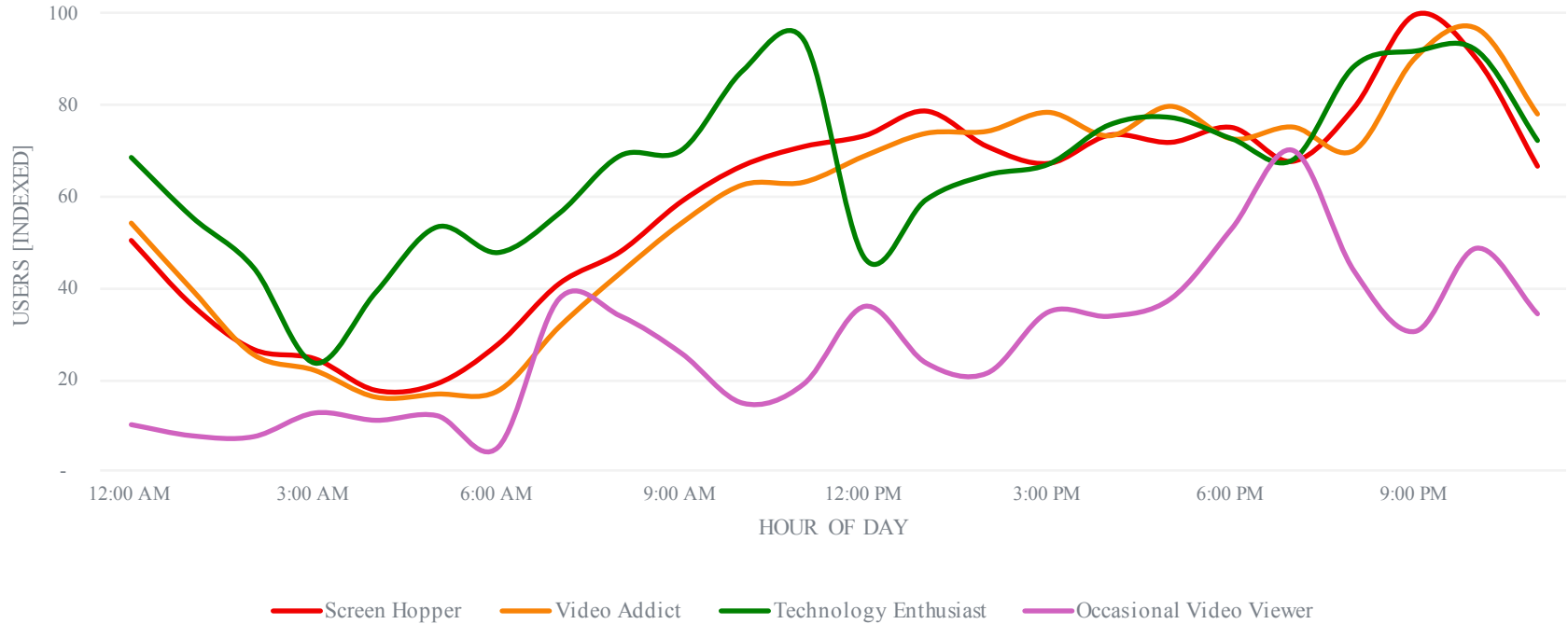
SHORT-FORM VIDEO STREAMING USAGE

Short-Form Video Streaming By Persona

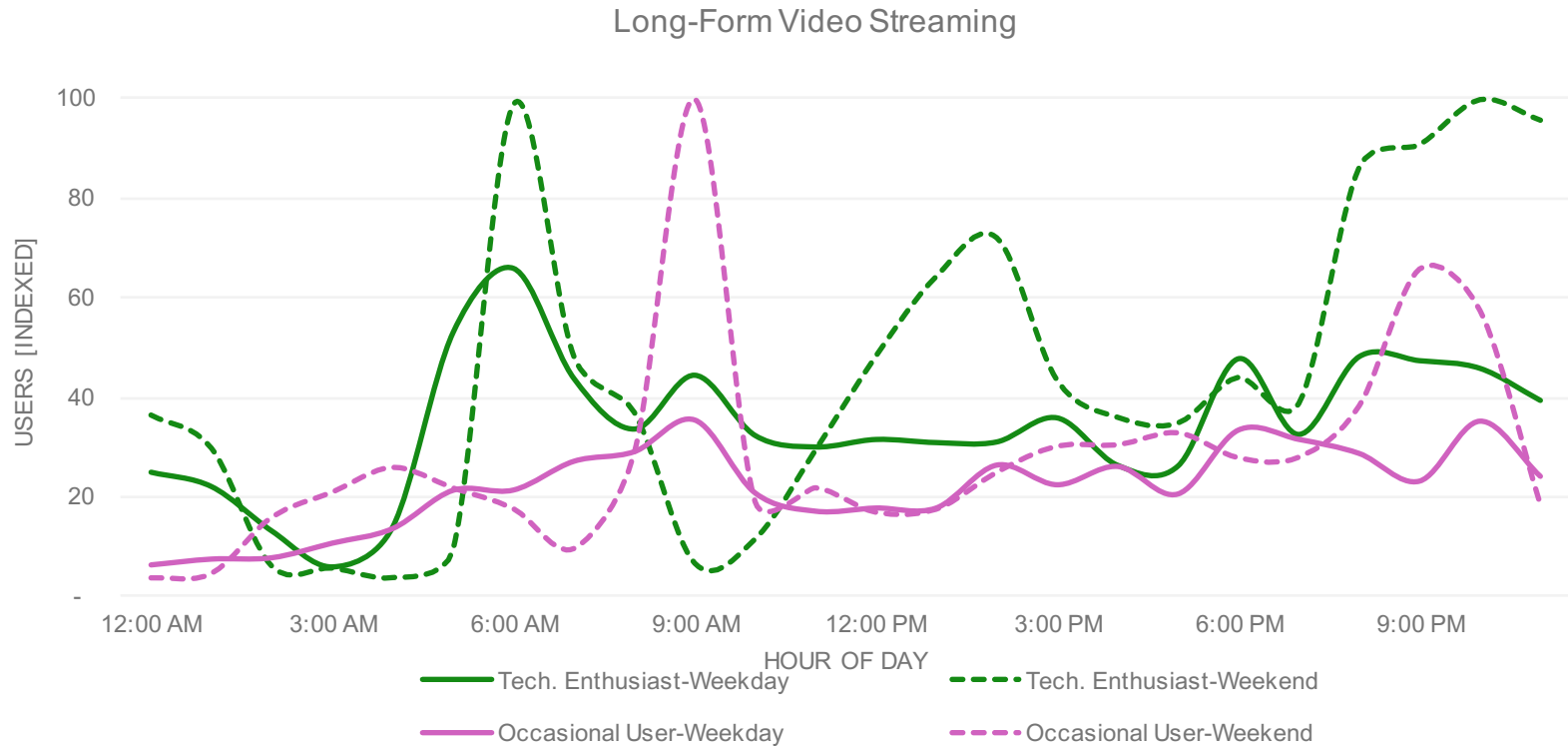


WEEKDAY VIDEO USAGE ON SMARTPHONE

Video Usage on Smartphone During on a Weekday
