



QuickPlay Media

UK 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 focused 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 consumers. The survey was conducted via Zoomerang, an online survey services provider, and polled UK-based mobile phone customers between the ages of 18 and 44.

Key Findings

There is strong interest in multi-screen TV viewing capabilities

55 per cent of survey takers showing an interest in services that allow them to seamlessly switch the viewing of programmes between multiple devices, such as PCs and smartphones.

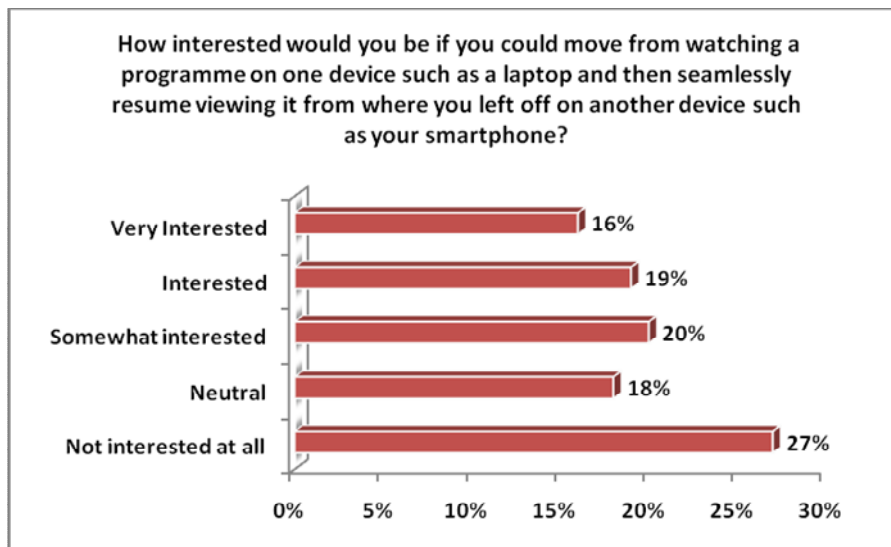


Figure 1

Mobile TV and video service adoption continues to grow

56 per cent of respondents have viewed content on their mobile device, up from 48 per cent in 2009.

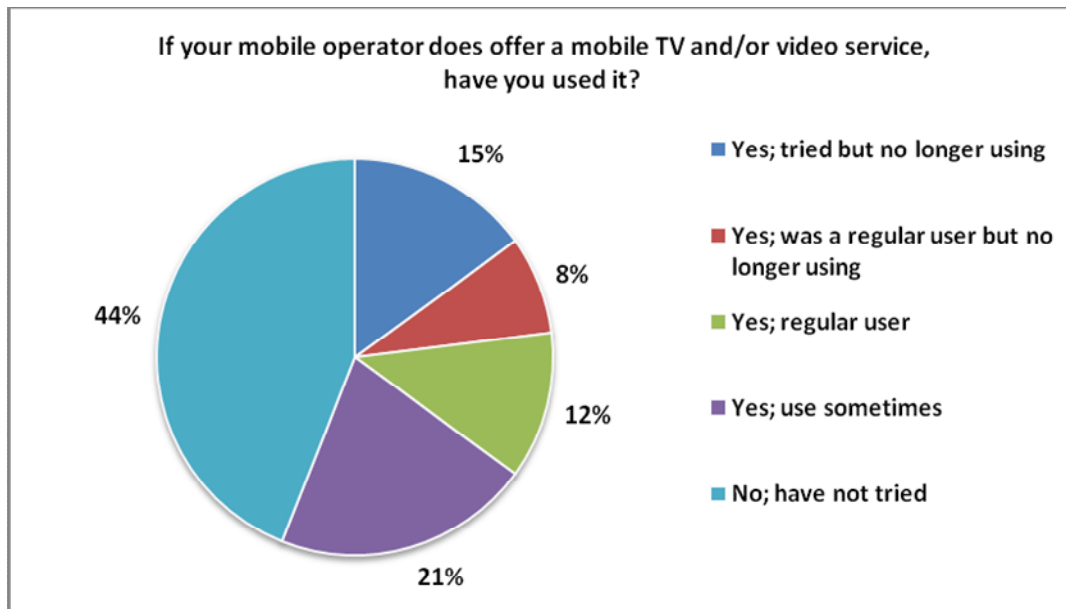


Figure 2

Enthusiasm around mobile TV and video continues to increase

55 per cent of respondents expressed an interest in viewing TV or video on their mobile device, an increase from 51 per cent in 2009.

