



## **QuickPlay Media**

### **U.S. Mobile TV and Video Survey 2010 Summary**

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## Research Summary

### Mobile TV and Video Survey

The third annual independent Market Tools study on consumer interest and consumption of mobile TV and video content reveals some surprising new trends regarding the viewing habits and preferences of today's customer. The survey was conducted via Zoomerang, an online survey services provider, and polled U.S.-based mobile phone users between the ages of 18 and 44.

### Key Findings

#### There is strong interest in the multi-screen TV viewing experience

53 percent of respondents voiced an interest in services that allow them to seamlessly switch between multiple devices, such as PCs and smartphones, when watching programs.

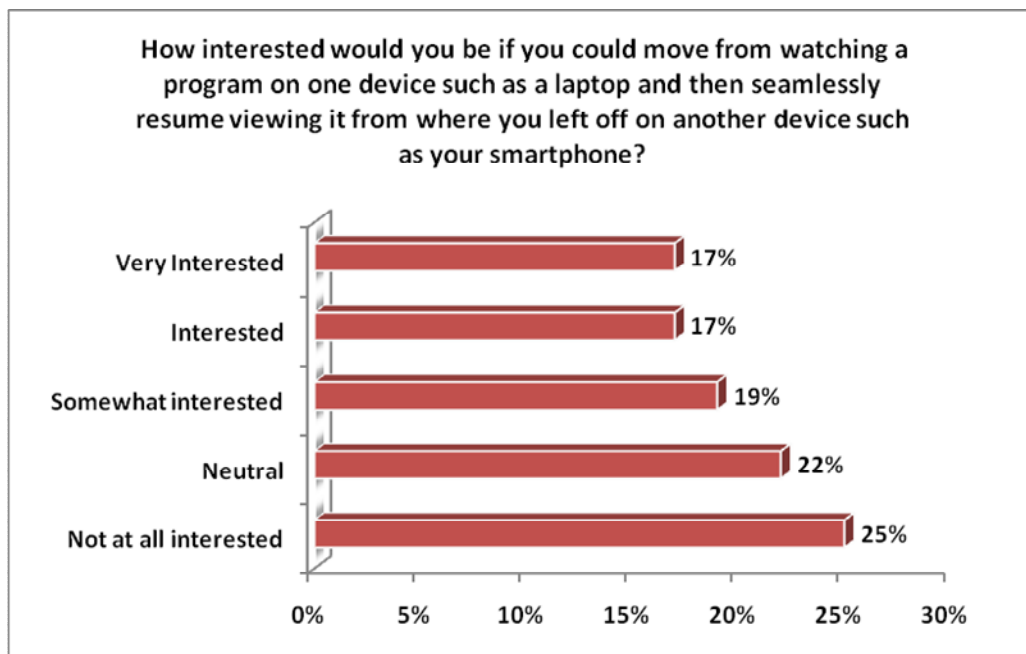


Figure 1

### Interest in mobile TV and video services remains strong

The study shows that 56 percent of respondents are interested in mobile TV and video services, up slightly from 55 percent in 2009.

