



Content on Demand – Webinar taster slides

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Sample sources


The data from this webinar comes from various YouGov studies.



Content on Demand

- 2,000 Nat Rep, 1,000 COD users, 200 12-15 yr olds
- (quarterly *Spring 2013*)

Smart TV

- 
- A syndicated quarterly tracking service, delivering data and insights on the shifting state of the Smart/Connected TV market.
 - Covering UK, US, France and Germany. Coverage to be expanded during 2012. 1,000 Smart TV owners and 2,000 Nat Rep.
 - *Since 2012*



Smartphone, Mobile Internet, eXperience (SMIX)

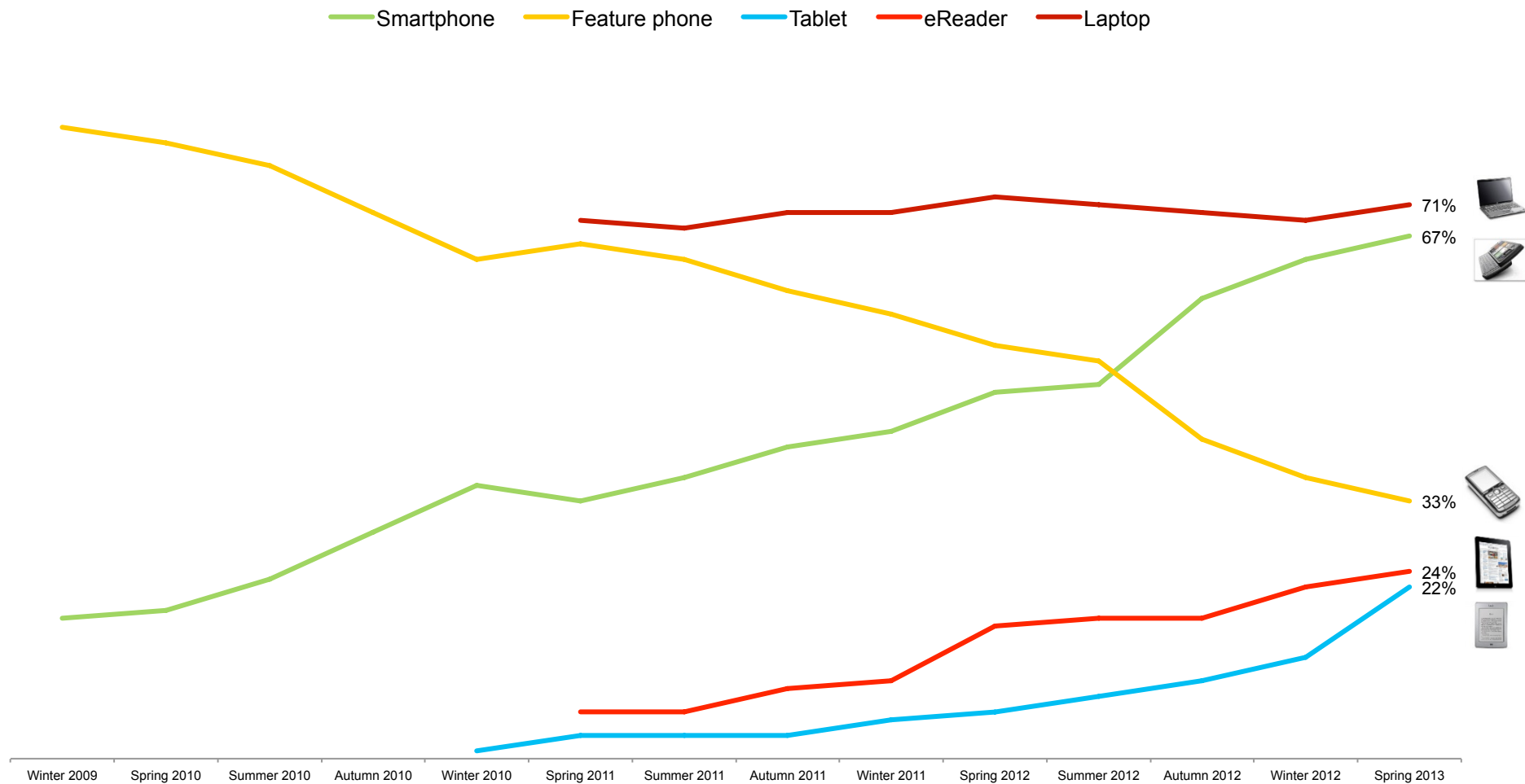
- 2,000 smartphone owners and 2,000 Nat rep
- (quarterly *since 2009*)