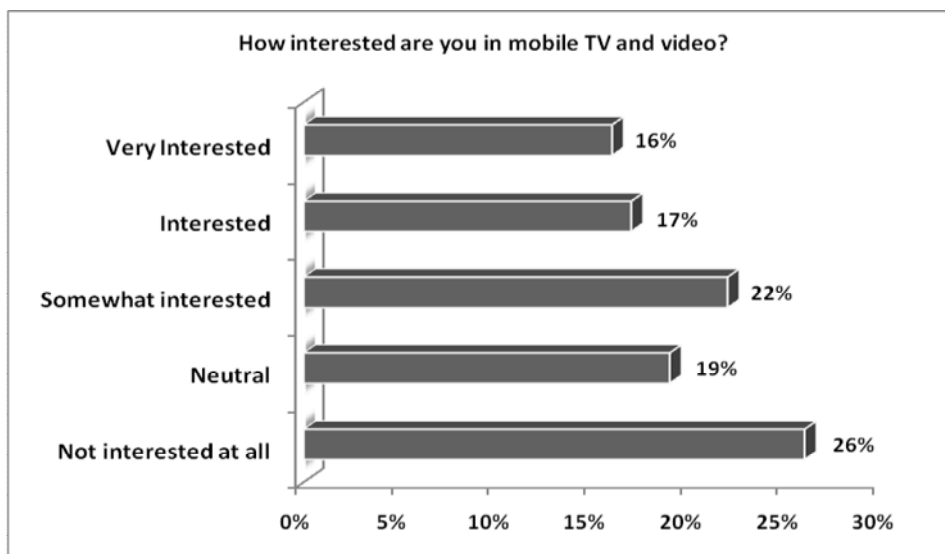


Figure 3

Adoption of mobile TV and video services is gaining momentum

70 per cent of current mobile TV or video users have become adopters in the last 12 months and 41 per cent in the past six months.

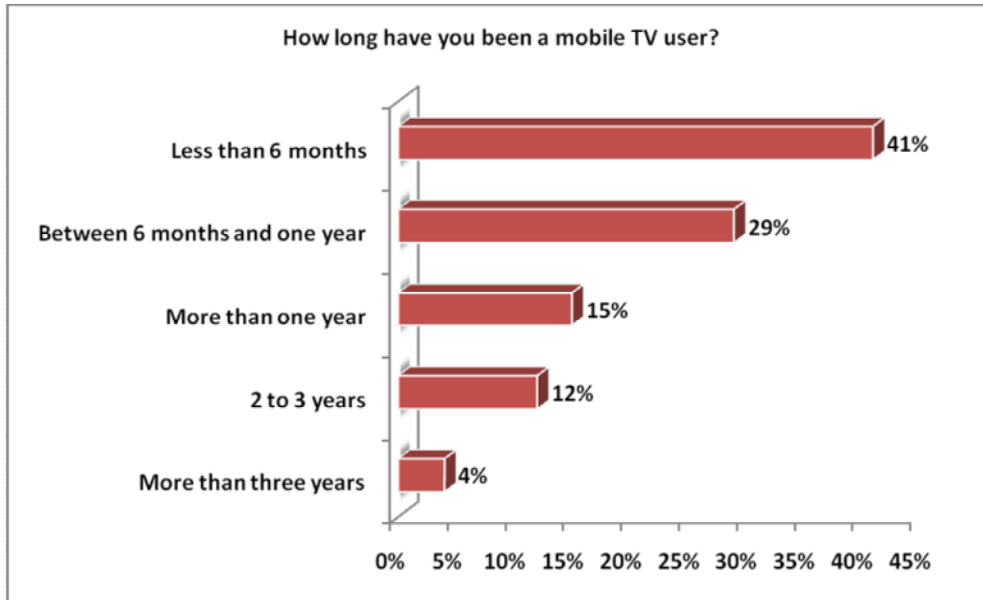


Figure 4

Significant barriers to adoption still exist

Awareness continues to be an issue with 51 per cent of respondents not knowing if their mobile operator offers a mobile TV or video service and 64 per cent unaware of whether or not their favourite programmes are available through their mobile TV/video service.

