



# Video Content Discovery Study

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IAB

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# Objectives and Methodology

The IAB (Interactive Advertising Bureau) wanted to better understand the process of discovering video content. More specifically, the IAB wanted to delve into how consumers find out about and determine a platform for viewing TV shows, subscription streaming service original shows, and original digital videos.

The IAB partnered with MARU/Matchbox on this quantitative research. Research was conducted among MARU/Matchbox's Springboard America online panel (~250,000 US members) using an online survey.

- n=802 representative of US 18+ year-olds
- The survey was fielded 3/14/2017- 3/23/17

# Traditional TV Show Viewers are more balanced across ages than viewers of other types of video content

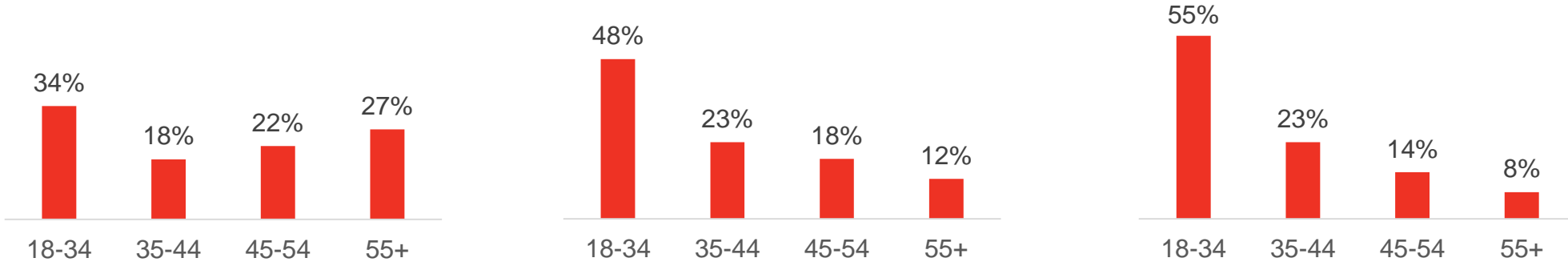
Video Type

TV Show Viewers

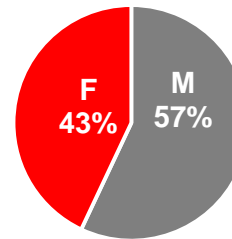
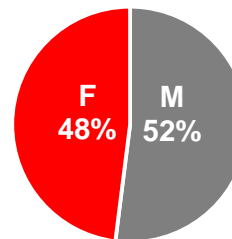
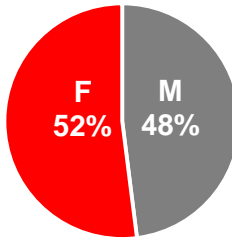
Subscription Service Original Viewers

Original Digital Video Viewers

Age



Gender



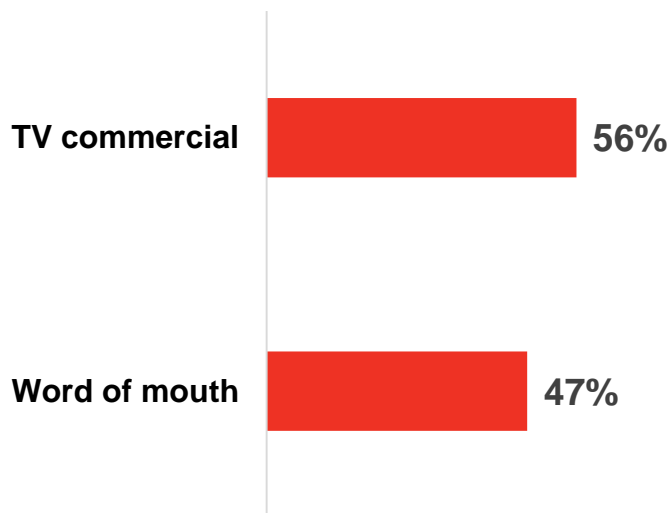
Q7. What type of video content do you watch?  
 Base: Adults 18+, n=802  
 IAB Research using MARU/Matchbox's Springboard America Online Panel  
 Representative of General US Adult 18+ Online Population, March 2017

# TV itself plays the biggest role in Traditional TV Show discovery, subscription services are the second viewing destination

