OVER-THE-TOP TV
2017 report
Media & Entertainment

“How does the use of over-the-top compare with DVDs?”

Consumers face an increasing number of options for TV and movie content – aside from “traditional” sources like VOD and DVDs, they can use game consoles to watch DVDs, Blu-ray discs, or to stream video content; they can use Internet-connected TVs to go directly to Netflix; and by using a computer to view, they can bypass the TV set completely. “Connected” TV technology is becoming the standard, and as it becomes easier, mainstream America will be bigger consumers of TV and movie content that bypasses regular TV services.

This report from The Home Technology Monitor™ – GfK Media’s respected media technology research service – explores the presence and use of these new – and mature – devices and services. In this way, stakeholders will have insights on these new options in context, set against more familiar sources such as DVDs and DVRs. There is also a detailed exploration of how the audience is using Netflix, Amazon Prime, and Hulu for viewing TV programs and movies. Additionally, and importantly, GfK provides trends against the results of our 2015 through 2017 waves.

The study is conducted among 1,000 persons age 13 to 64 using GfK’s KnowledgePanel®, which is the only online research panel recruited using a probability sample that represents 97% of US households. This is one of a continuing series of reports GfK Media has conducted since 1991 about How People Use® media. The core methodology has been developed over the past 20 years and has covered many different aspects of television viewing and media consumption. Applying this method, GfK provides a solid foundation for understanding consumers’ TV and media use.

“What are the long term trends for digital streaming?”
Outline of the full Over-the-Top TV 2017: A Complete Video Landscape survey:

1. Movie or TV program viewing on a TV via “Direct-to-TV” sources
   - Presence and frequency of viewing using PPV, VOD, DVRs, VCR tapes, DVD discs, Blu-ray discs
2. Movie or TV program viewing on a TV via “Internet-connected” sources
   - Presence and frequency of viewing using Internet-connected TVs, Blu-ray players, game consoles, DVRs, streaming devices like Roku, PCs hooked up to TVs
   - Apps used on media streaming devices like Roku/Apple TV/Chromecast

“Who’s using game consoles to view TV?”

3. Movie or TV program viewing on a Mobile device
   - Presence and frequency of viewing using Smartphones, iPhones, iPods, iPads
4. Movie or TV program viewing on a Computer/PC
   - Presence and frequency of viewing using DVD discs on a PC, Blu-ray discs, TV reception card, Streaming video, Downloaded video, Slingbox
5. Co-viewing of streaming by platform
6. Services used
   - Mail-delivered DVD rental services, Kiosk DVD rental services, Streaming video subscription services

“Everyone’s using Netflix...right?”

7. Streaming Subscription Services
   - Netflix and Other services
   - Frequency of use
   - Intent to subscribe
8. Deep Dive for Netflix/Hulu/Amazon Prime
   - Frequency of use for DVD (Netflix) and streaming by platform (TV, PC, mobile)
   - Number of TV programs and number of movies watched each week on each platform
   - Binge viewing frequency
   - Account used
   - Dollar value of service among subscribers
9. Viewing of pirated video and why
10. Combinations of video sources used yesterday
11. 2015 to 2017 trends shown for questions asked in multiple years
Deliverables and Purchase details:
Deliverables include a 10 page Quick-Study Report (executive summary), a detailed PowerPoint report, banner tabulations, open-end verbatims, and a respondent-level SPSS database. Depending on your budget and data needs, several purchase options are available:

- Quick-Study Report only: $800 (executive summary only)
- Basic report package: $3,000 (Quick-Study Report executive summary and PowerPoint report only)
- Full report package: $6,500 (Quick-Study Report, PowerPoint report, and all supporting data. Includes one additional custom banner if requested)

Don’t miss this chance to put 37+ years of The Home Technology Monitor™ experience to work for you – media research by the people who understand media best.

Questions? Contact us!

David Tice | T +1 973 599 3628
david.tice@gfk.com

Kent Dahn | T +1 818 276 9109
kent.dahn@gfk.com

Laura Cowan | T +1 212 240 5686
laura.cowan@gfk.com