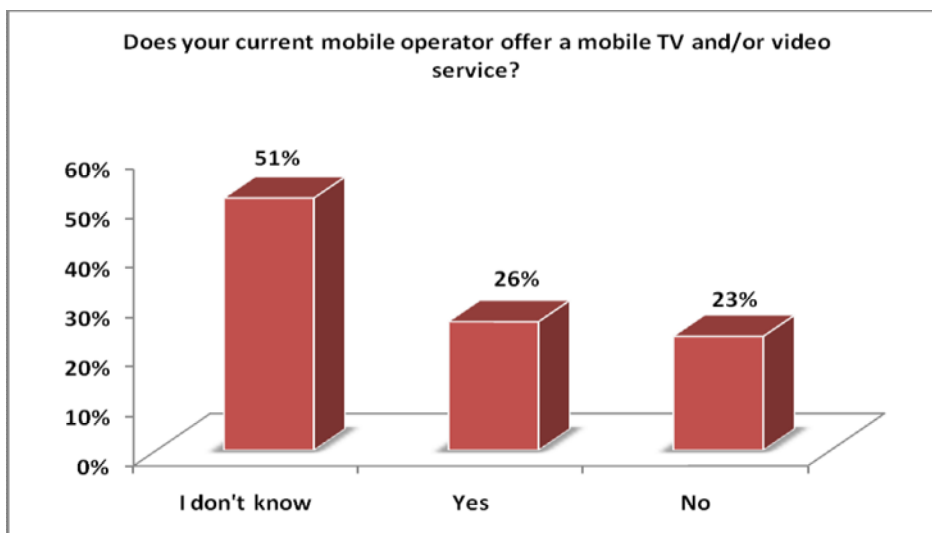


Figure 5

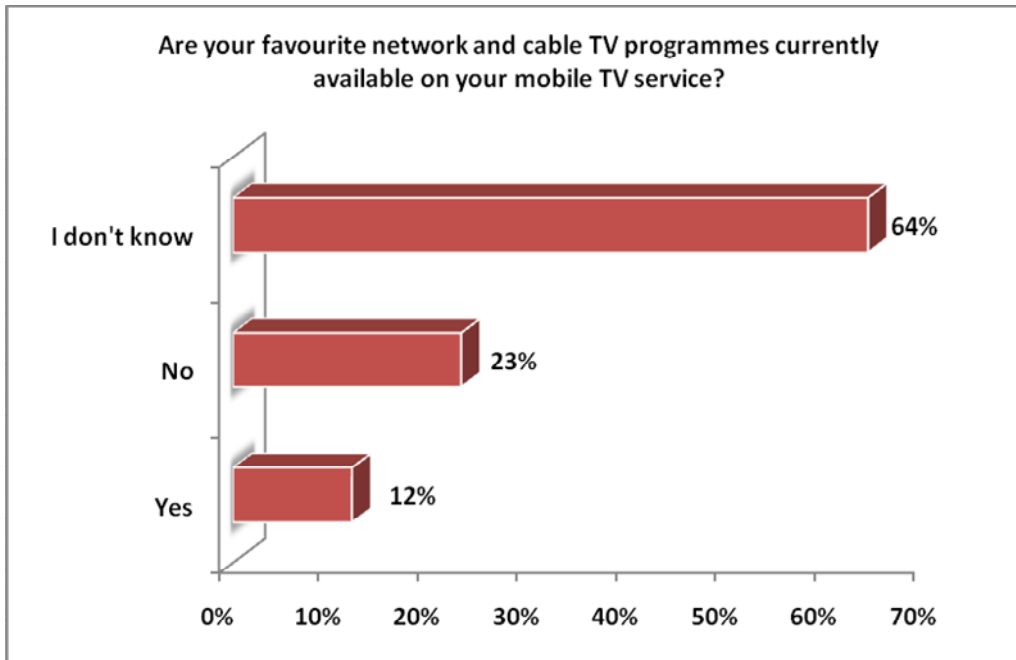


Figure 6

Misconceptions are also problematic, especially when it comes to pricing; 68 per cent of respondents stated that perceived cost is the biggest reason they have not yet tried a mobile TV or video service, up from 50 per cent in 2009, a fact which may be further exacerbated by the current economic malaise.