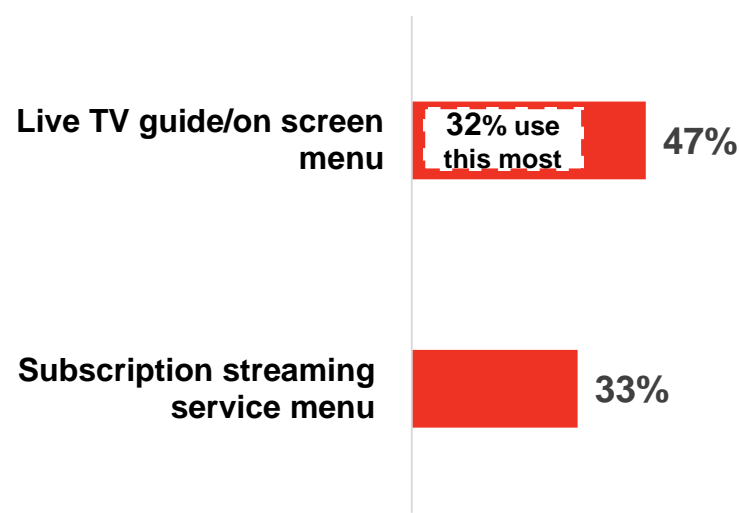
## TV Shows

Among Viewers

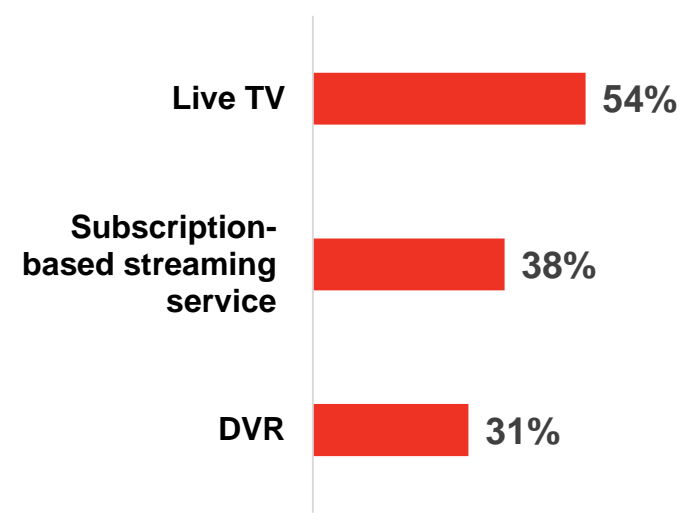
### Top Ways Viewers Hear About Them



### Where Viewers Go To Find Them



### How Viewers Typically Watch Them



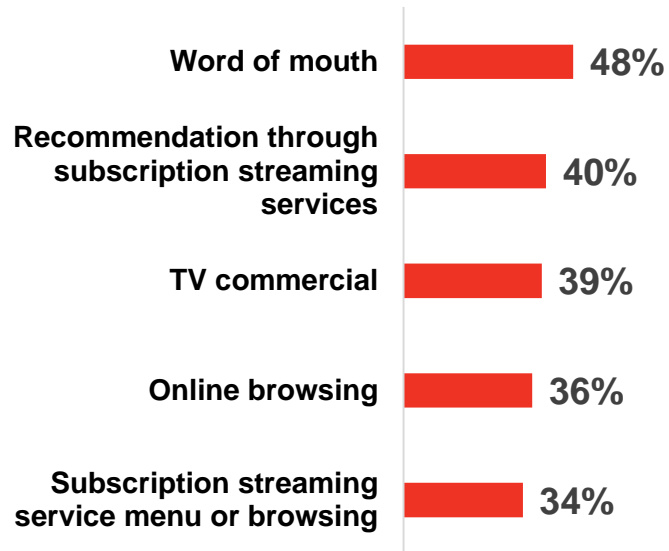
Q11: How do you typically hear about [INSERT VIDEO\_TYPE]?  
 Q12: Do ads for [INSERT VIDEO\_TYPE] influence you to watch / Q13. Which sounds more like the way you typically watch [INSERT VIDEO\_TYPE]?  
 Q14: Where do you go to find [INSERT VIDEO\_TYPE] to watch? / Q15. And of the different ways you use to find a [INSERT VIDEO\_TYPE2], which do you do most often?  
 Q16: After you find the [INSERT VIDEO\_TYPE2] you want, how do you typically watch it? / Q17. On what screen do you typically watch [INSERT EACH VIDEO\_TYPE]?  
 Base: Viewers of each video type [only responses above 30% shown]  
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# Word of mouth is the top source of SSO awareness, but service's own interfaces and recommendation engines are also very important.

