

State of the Media

TV Usage Trends: Q2 2010

The amount of television viewing in the U.S. remains high. In the second quarter of 2010, the average person watched more than 143 hours of television per month. This average is essentially flat compared to the same period a year ago. The emergence of the DVR as a widely distributed device has changed viewing behaviors in many homes. The average person living in a DVR home watched 24 1/2 hours of DVR playback during this period. Looking at demographic groups more closely, viewers age 25-34 watched the most television by DVR playback at 29 1/2 hours per month.

As in past periods, the lowest overall viewing is done by teens, with viewing increasing with each older age break. And women continue to watch more television than men, with 54% of all TV viewing consumed by that demographic.



Table 1

Overall Usage Number of Users 2+ (in 000s) – Monthly Reach				
	Q2 2010	Q1 2010	Q2 2009	% Diff Yr to Yr
Watching TV in the Home ^o	286,648	286,225	284,306	+0.82%
Watching Timeshifted TV ^o	97,914	94,599	82,677	+18.43%

Source: The Nielsen Company

Table 2

Monthly Time Spent in Hours:Minutes Per User 2+					
	Q2 2010	Q1 2010	Q2 2009	% Diff Yr to Yr	Hrs:Min Diff Yr to Yr
Watching TV in the home*	143:37	158:25	143:51	-0.2%	-0:14
Watching Timeshifted TV (all TV homes)*	9:27	9:36	8:02	17.7%	1:25
DVR Playback (only in homes with DVRs)	24:27	25:48	24:11	1.1%	0:16

Source: The Nielsen Company. Based on Total Users of each Media

Note: TV viewing patterns in the U.S. tend to be seasonal, with TV usage higher in the winter months and lower in the summer months, sometimes leading to a decline in quarter to quarter usage

Table 3

Monthly Time Spent in Hours: Minutes – Age Demographic Q2 2010								
	K2-11	T12-17	A18-24	A25-34	A35-49	A50-64	A65+	P2+
On Traditional TV*	107:32	103:46	113:54	130:21	145:06	173:40	196:21	143:37
Watching Timeshifted TV*	6:49	6:01	6:56	12:52	12:15	10:56	6:02	9:27
DVR Playback (only in homes with DVRs)	16:13	15:50	19:30	29:29	28:31	28:45	23:37	24:27

Source: The Nielsen Company. Based on Total Users of each Media.

Note: Traditional TV and Timeshifted TV viewing estimates are based on persons in TV Households (292 million)
DVR Playback viewing estimates are based on persons in DVR Households (110 million)

Table 4

TV Audience Composition – Q2 2010 By Age Demographic								By Gender	
	K2-11	T12-17	A18-24	A25-34	A35-49	A50-64	A65+	Male	Female
On TV	10%	6%	8%	12%	22%	24%	18%	46%	54%

Source: The Nielsen Company. Based on Total Users of each Media

Table 5

TV Audience Composition – Q2 2010 Monthly Time Spent By Gender						
	M2-17	M18-49	M50+	F2-17	F18-49	F50+
On TV	106:43	127:21	170:05	105:30	140:37	193:43

Source: The Nielsen Company. Based on Total Users of each Media

Table 6

TV Audience Composition – Q2 2010 Monthly Time Spent By Ethnicity & Race				
	White	Black	Hispanic	Asian American
On Traditional TV*	138:56	199:06	126:08	92:06
Watching Timeshifted TV*	10:36	6:32	5:57	6:47
DVR Playback (only in homes with DVRs)	25:31	21:04	22:09	19:22

Source: The Nielsen Company. Based on Total Users of each Media

Footnotes to Tables:

* TV in the home includes those viewing at least one minute (reach) within the measurement period. This includes Live viewing plus any playback within the measurement period; Timeshifted TV is playback primarily on a DVR but includes playback from VOD, DVD recorders, server based DVRs and services like Start Over.

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Table 7

Delivery Systems – Q2 2010				
	White	Black	Hispanic	Asian American
Satellite	30.8%	25.3%	34.9%	23.9%
Broadcast ONLY	8.3%	12.0%	14.3%	12.3%
Wired Cable	61.6%	63.7%	52.1%	66.0%

Source: The Nielsen Company. Based on NPM scaled installed counts during 2Q10