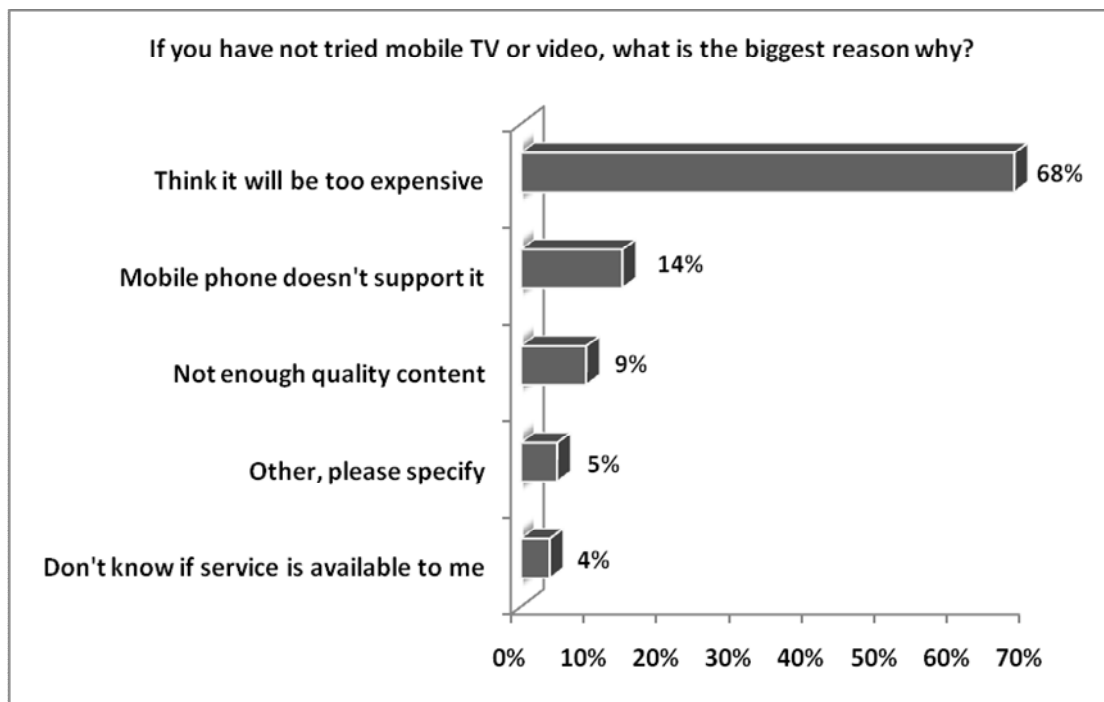


Figure 7

Consumers are interested in being able to watch TV in disconnected environments

53 per cent of respondents stated that they would be interested in a mobile TV service that allows them to watch their favourite content when offline from anywhere. As a testament to this predilection, of those currently using mobile TV and video services, 32 per cent stated that they do so whilst in transit (i.e. on bus or other public transit), 23 per cent in between other activities, 16 per cent at home, 11 per cent at work and 11 per cent while travelling (i.e. on an airplane).