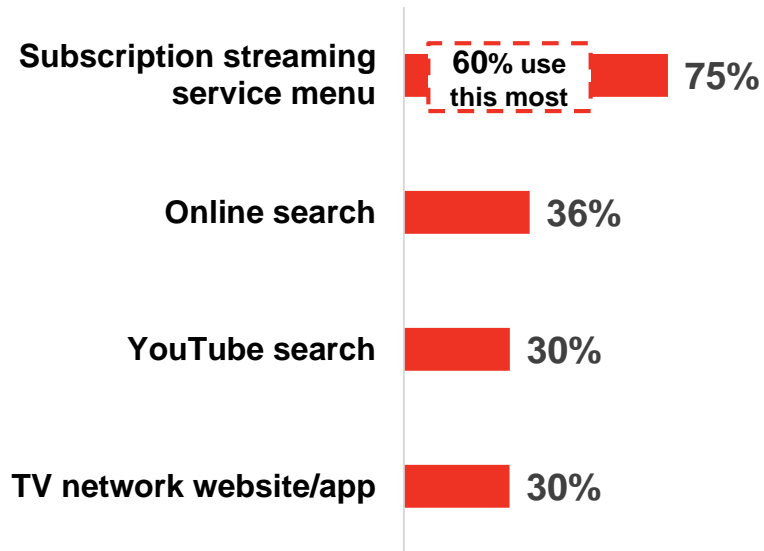
## Subscription Service Original Shows

Among Viewers

### Top Ways Viewers Hear About Them



### Where Viewers Go To Find Them



### How Viewers Typically Watch Them



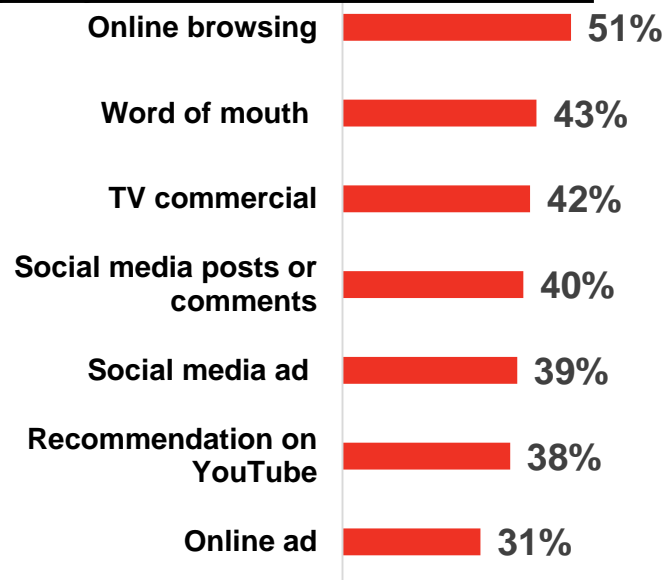
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# The path of discovery for original digital videos is more varied – social media and YouTube contribute.

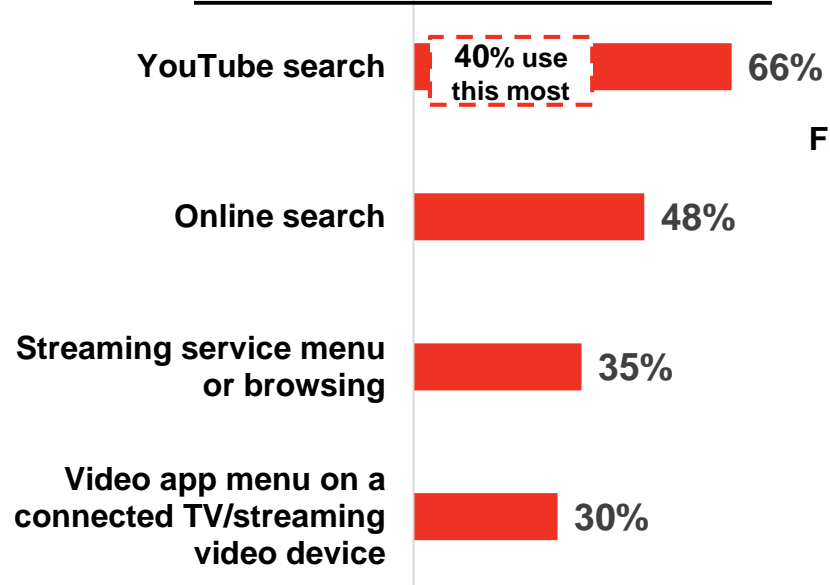
## Original Digital Videos

Among Viewers

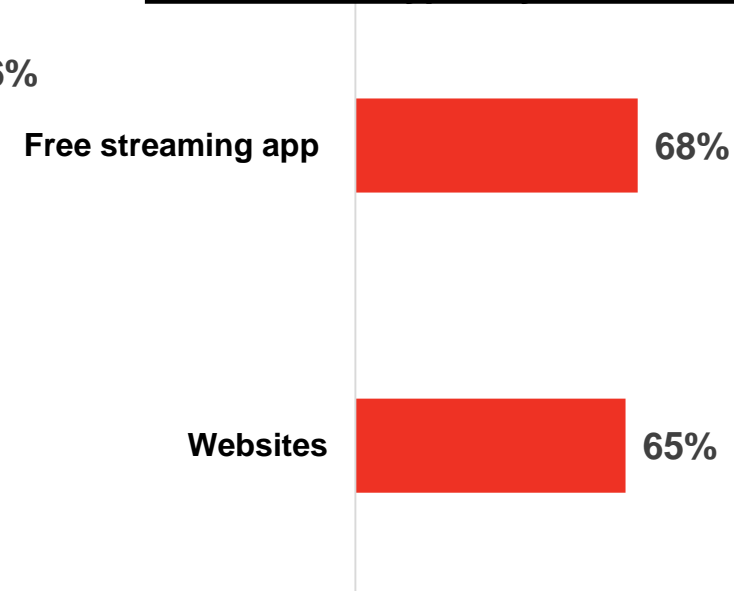
### Top Ways Viewers Hear About Them



### Where Viewers Go To Find Them



### How Viewers Typically Watch Them



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## Among Original Digital Video viewers...