By Personas

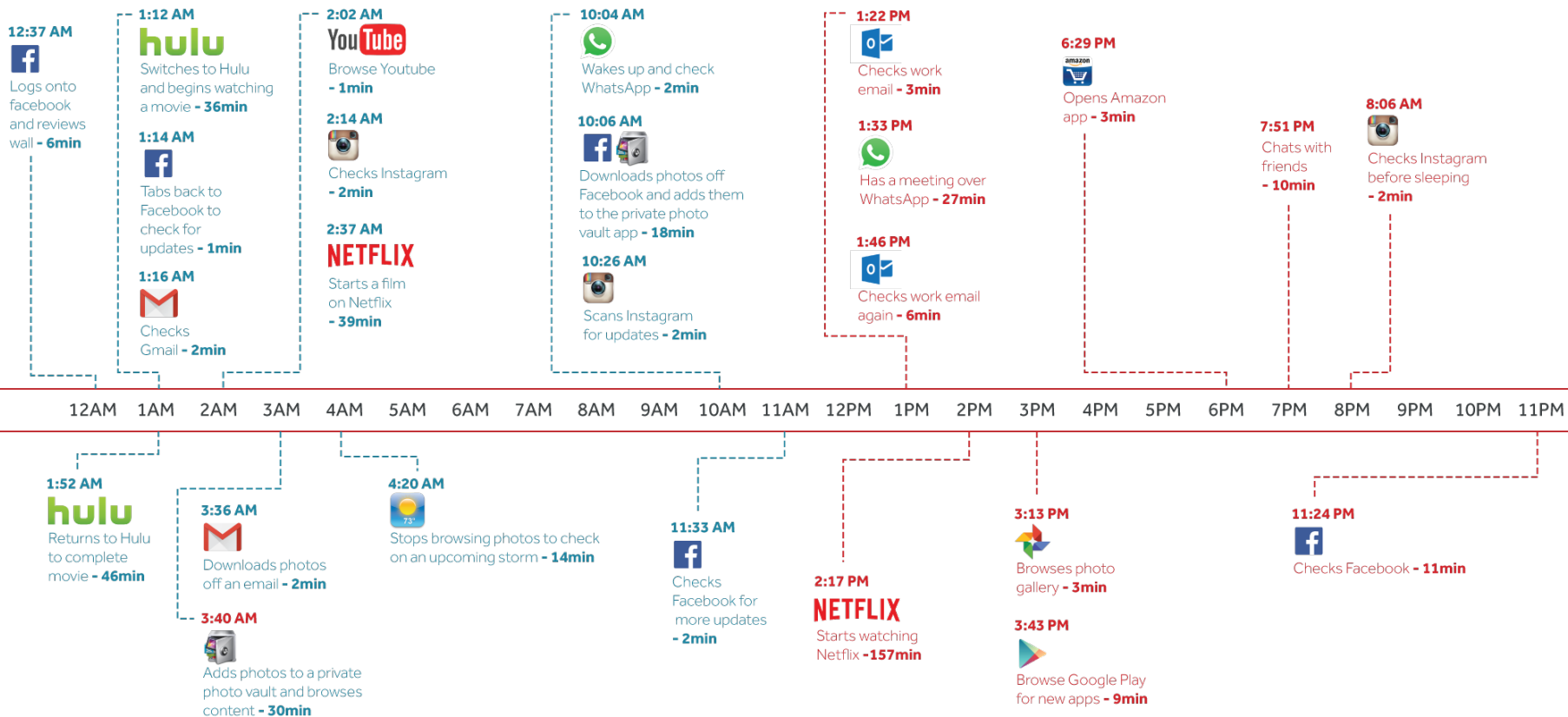


WEEKDAY VS. WEEKEND LONG-FORM VIDEO STREAMING



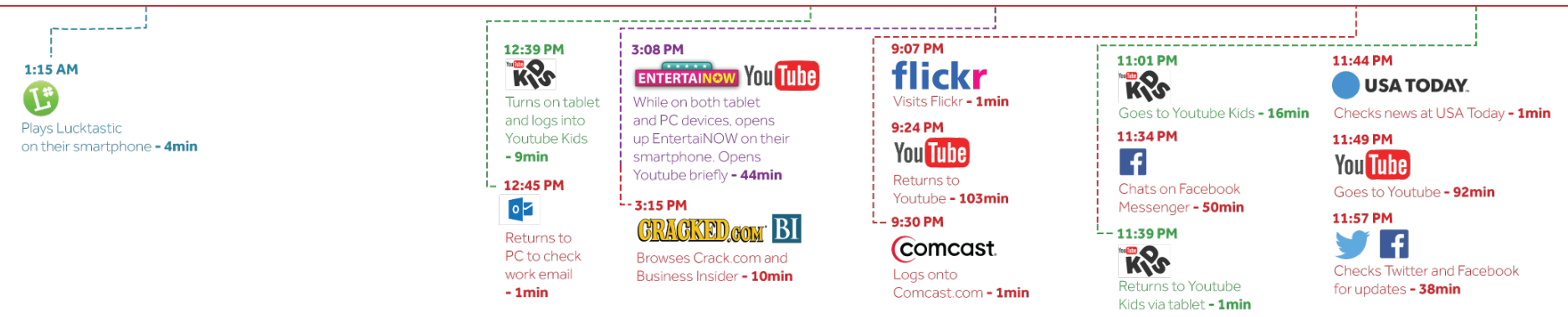
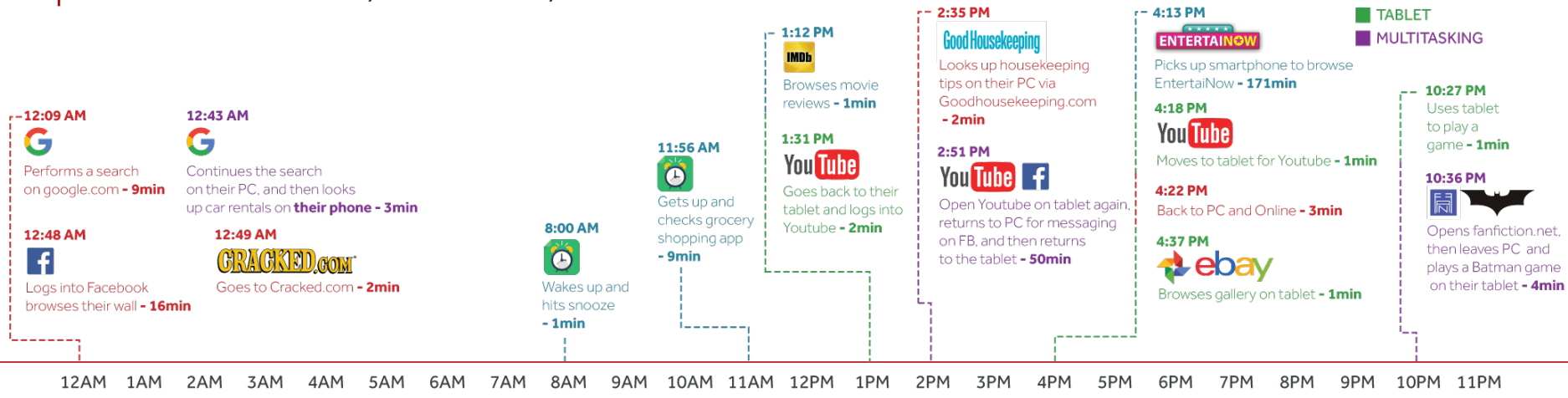