Tablet Track

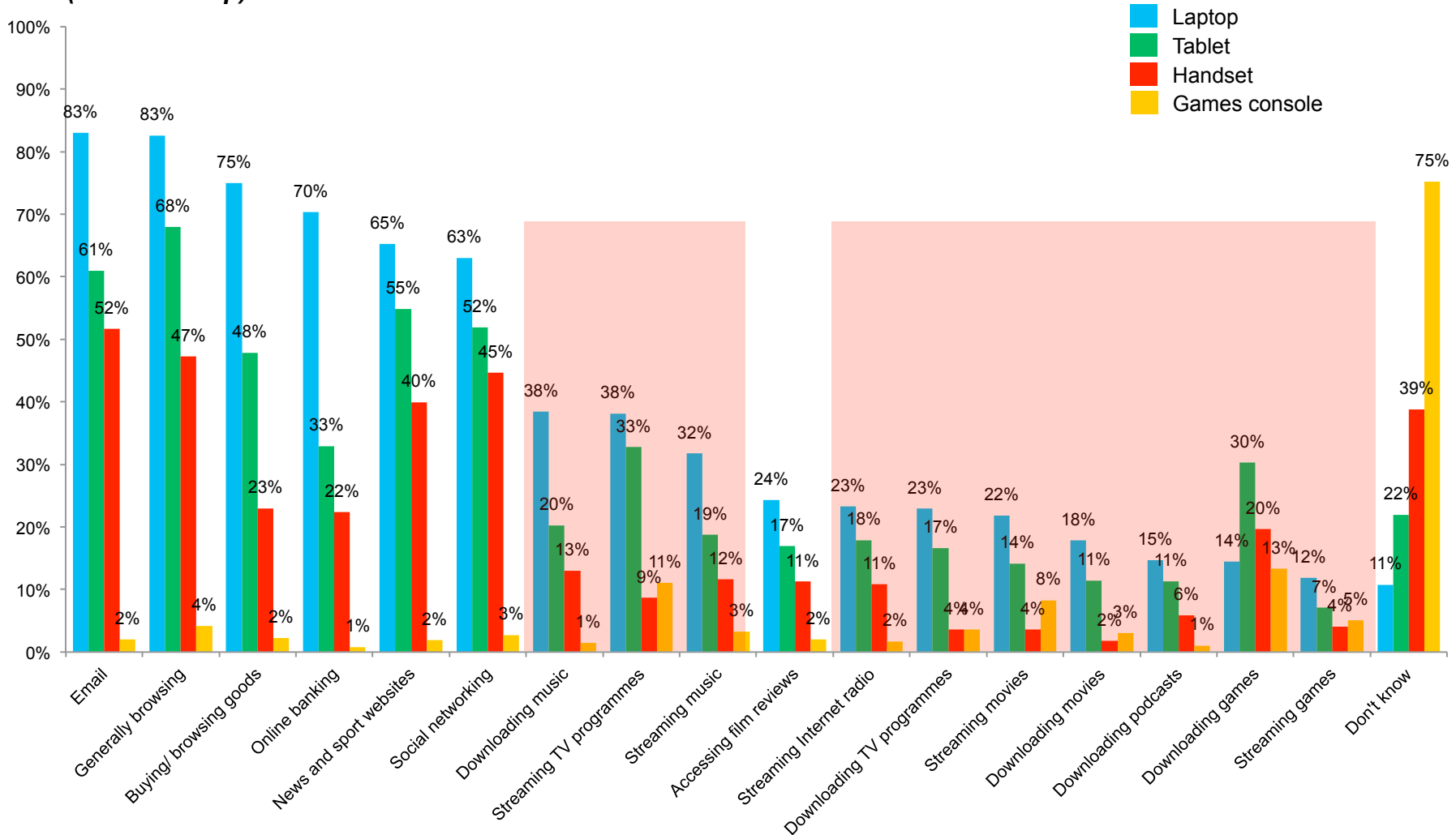
- Over 1,500 tablet owners and 2,000 Nat rep.
- (quarterly *since 2010*)

Penetration of devices



Online activities participated in (last 3 months)

(All online rep)