**83%**

**Say that when watching original digital video, they usually end up watching more than one video at one sitting.**

**74%**

**Say that they watch original digital video to take a break.**

**73%**

**Say that original digital video content has gotten better since a year ago.**

**62%**

**Say that it's easier to find original digital video content to watch than it is to find a TV show or subscription original digital video.**

**61%**

**Follow specific YouTube stars**

Q20. ["Top 2 Box" Summary] How much do you agree or disagree with the following statements?

Base: Those who watch original digital video, n=205

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# Nearly half of streaming service viewers use TV's on-screen menu to find videos to watch

## ➤ Preferred Way to Interact with a Streaming Service

Among those who watch video streaming services

**49%**

On-screen TV menu  
using my remote

**29%**

Website using my  
phone, tablet or  
computer

**15%**

Mobile app using my  
phone or tablet

**7%**

Using voice activation  
on my smart remote,  
smartphone (e.g. Siri)  
or device (e.g. Echo,  
Alexa)

Q6a. Think about when you're looking for something to watch. Of all the ways to find video to watch, how do you prefer to interact with a video service?

Base: Those who watch video streaming services

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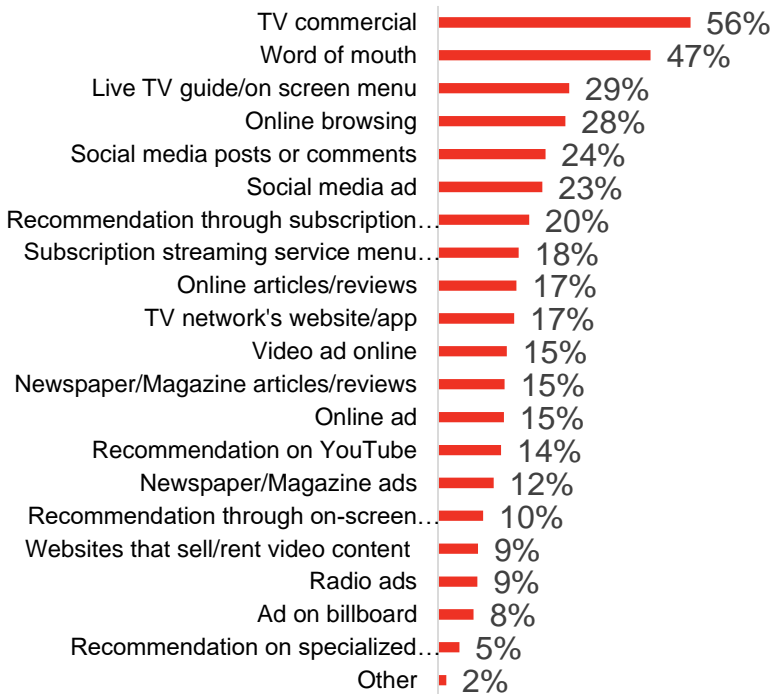
# How viewers hear about each video content type

## ➤ Ways Viewers Hear About Each Type of Video

Among Viewers of Each

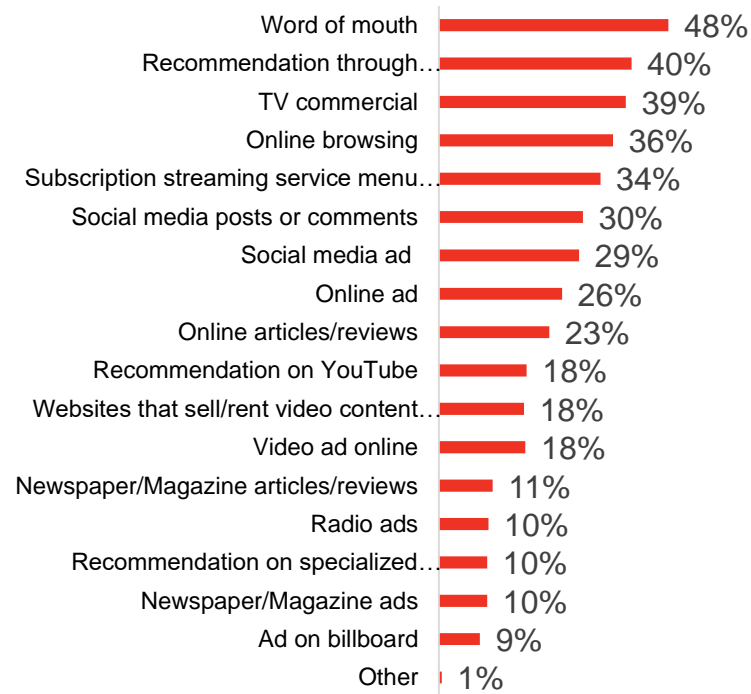
### TV Shows

(Top Ways Viewers Hear About Them)