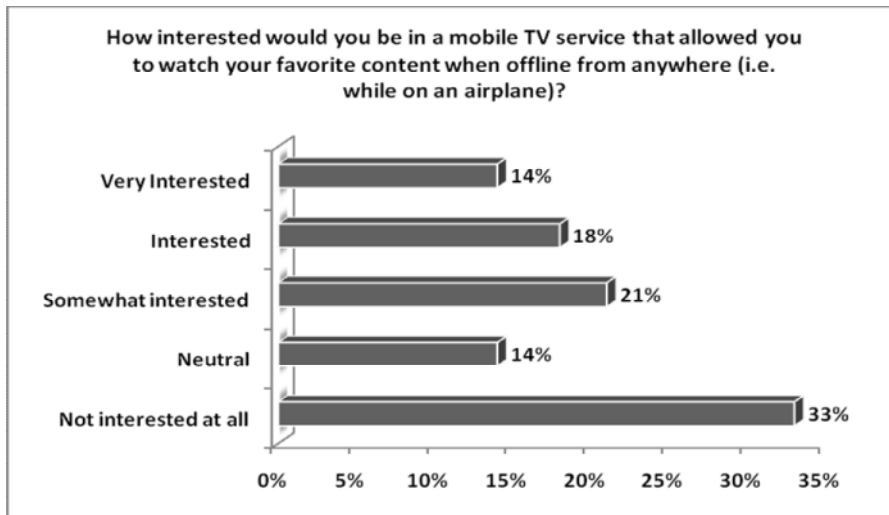


Figure 8

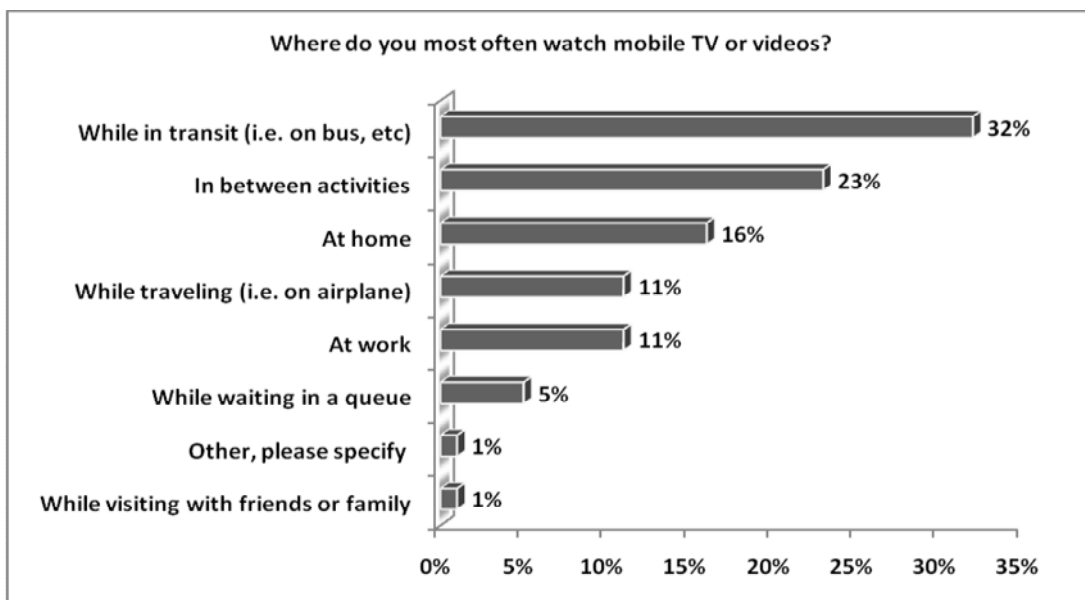


Figure 9

Consumers continue to show a preference for 'snacking' on content, with 55% of respondents stating they may be more likely to watch a full TV programme if they could pause and resume playback at another time.

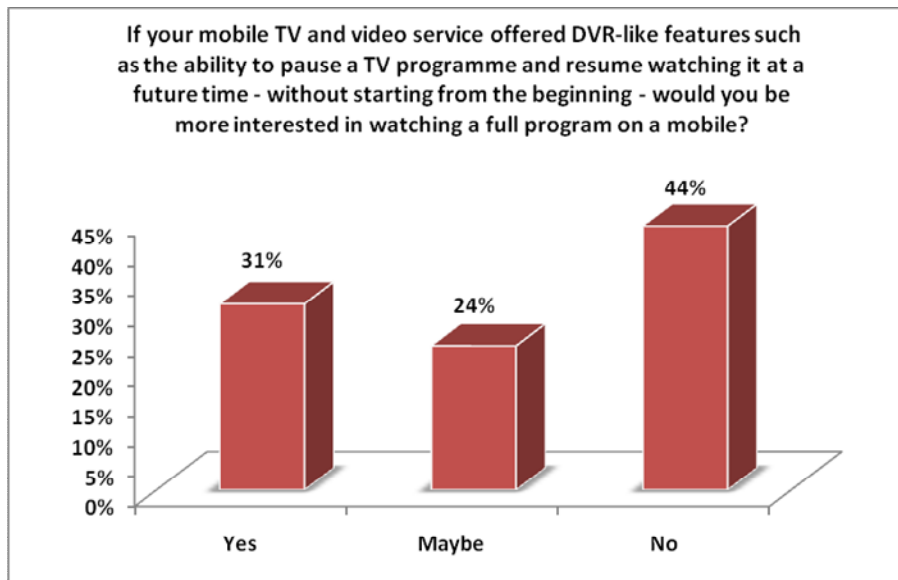


Figure 10

Additionally, 56% of respondents stated that they would be likely to watch a movie on a mobile device if they could pause and resume playback at another time