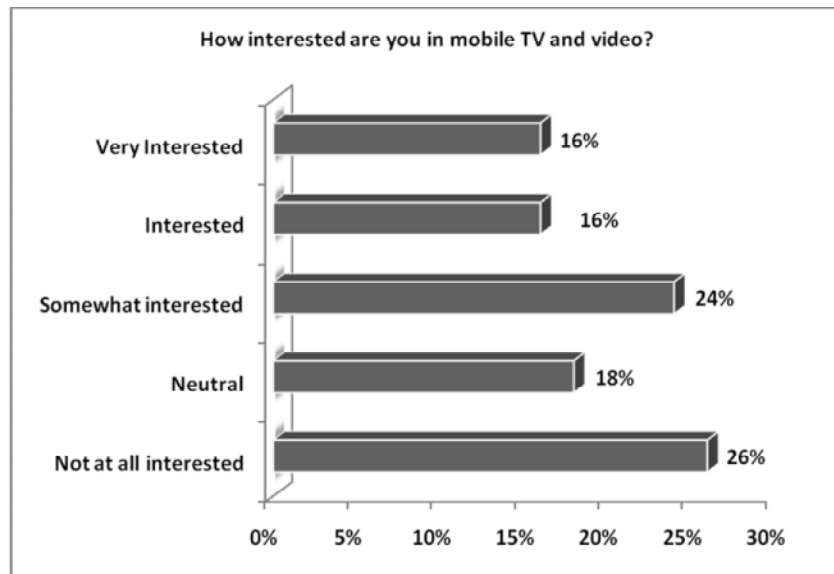


Figure 2

### Mobile TV and video service adoption is accelerating

While the number of people who have tried their carrier's mobile TV/video service holds firm at 36 percent, the survey reveals growth of adoption in the past year. Specifically the study found that 67 percent of those currently watching mobile TV or video began using such services in the last 12 months and 25 percent in the past six months.

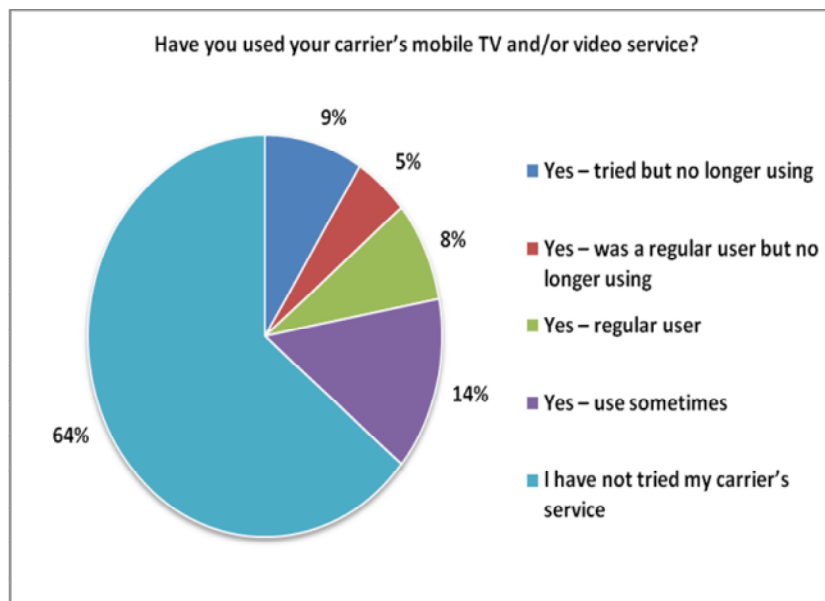
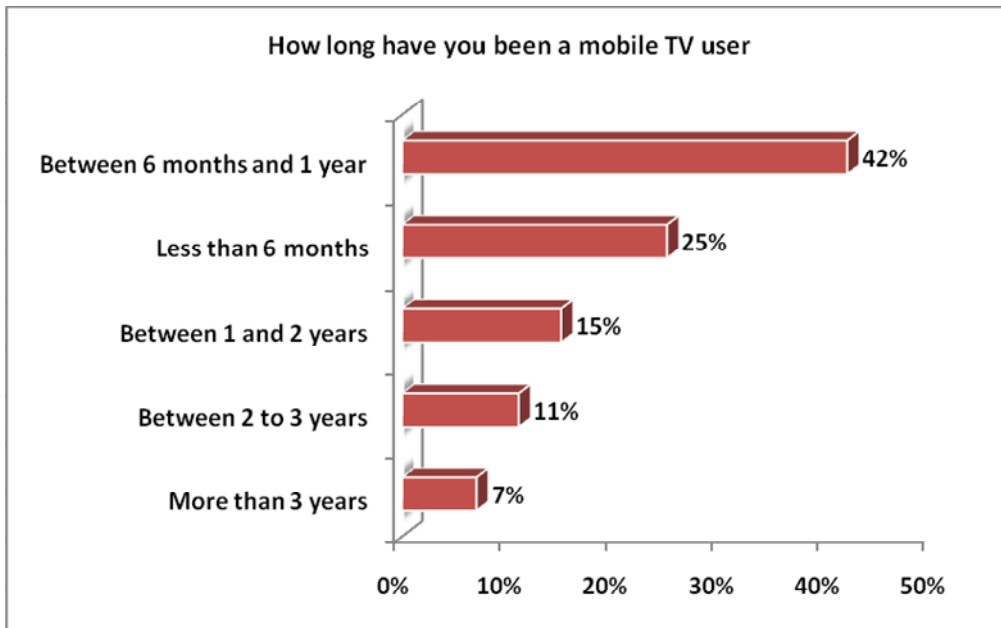