VIDEO ADDICT, WEDNESDAY, 2.10.16

■ PC
■ SMARTPHONE
■ TABLET



SCREEN HOPPER, MONDAY, 2.15.16

■ PC
■ SMARTPHONE
■ TABLET
■ MULTITASKING



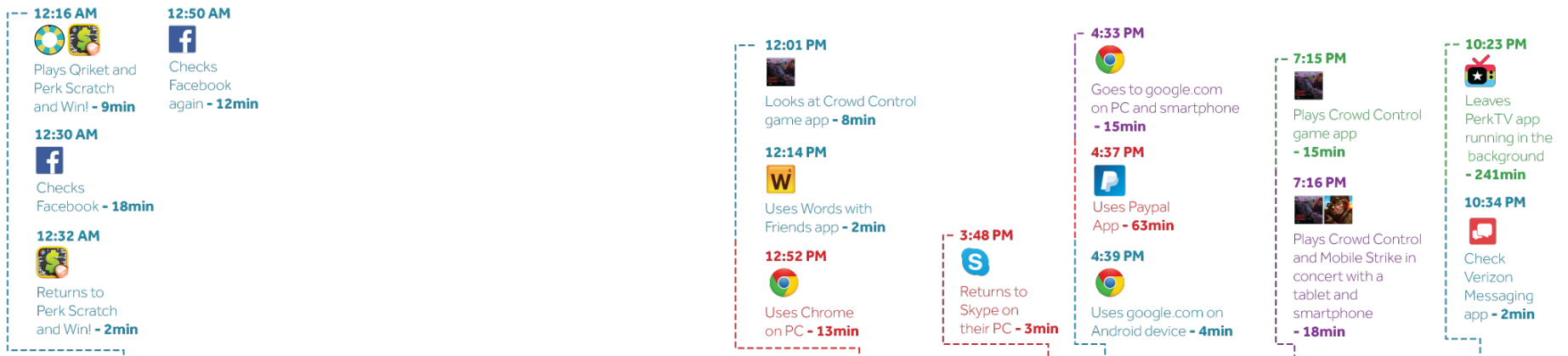
OCCASIONAL VIDEO VIEWER, SUNDAY, 2.28.16