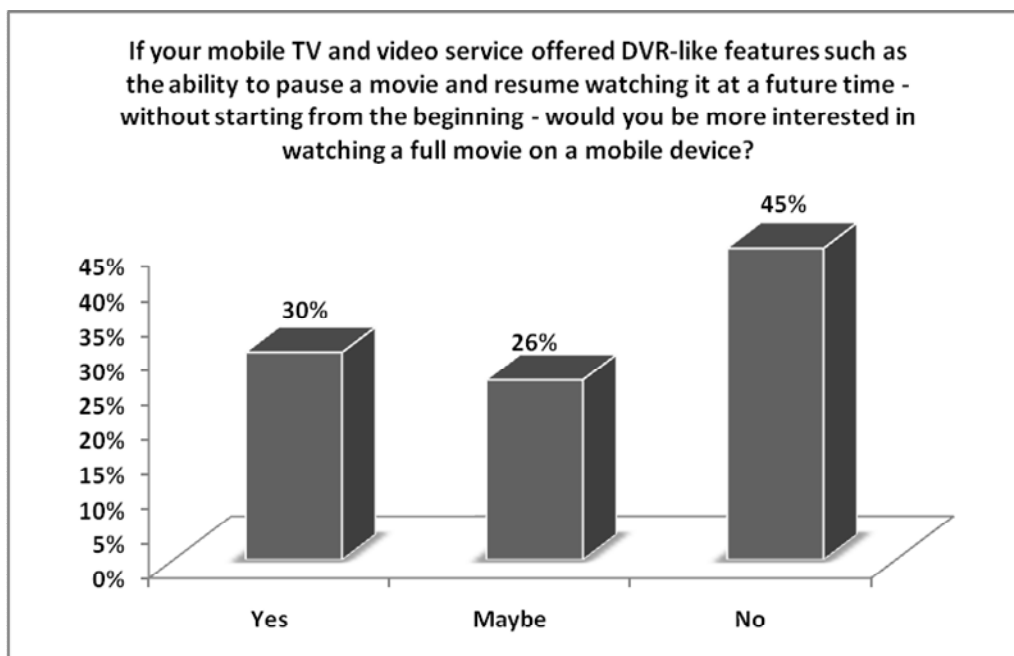


Figure 11

Consumers are viewing fewer ads on their mobile device

There was a decline in the number of ads being viewed on mobile devices, with only 16 per cent of respondents reporting having done so in 2010, down from 21 per cent in 2009.

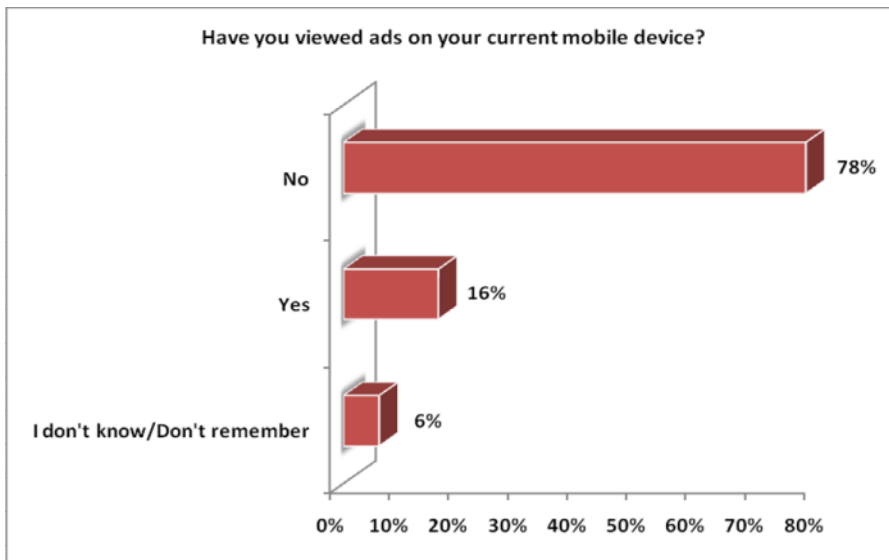


Figure 12

Interest in free ad-supported content continues to waver

Consumers also continue to express a lack of willingness to accept advertising in return for access to free or discounted mobile TV and video content, with figures decreasing from 65 per cent in 2008 to 53 per cent in 2009 and 45 per cent in 2010.

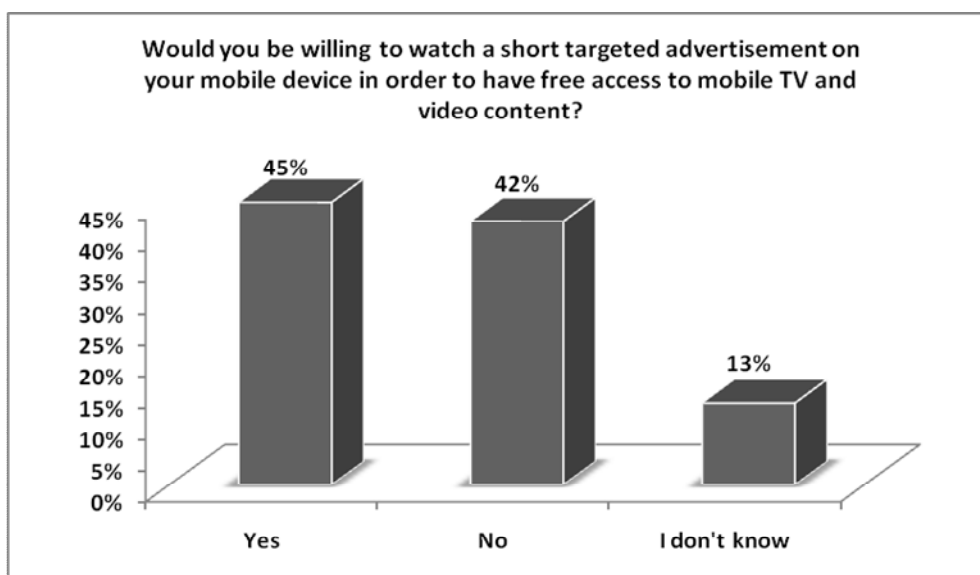


Figure 13

Further interesting findings of the survey include:

Adoption of multimedia-enabled PDAs and smart phones is on the rise with 30 per cent of respondents currently using such a device, up from 22 per cent in 2009. Regarding the popularity of specific multimedia-enabled PDA/smart phones, 22 per cent are using the Apple® iPhone™ (22%) followed by the Nokia N Series (20%), the BlackBerry® Curve™ (9%), the BlackBerry® Bold™ (7%) and the HTC Touch™ (5%).

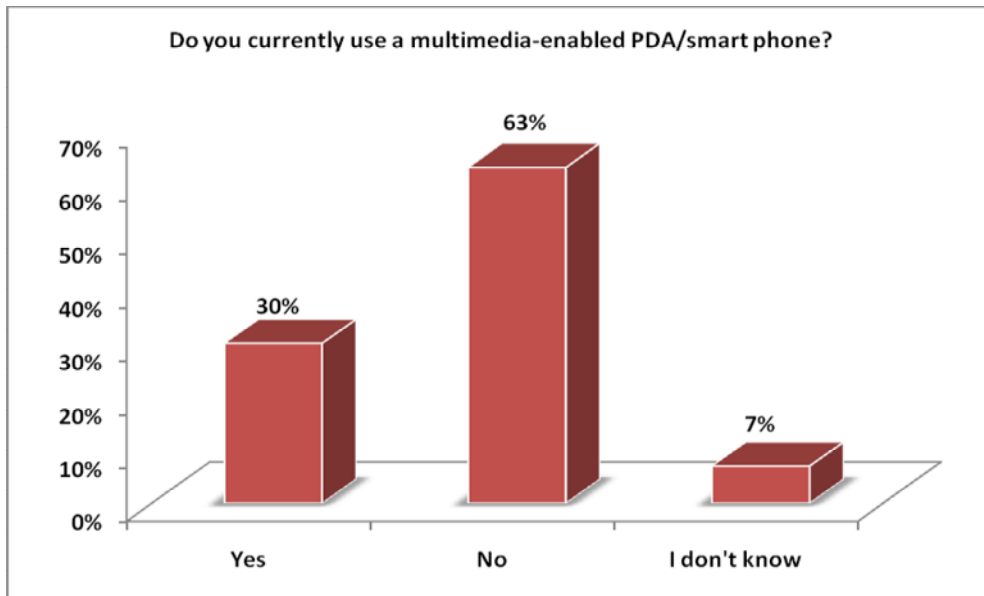


Figure 14

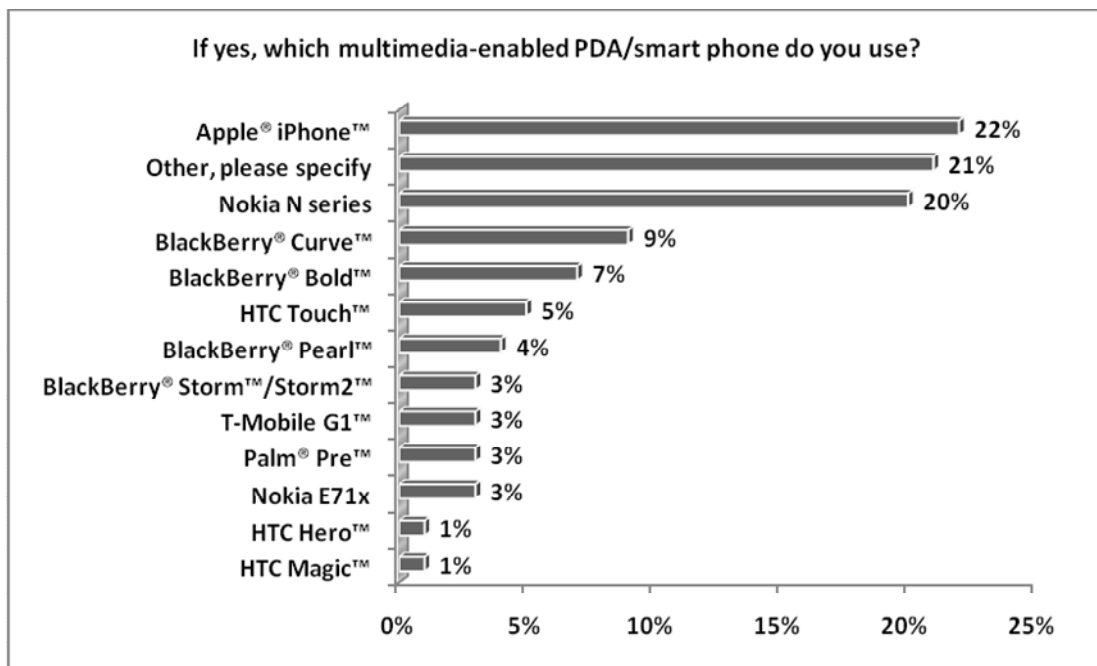


Figure 15