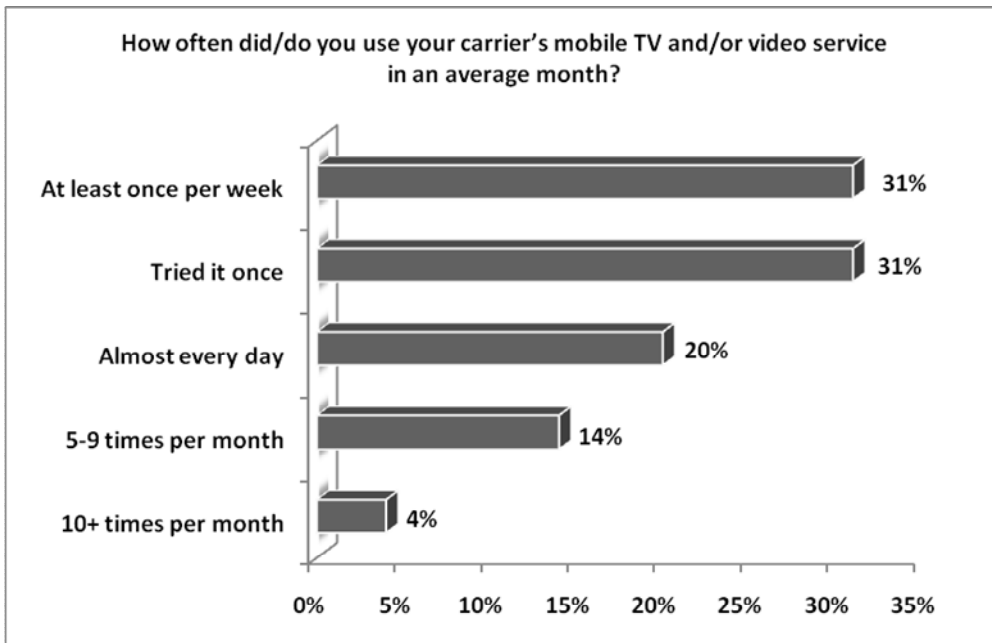
Figure 3



**Figure 4**

**Consumers are becoming increasingly engaged with mobile TV and video services**

When asked how often they use their carrier’s mobile TV and/or video service in an average month, 20 percent responded almost every day, a striking increase from the 8 percent reported in 2009. Additionally, 31 percent stated that they use the service at least once a week, more than double the 13 percent reported in 2009.



**Figure 5**

### Consumers are tuned into the content delivered via their mobile TV/video service

The increase in mobile TV/video viewing may be attributable to growing consumer awareness regarding the content offered by their operator. Specifically, 50 percent of respondents who watch mobile TV/video stated that their favorite network and cable programs are currently available on their mobile TV service.

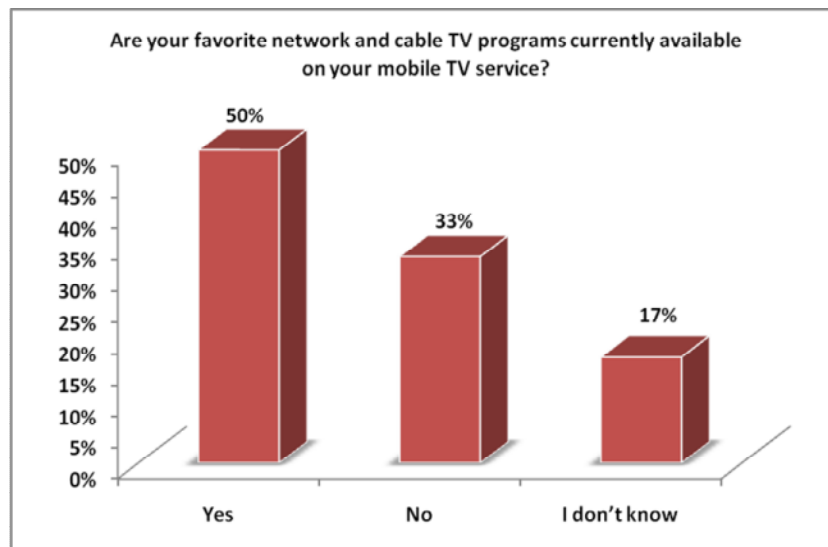


Figure 6

### Consumers display strong interest in time and place shifting capabilities

When it comes to viewing preferences, 56 percent stated that they would be interested in services that allow them to watch their favorite content when offline, from anywhere.