■ PC
■ SMARTPHONE
■ TABLET

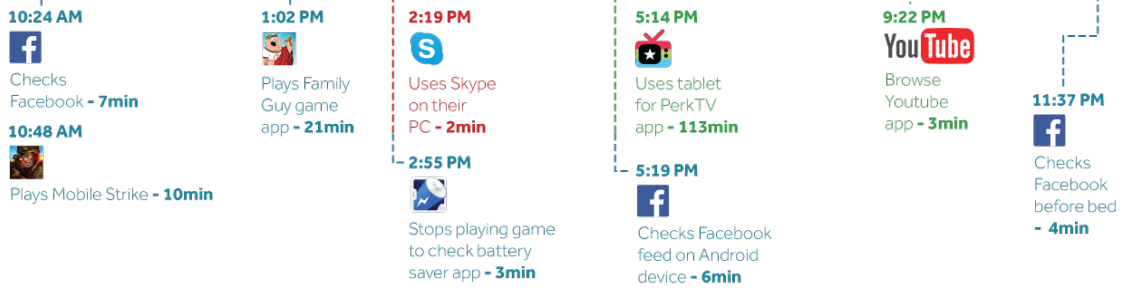


TECH ENTHUSIAST, SATURDAY, 2.13.16

- PC
- SMARTPHONE
- TABLET
- MULTITASKING



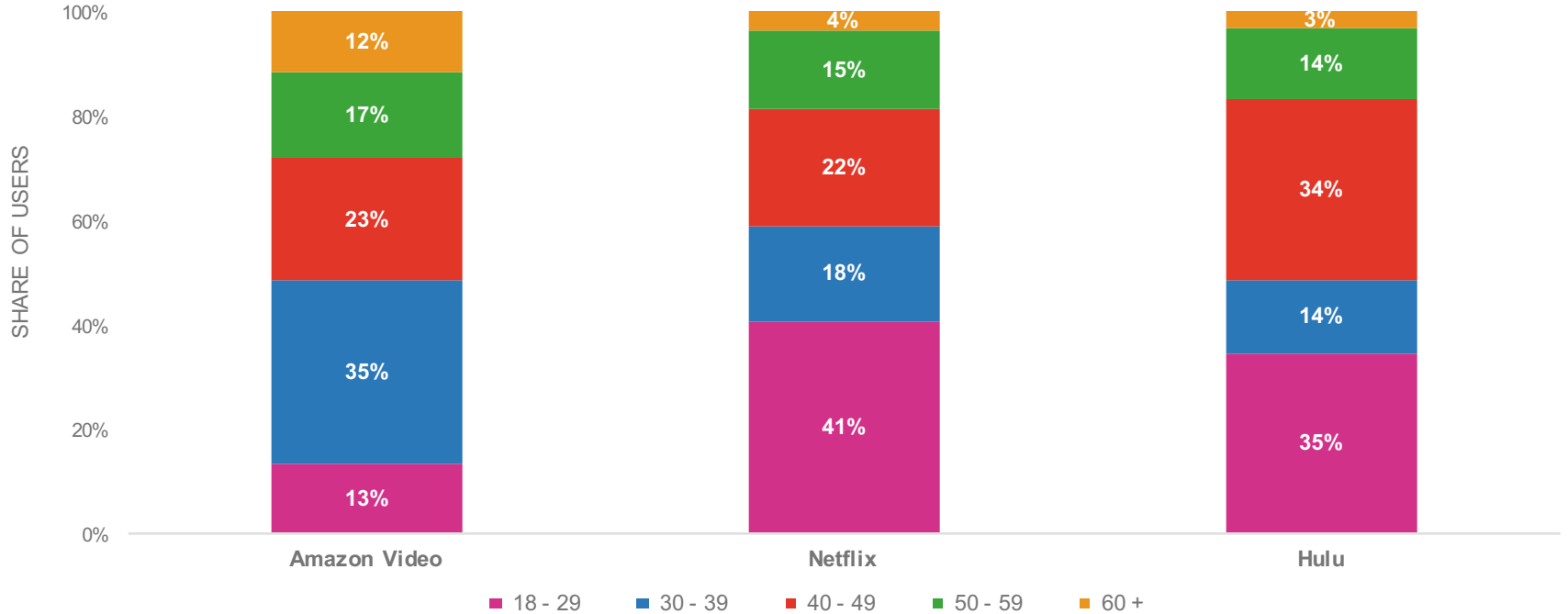
12AM 1AM 2AM 3AM 4AM 5AM 6AM 7AM 8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM 11PM



