



**BYRON MEDIA INC.**

P: 212-726-1093  
E: JOHN@BYRONMEDIA.COM  
W: WWW.BYRONMEDIA.COM

The following information was selected by Dr. John Morse of Byron Media to highlight current trends that are critical to the media industry.



## Video Viewing on Mobile Devices to Supplant Desktop Viewing

**Projections indicate that the viewing of video on mobile devices is poised to surpass desktop viewing as early as the fourth quarter of next year.** That seismic shift in viewing trends could translate to big dollars for mobile video advertising according to the inaugural "Adobe Video Benchmark Report."

Smartphones' share of video views increased 75 percent year-over-year in 2014 to reach 14 percent while tablets' share rose 50 percent, to 12 percent overall. The popularity of larger-screen smartphones such as the iPhone 6 and 6+ boosted mobile video completion rates.

Mobile video viewers using larger screen smartphones are spending more time viewing online video. Mobile cost-per-click rates are up as a result of the bigger-screen phones.

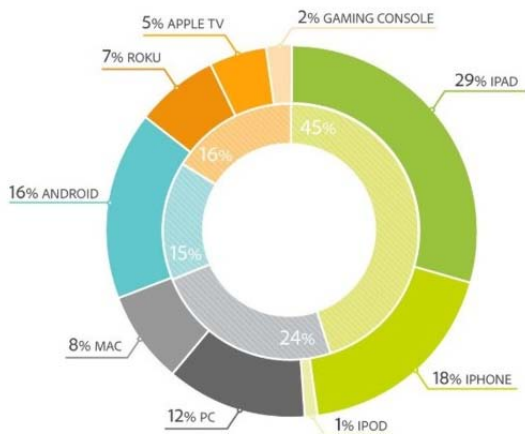
### Other key factors:

- The amount of time smartphone users are spending watching online video each month rose 24 percent on a quarterly basis in the 4t quarter of last year.
- Tablet viewers are spending twice as much time viewing online content and desktop viewers 14-times more.

## TV Everywhere Also Shows Strong Growth

Gaming consoles' and OTT-devices' share of video viewing rose 50 percent year over year and 19 percent quarterly. Mobile devices have also hastened the adoption of TV Everywhere (authenticated video that a customer has to sign into with an account) which continues to gain market share.

- **13.9 million, or 12.5% of pay TV subscribers, actively viewed TV Everywhere content in the fourth quarter of 2014, up 184% since Q1 2013.**
- This report forecast that active TV Everywhere viewership will reach 17.5 percent by year-end, excluding major sporting events.
- TV Everywhere provides a platform for marketers to get their message out to consumers in an uncluttered advertising environment. Authenticated videos are up 467% since January 2013.
- Last year viewers authenticated in large numbers for the major sporting events. Starting In 2015 it is anticipated that viewers will continue logging in to access more episodic TV programming and film content
- Sports content reaches three times as many unique visitors as movie content.



## Internet Access Now Available to 2.8 Billion People Worldwide

In the past 20 years, the global penetration of the Internet has grown from less than one percent (35 million users) to 39%. Asia excluding China accounts for 28% of the 2.8 billion users, China 23% and the USA 19%.

- Americans now spend more time on mobile devices than desktops and laptops.
- **The average American adult spends 5.6 hours a day on the web.**
- A key behavioral change has occurred among Internet users from long sessions a few times a day to an increased frequency of short sessions.

## Mobile Devices are the Preferred Venue for Messaging Apps

The top apps by usage and number of sessions per day are messaging apps. Leading apps:

### Usage:

1. Facebook
2. WhatsApp
3. Messenger

### Sessions:

1. Kakao Talk
2. WhatsApp
3. WeChat

These apps dictate where people spend the bulk of their time on mobile. **They provide a lynchpin to additional services like ecommerce and media consumption.** These include services like Uber, Open Table and Seat Geek which provide on demand access to transportation, food and entertainment assisted greatly by apps and advances in technology.

## Millennials Now Form the Largest Segment of the American Work Force

The generation that grew up connected to the Internet is poised to drive the American economy. **Millennials (ages 15-35) are now the largest generation in the work force this year at 35%**. That is a dramatic change from the year 2000 when they represented 6% of the workers. Baby Boomers (48% in 2000) and Generation X'ers (33% in 2000) each total 31%.

2015 TechCrunch Internet Trends Report