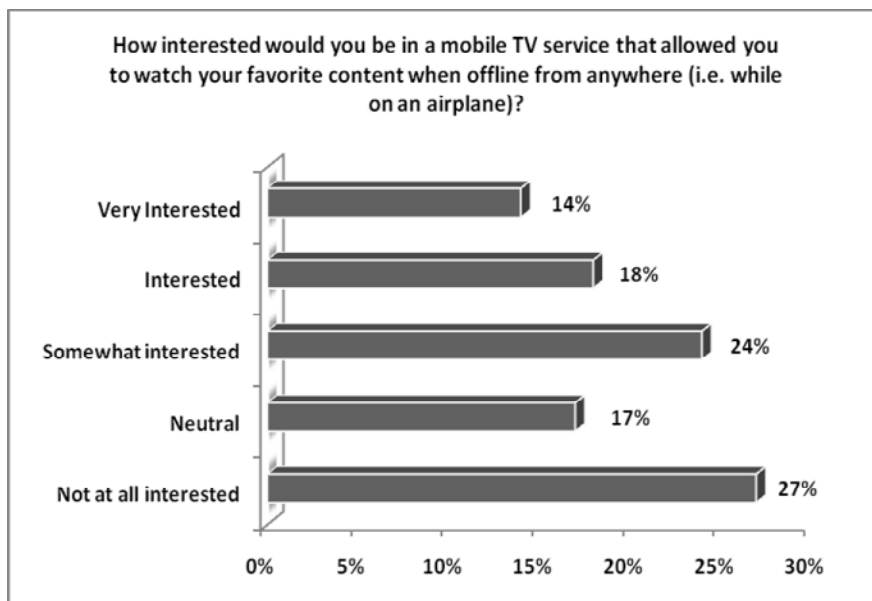


Figure 7

While 29 percent of respondents said that they most often watch mobile TV or video at home, consumer interest in “anywhere” viewing is reflected by the 17 percent who watch in between activities, 16 percent who watch at work or while in transit (i.e. on the bus, train, etc.) and 15 percent who watch while waiting in line.

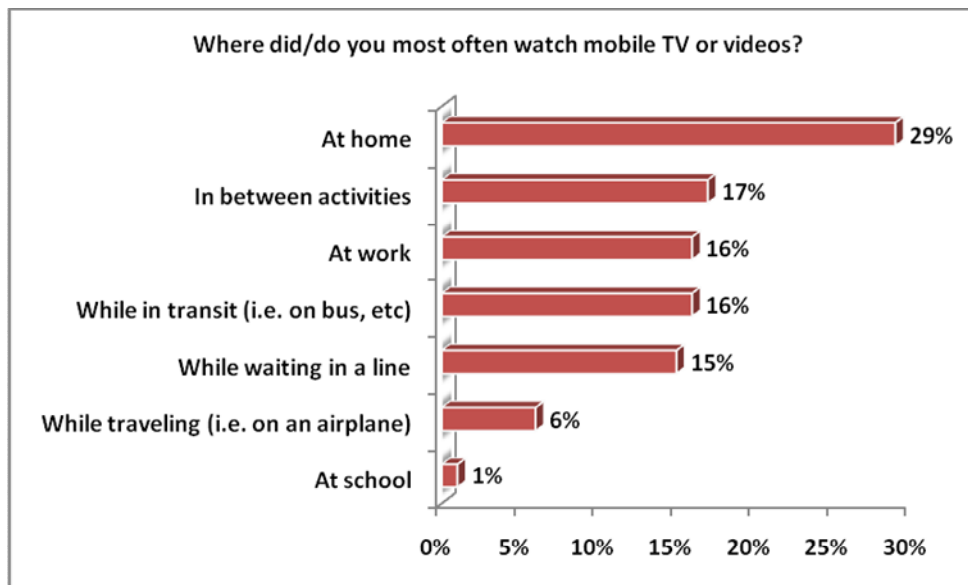


Figure 8

### Mobile TV/video service adoption still faces hurdles

When users were asked about the biggest challenges they've had with their mobile TV/video service, 27 percent indicated that they had experienced difficulties finding content of interest.