VIDEO SUBSCRIPTION SERVICES

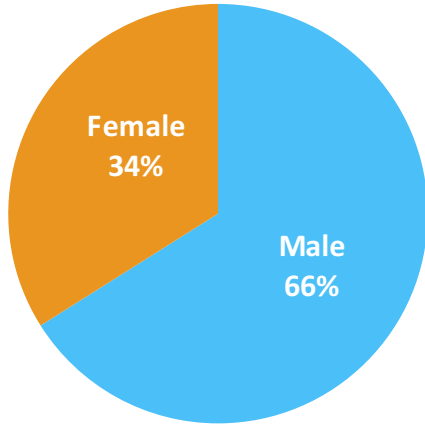
AMAZON VIDEO MOBILE APP SKEWS TOWARDS OLDER USERS COMPARED TO COMPETITION

Age Breakdown of Video Streaming App Users

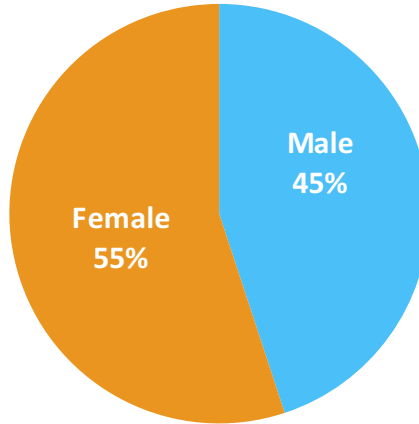


AMAZON VIDEO MOBILE APP USERS ARE MOSTLY MEN, WHILE NETFLIX'S USER BASE HAS SLIGHTLY HIGHER SHARE OF WOMEN

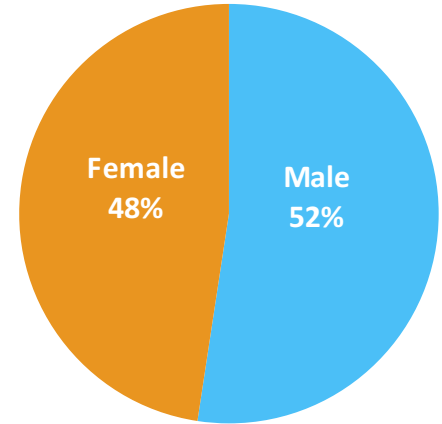
amazon



NETFLIX