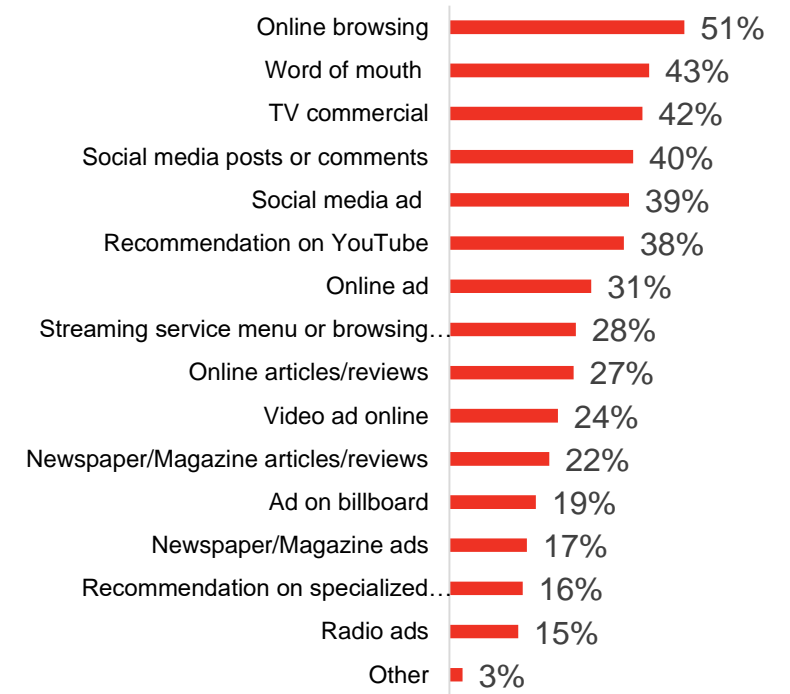
### Subscription Service Original Show

(Top Ways Viewers Hear About Them)



### Original Digital Video

(Top Ways Viewers Hear About Them)



Q11: How do you typically hear about [INSERT VIDEO\_TYPE]?

Base: Viewers of each video type

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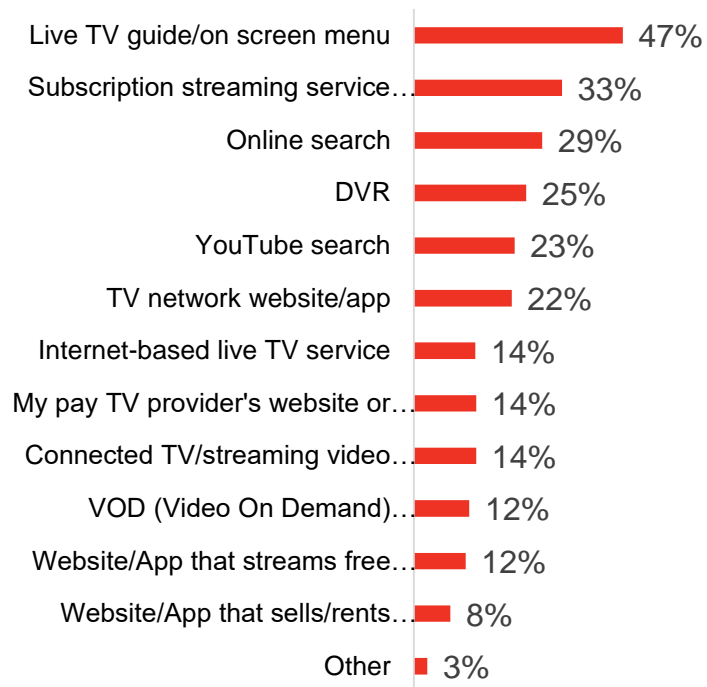
# Where viewers find each video content type