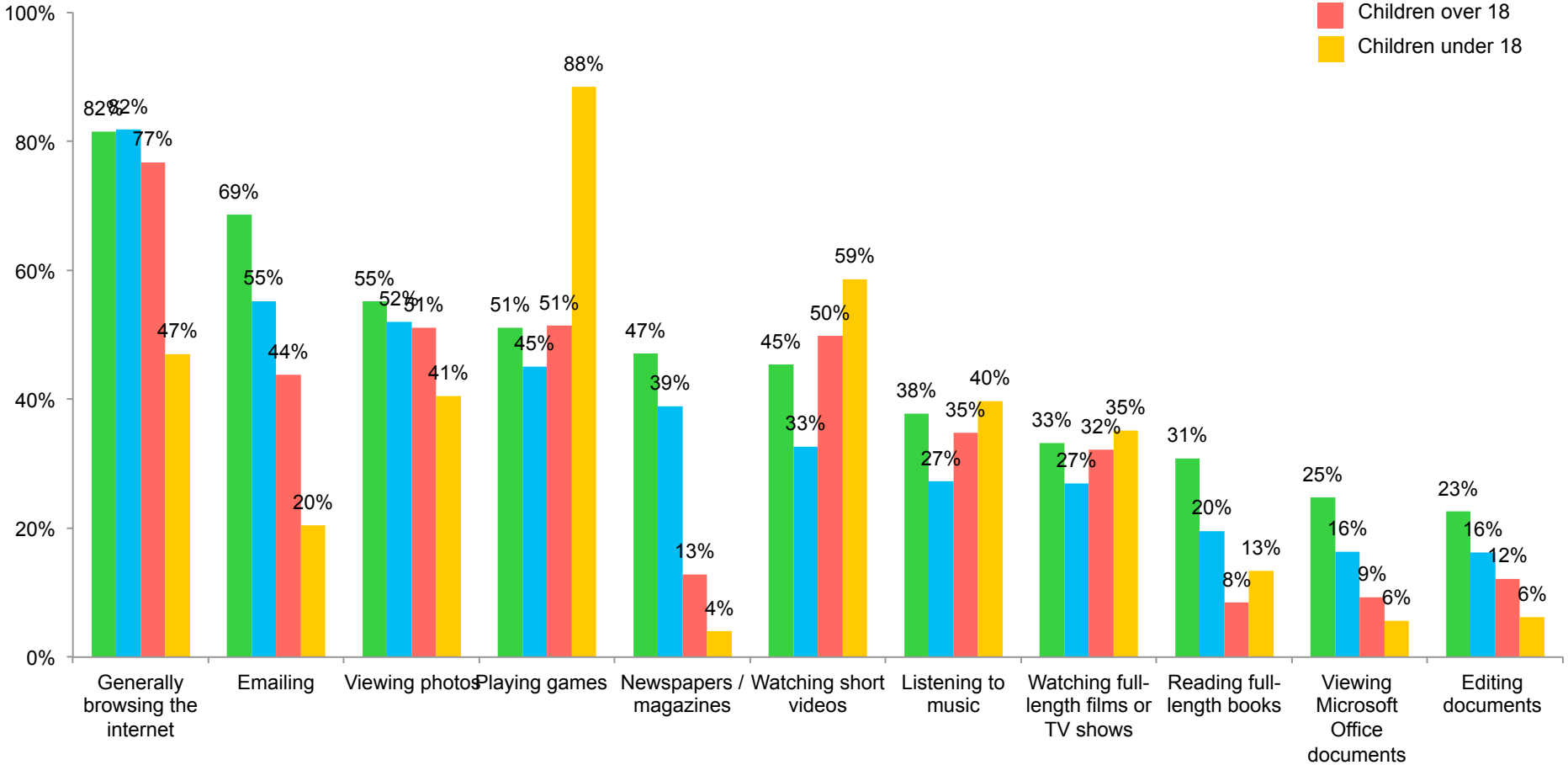


Activities participated in using tablet by those in household

All household tablet users

By main tablet

- Myself
- Partner
- Children over 18
- Children under 18

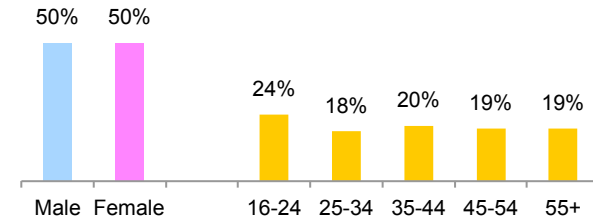
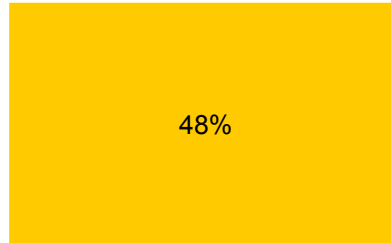


Incidence of online consumption services

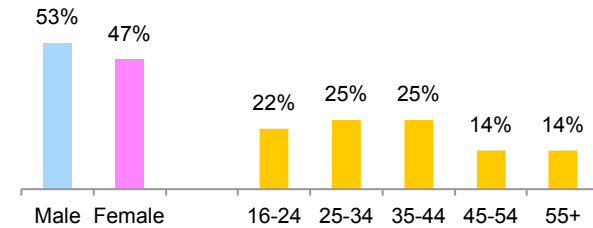
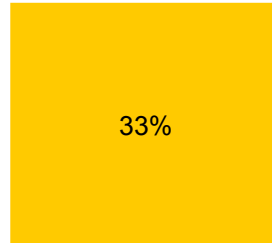
Online Nat Rep