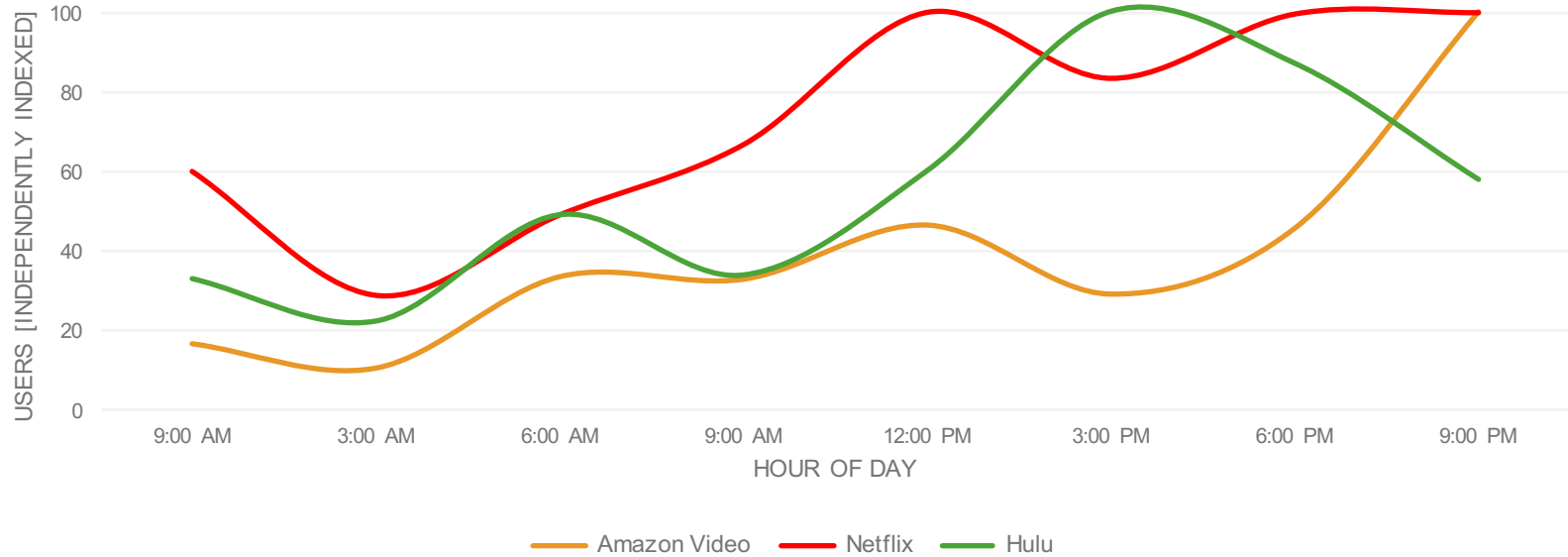


hulu



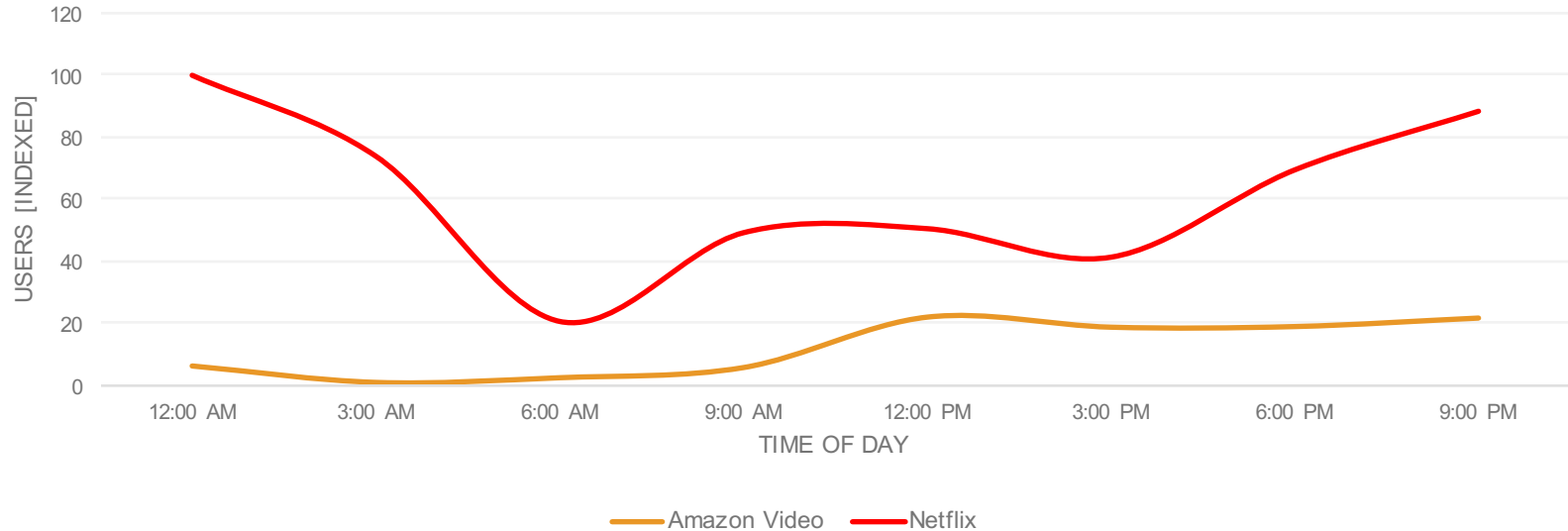
AMAZON VIDEO APP USAGE PEAKS LATER IN THE EVENING THAN ITS COMPETITION

Day in the Life of Video Streaming App Users



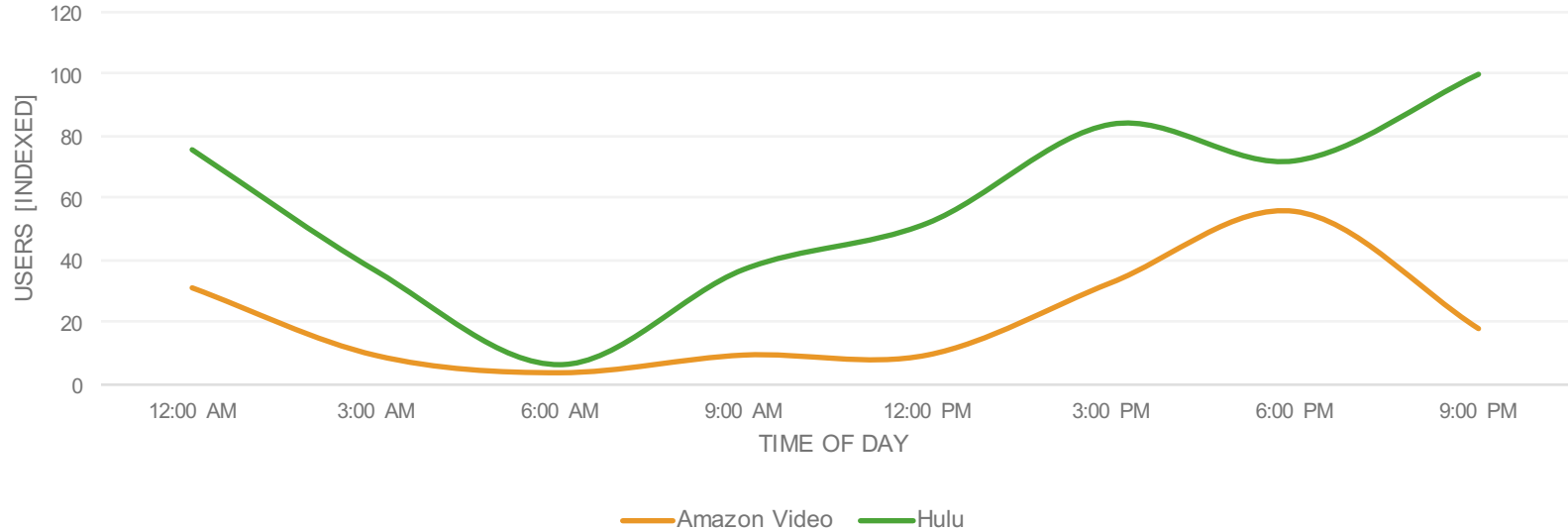
THE PATTERNS OF USAGE OF AMAZON VIDEO AND NETFLIX ARE DIFFERENT AMONG THE SAME USER

Amazon Video and Netflix Usage Among the 42% of Amazon Video Users Also Using Netflix