## Where Viewers Go To Find Each Type of Video

Among Viewers of Each

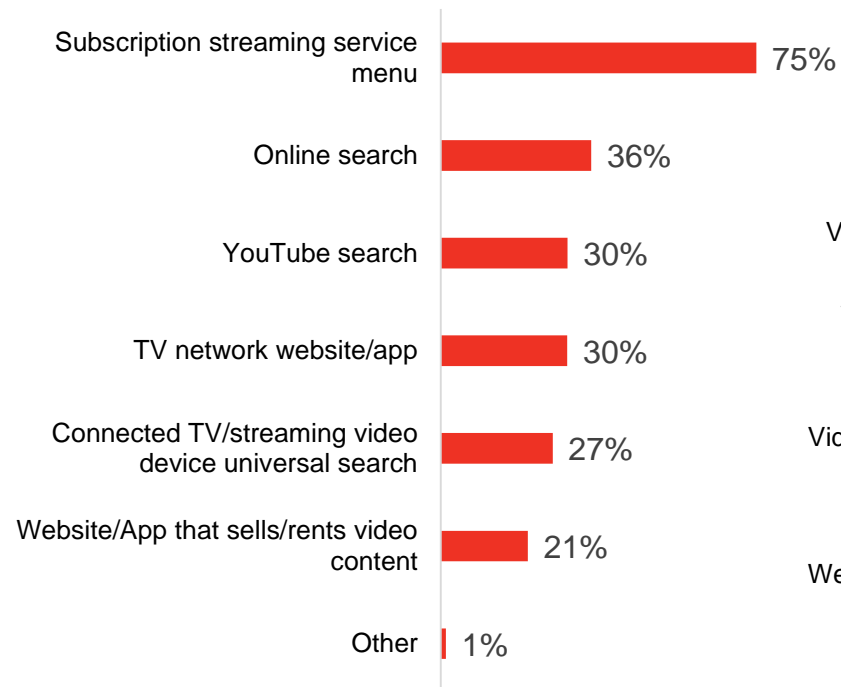
### TV Shows

(Where Viewers Go To Find Them)



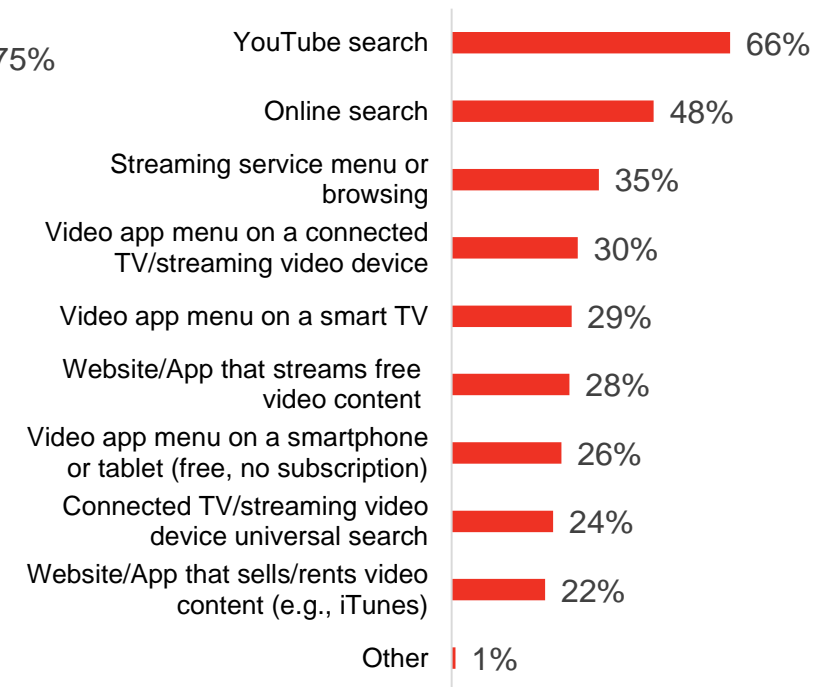
### Subscription Service Original Show

(Where Viewers Go To Find Them)



### Original Digital Video

(Where Viewers Go To Find Them)



Q14: Where do you go to find [INSERT VIDEO\_TYPE] to watch?