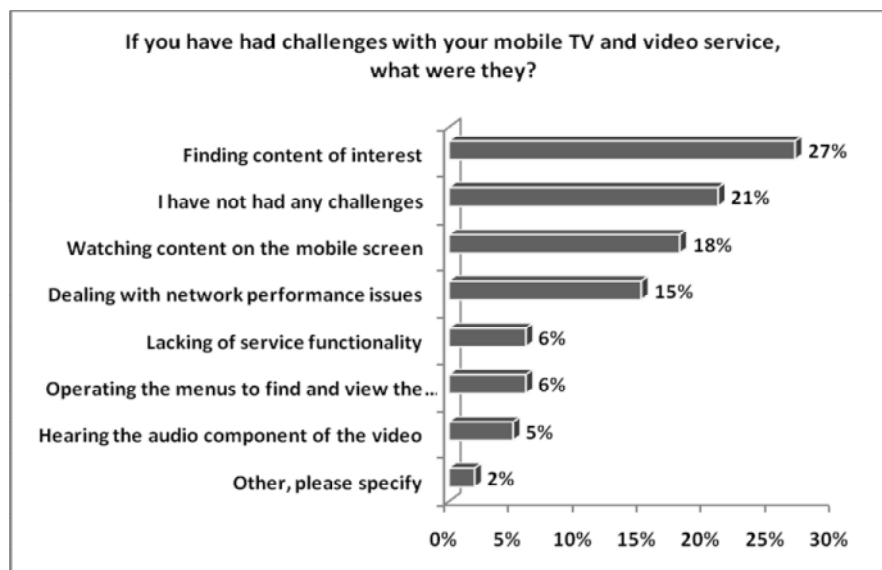


Figure 9

Misconceptions around service costs also prevail, although to a lesser extent than reflected in previous studies. The 2010 survey found that 41 percent of respondents who hadn't tried a mobile TV or video service cited perceived cost as their primary reason, down from 58 percent reported 2009, potentially attributable to improving economic conditions.

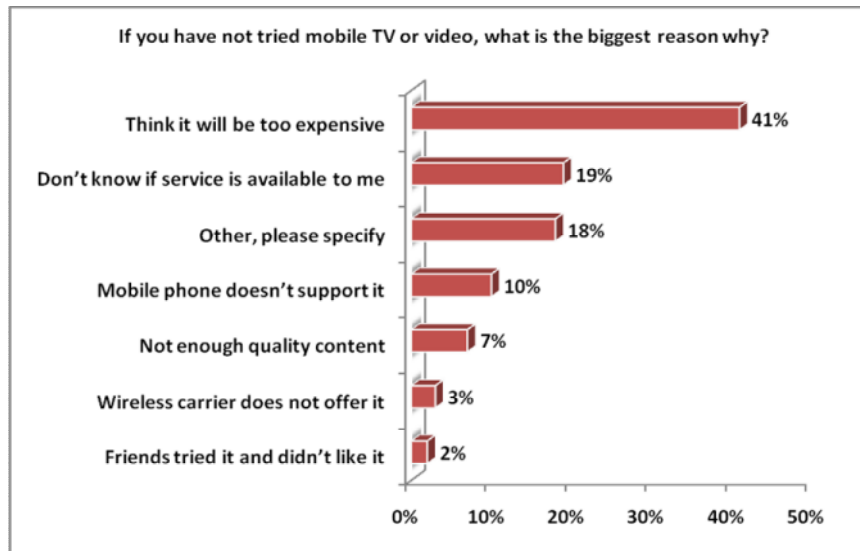


Figure 10

**The mobile device is gaining status alongside the TV and computer as a “go-to” entertainment resource**

When asked to report the greatest amount of uninterrupted time that they have spent watching a movie on their mobile device, 61 percent of respondents said at least 31 minutes and 24 percent more than 60 minutes.