Of those respondents who have watched a TV programme on their mobile device, 57 per cent have spent at least 21 minutes of uninterrupted time doing so.

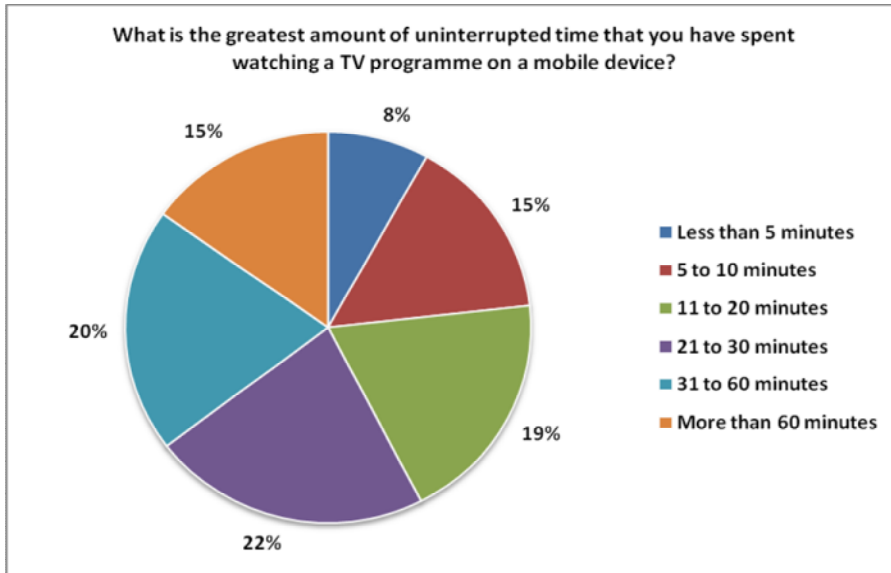


Figure 16

Of those respondents who have watched a movie on their mobile device, 55 per cent have spent at least 31 minutes of uninterrupted time doing so while 35% have viewed for more than 60 minutes.

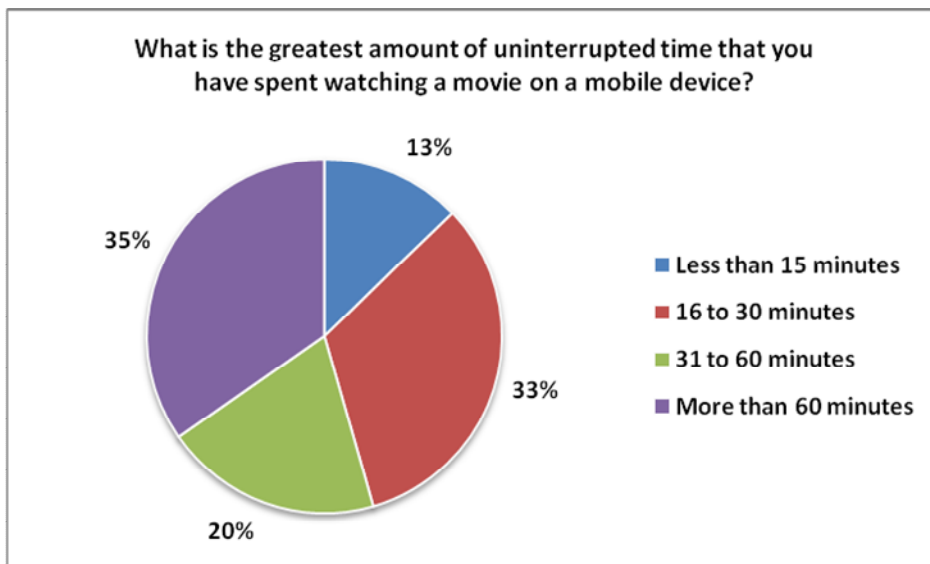


Figure 17

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 or on Facebook at www.facebook.com/quickplaymedia. Interested parties can also follow QuickPlay Media on Twitter at @quickplaymedia.