Base: Viewers of each video type

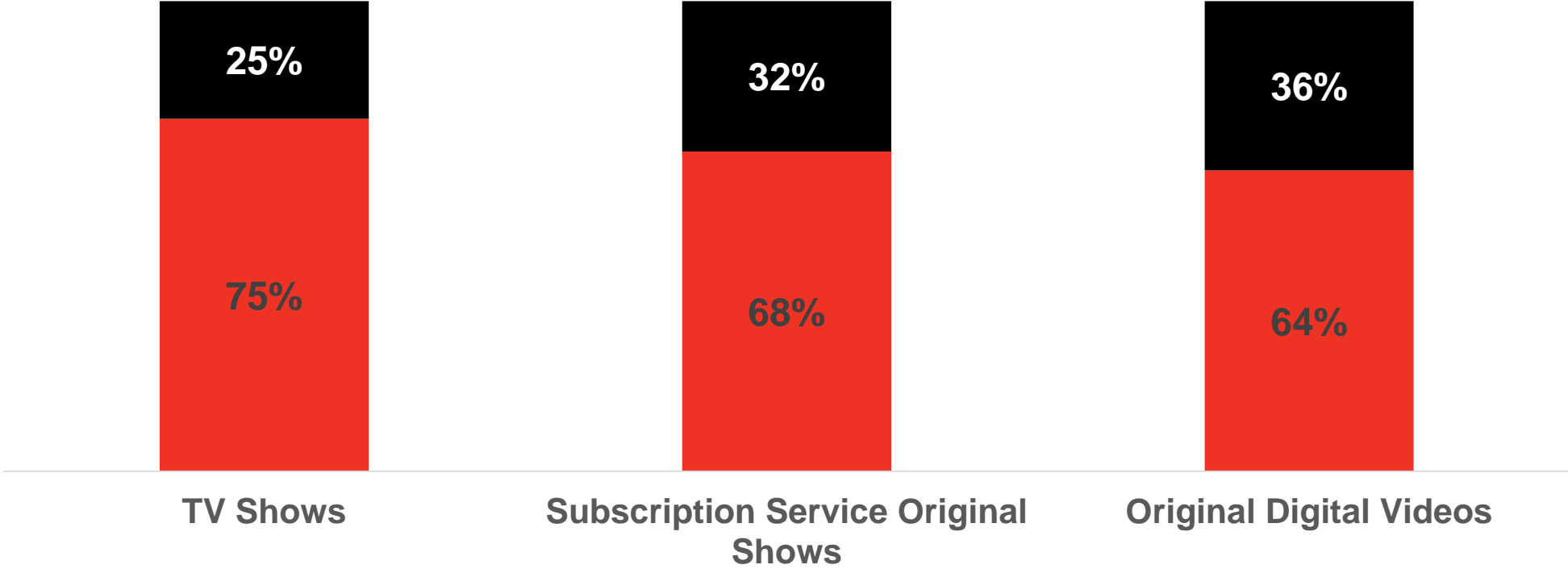
IAB Research using MARU/Matchbox's Springboard America Online Panel Representative of General US Adult 18+ Online Population, March 201

# Most know what they want to watch from the start but some don't know what they want until they start looking

Which sounds more like the way you typically watch [VIDEO TYPE]?

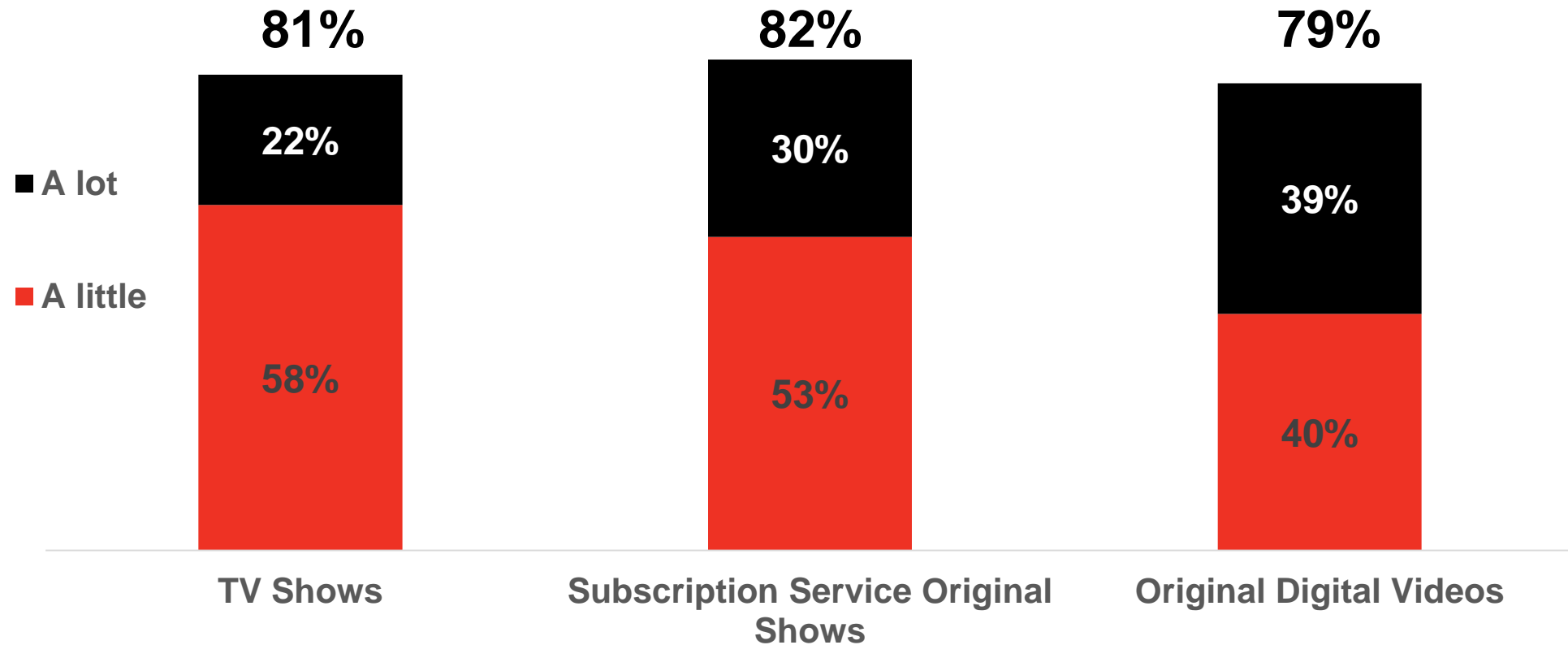
Among Viewers of Each

- I usually don't know what I want to watch until I start looking
- I know what I want to watch and look for it specifically