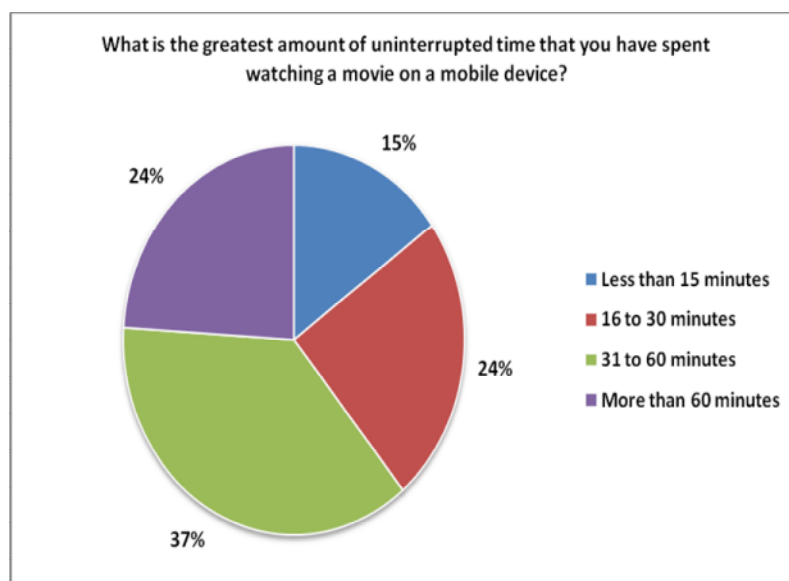


Figure 11

When asked to report the greatest amount of uninterrupted time that they have spent watching a TV program on their mobile device, 72 percent said at least 11 minutes and 39 percent more than 21 minutes.

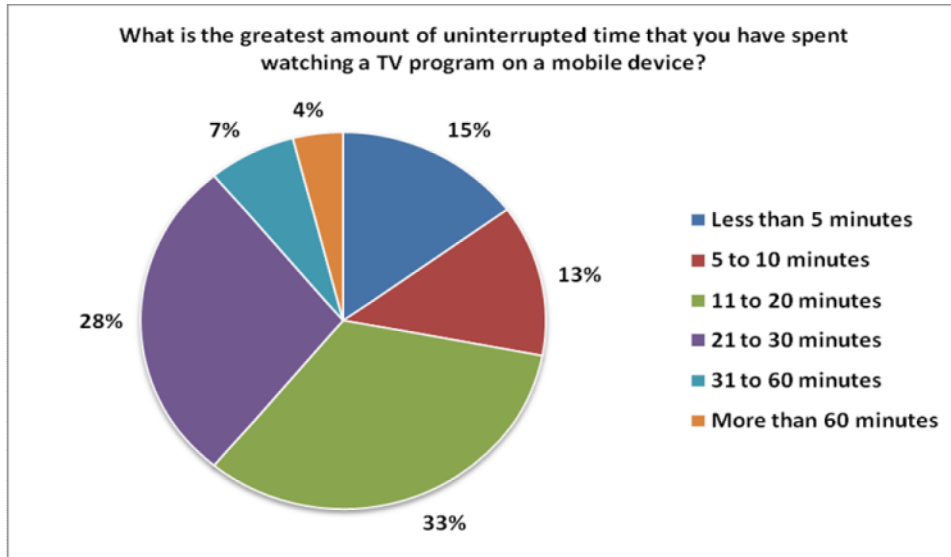


Figure 12

26 percent of respondents agreed when asked if they view their smartphone as more of a day-to-day entertainment device and news resource now than they did 12 months ago.