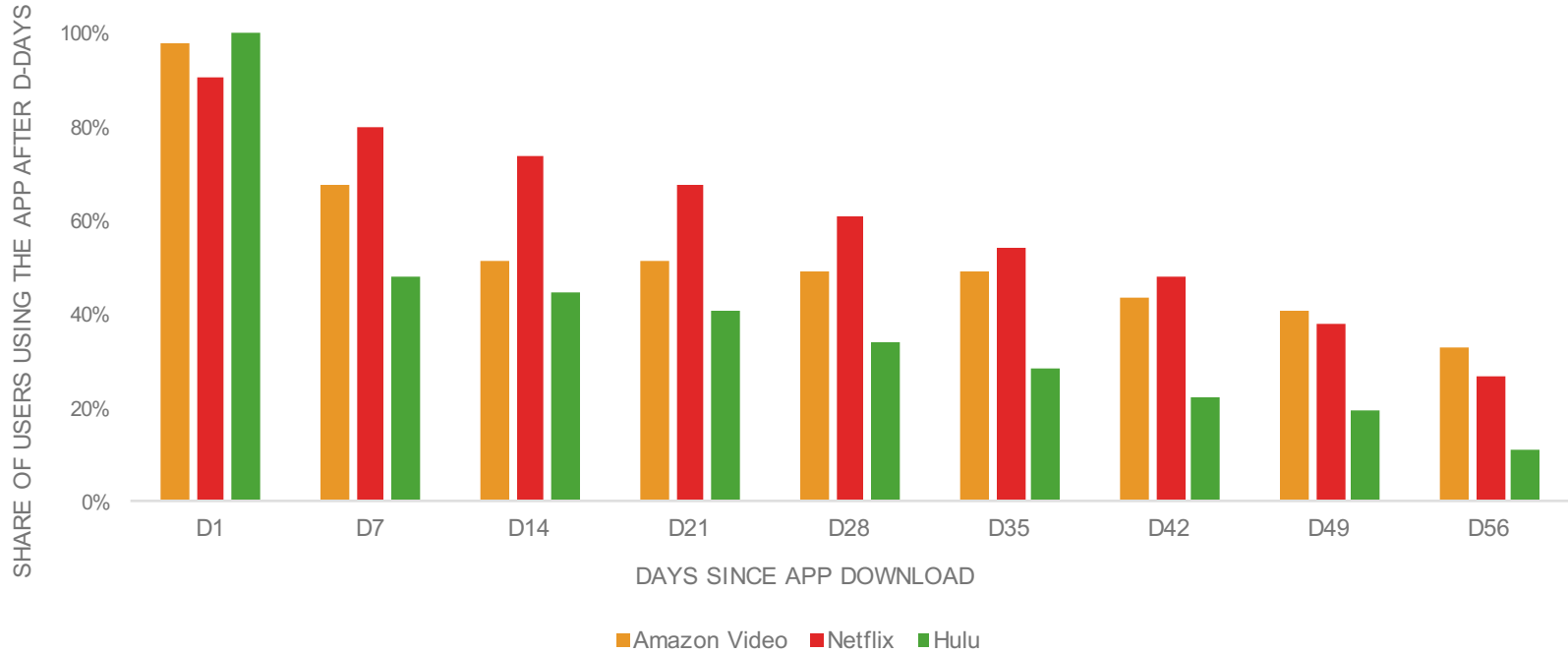
AMAZON VIDEO AND NETFLIX USAGE PATTERNS ARE DIFFERENT AMONG THE SAME USER

Amazon Video and Hulu Usage Among the 13% of Amazon Video Users Also Using Netflix



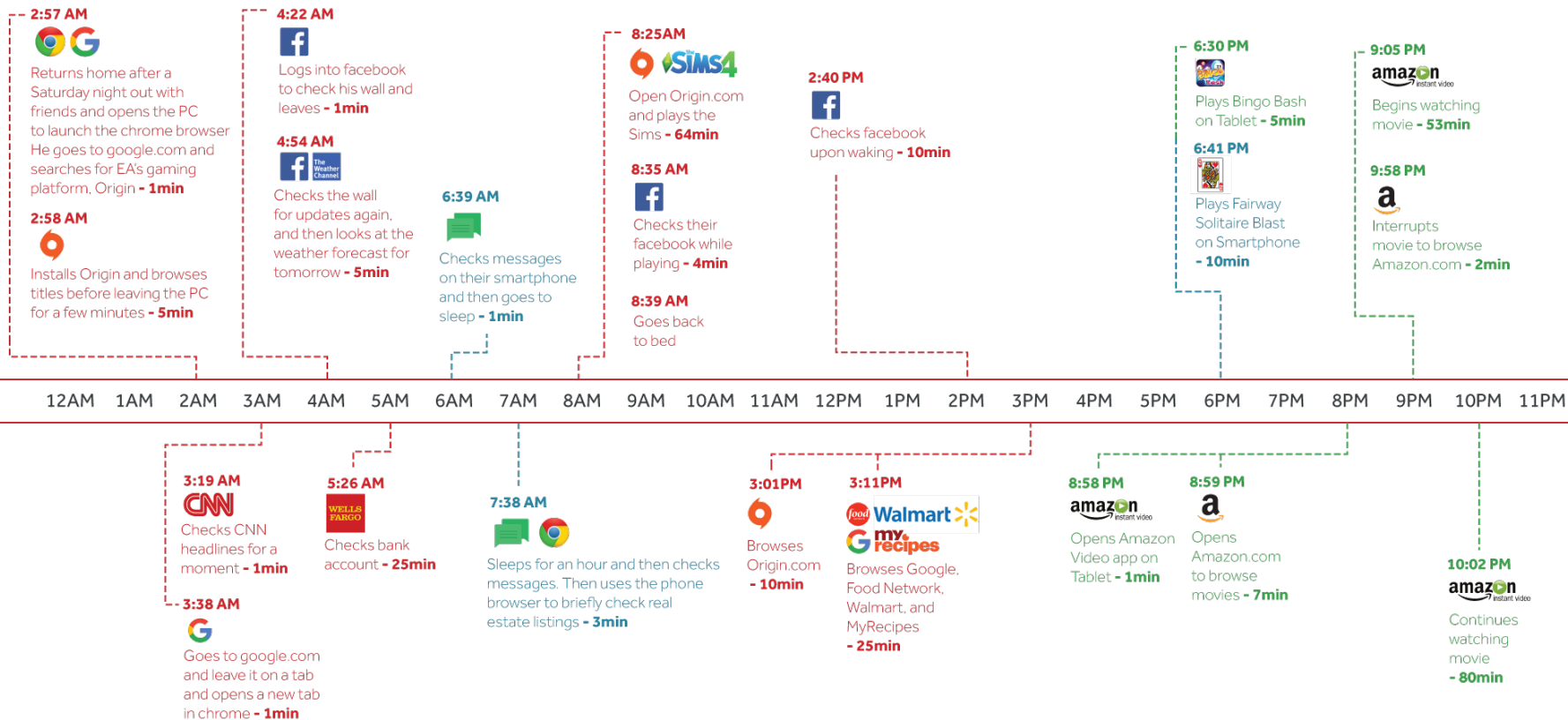
LONG-TERM USER RETENTION IS SLIGHTLY HIGHER FOR AMAZON VIDEO VS. ITS COMPETITORS