# Ads influence what most viewers watch

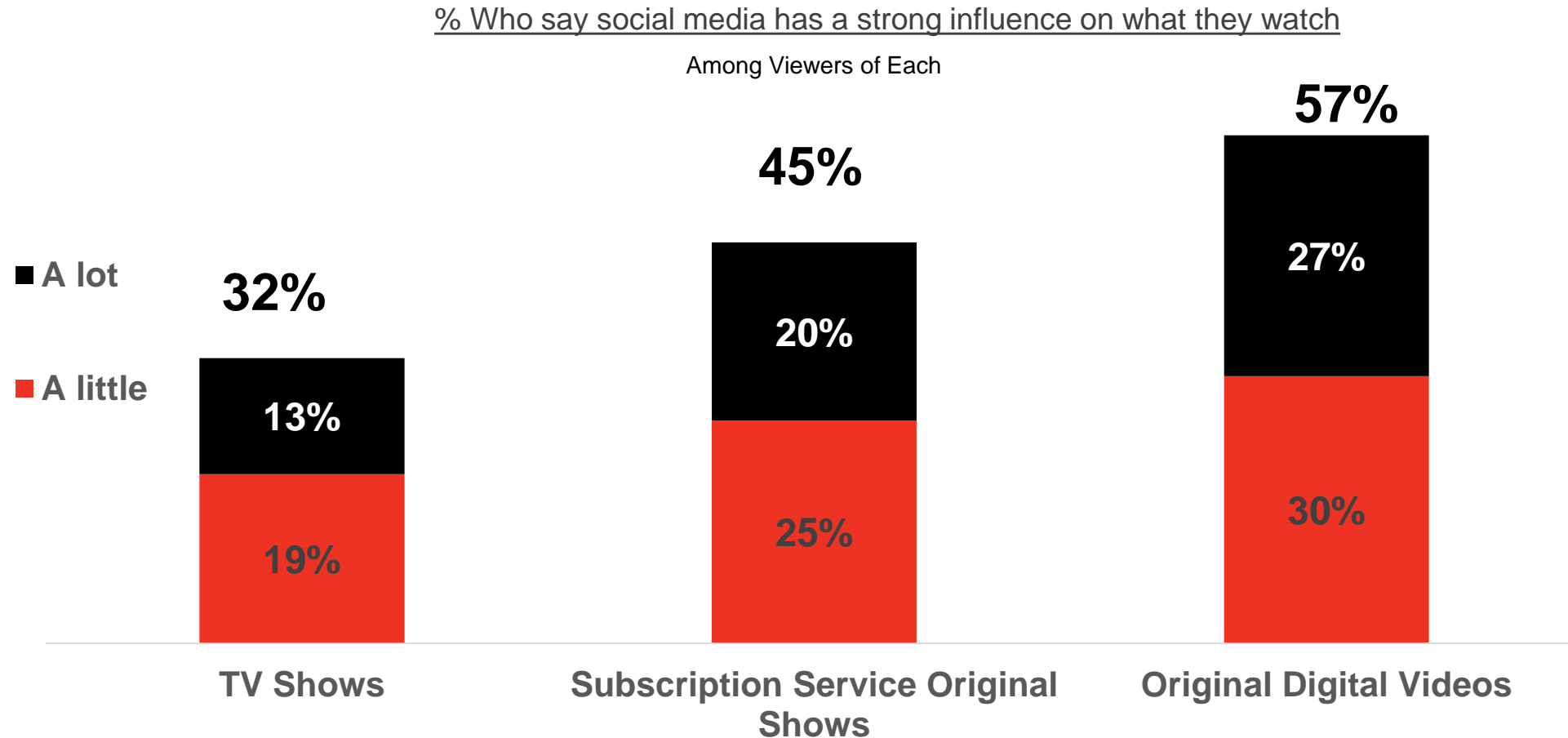
% Who say ads have influence on what they watch  
Among Viewers of Each



Q12. Do ads for [INSERT VIDEO\_TYPE] influence you to watch  
Base: Viewers of each video type  
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# Social Media influences what viewers watch, especially Original Digital Video

- Over half of Original Digital Video Viewers say social media has a strong influence on what they watch



Q19. How much do you agree or disagree with the following statements about finding videos to watch? (Agree/Strongly Agree)

Social media has a strong influence on what videos I watch

Base: Viewers of each video type

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