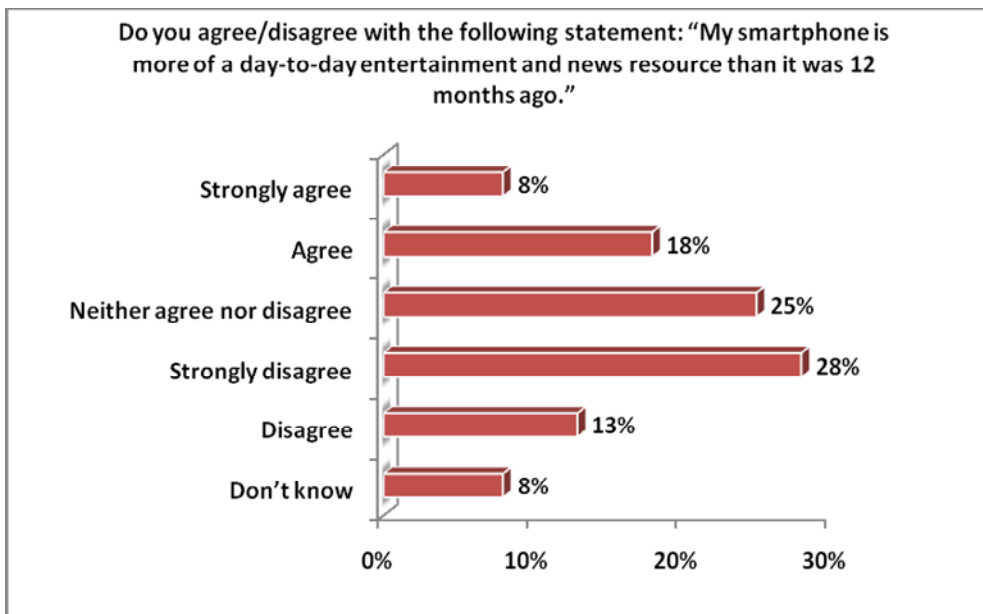


Figure 13

### Consumers voice strong interest in mobile application stores

70 percent of respondents stated that they have downloaded an application to their smartphone. Among those who have download applications, 41 percent do so at least once a week.

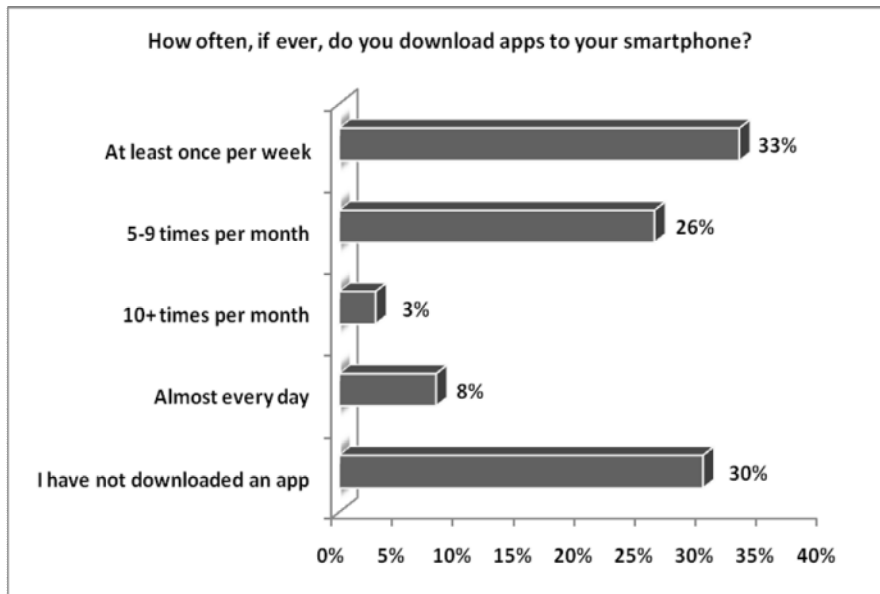


Figure 14

### Consumers are interested in easy to control TV viewing experiences

42 percent of respondents voiced an interest in mobile TV/video services that give them the options to download TV programs/movies on-demand or to leverage DVR-like capabilities that automatically download programs on a set date and time.