D-Day Retention of Video Streaming Apps over 60 Days

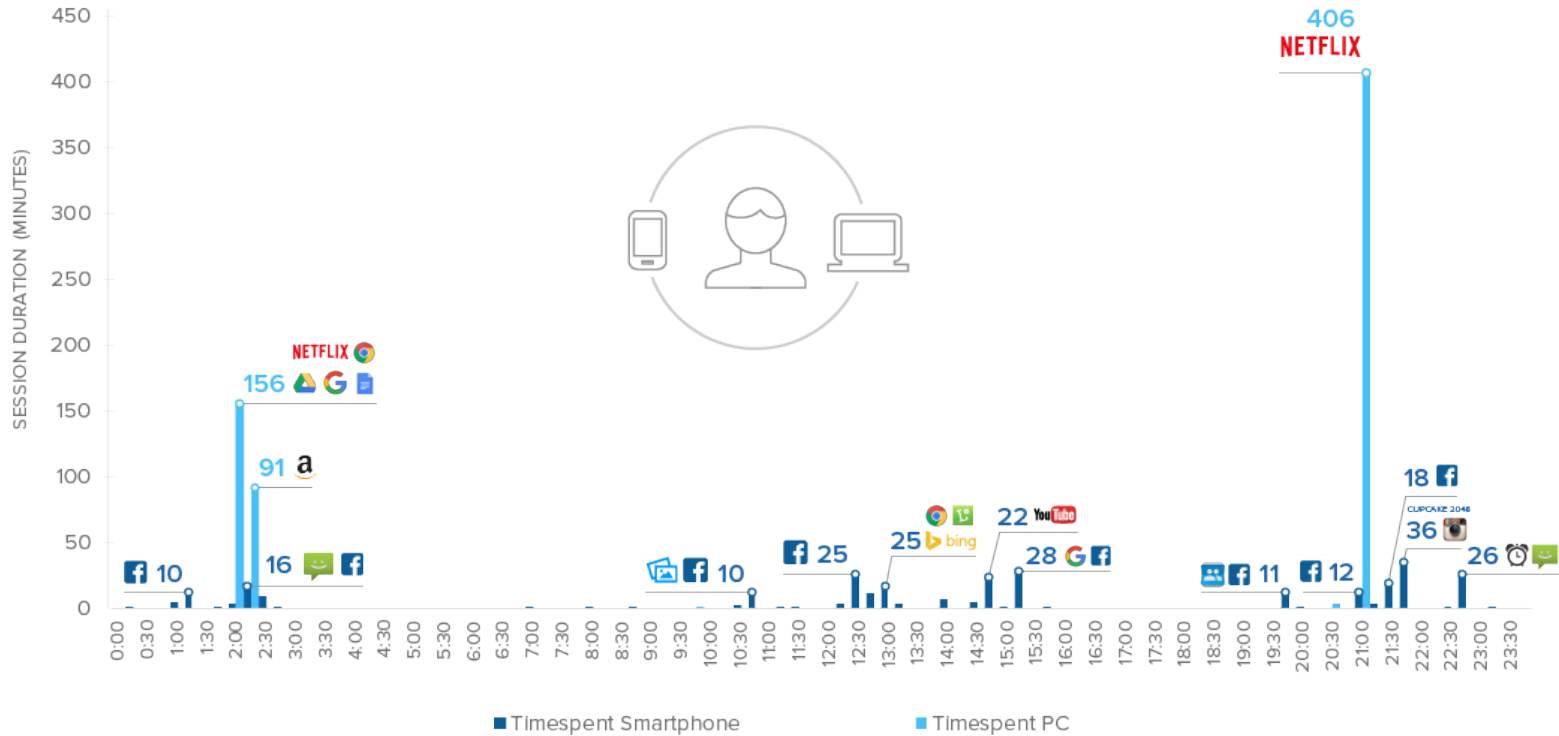


AN INSOMNIAC AMAZON VIDEO APP USER

■ PC
■ SMARTPHONE
■ TABLET



A DAY IN LIFE OF A HEAVY NETFLIX USER



SUMMARY

**SMARTPHONES HAVE BECOME THE MOST PREVALENT
HOUSEHOLD DEVICE**

**CONSUMERS DAILY DIGITAL JOURNEY INVOLVES NUMEROUS
MULTI-DEVICE TOUCH POINTS AROUND THE CLOCK**

**NOT ALL VIDEO VIEWERS ARE THE SAME: VIDEO CONSUMPTION VARIES
BY DISTINCT PERSONAS ACROSS A NUMBER OF DIMENSIONS**