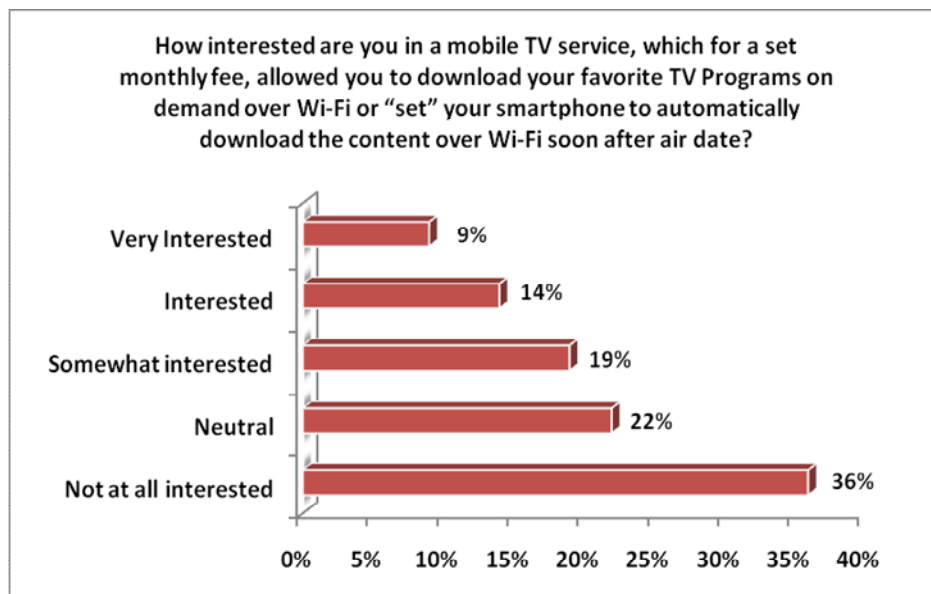


Figure 15

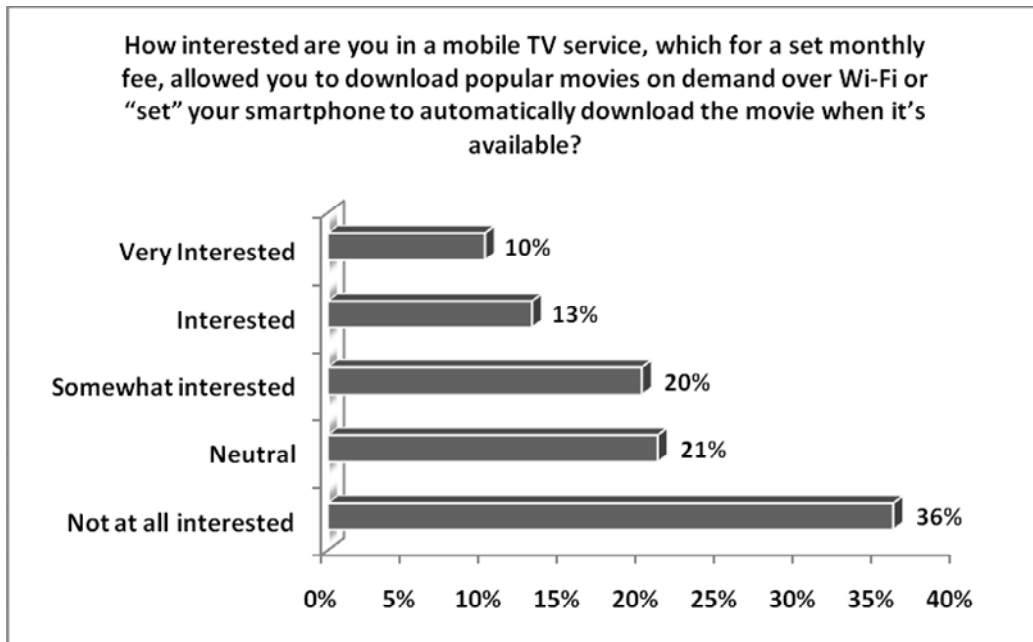


Figure 16

#### About QuickPlay Media

QuickPlay Media Inc. is the premier provider of solutions to manage the business of mobile video. Successfully used by the World's leading communications providers, QuickPlay provides the fastest and most flexible way for companies to deliver mobile video worth watching. QuickPlay is headquartered in Toronto, with sales offices in London and throughout the US. For more information, please visit us online at [www.quickplay.com](http://www.quickplay.com) or on Facebook at [www.facebook.com/quickplaymedia](http://www.facebook.com/quickplaymedia). Interested parties can also follow QuickPlay Media on Twitter at @quickplaymedia.