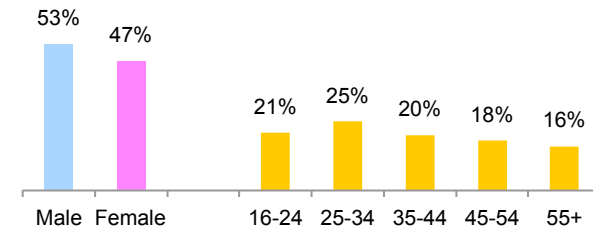
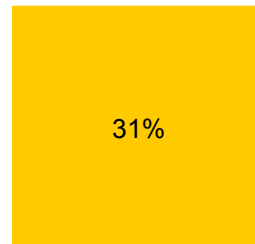
Catch-up TV



Film

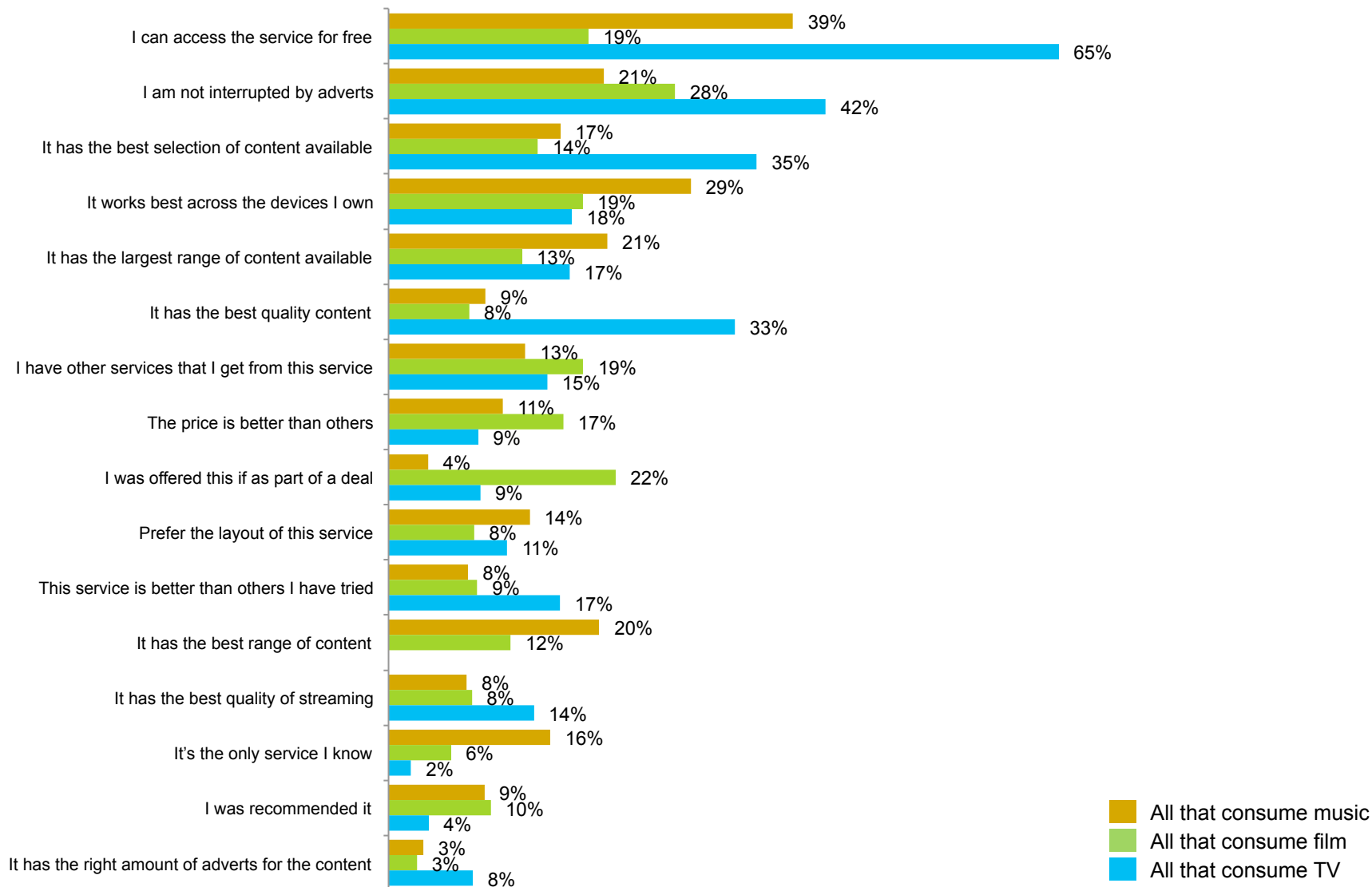


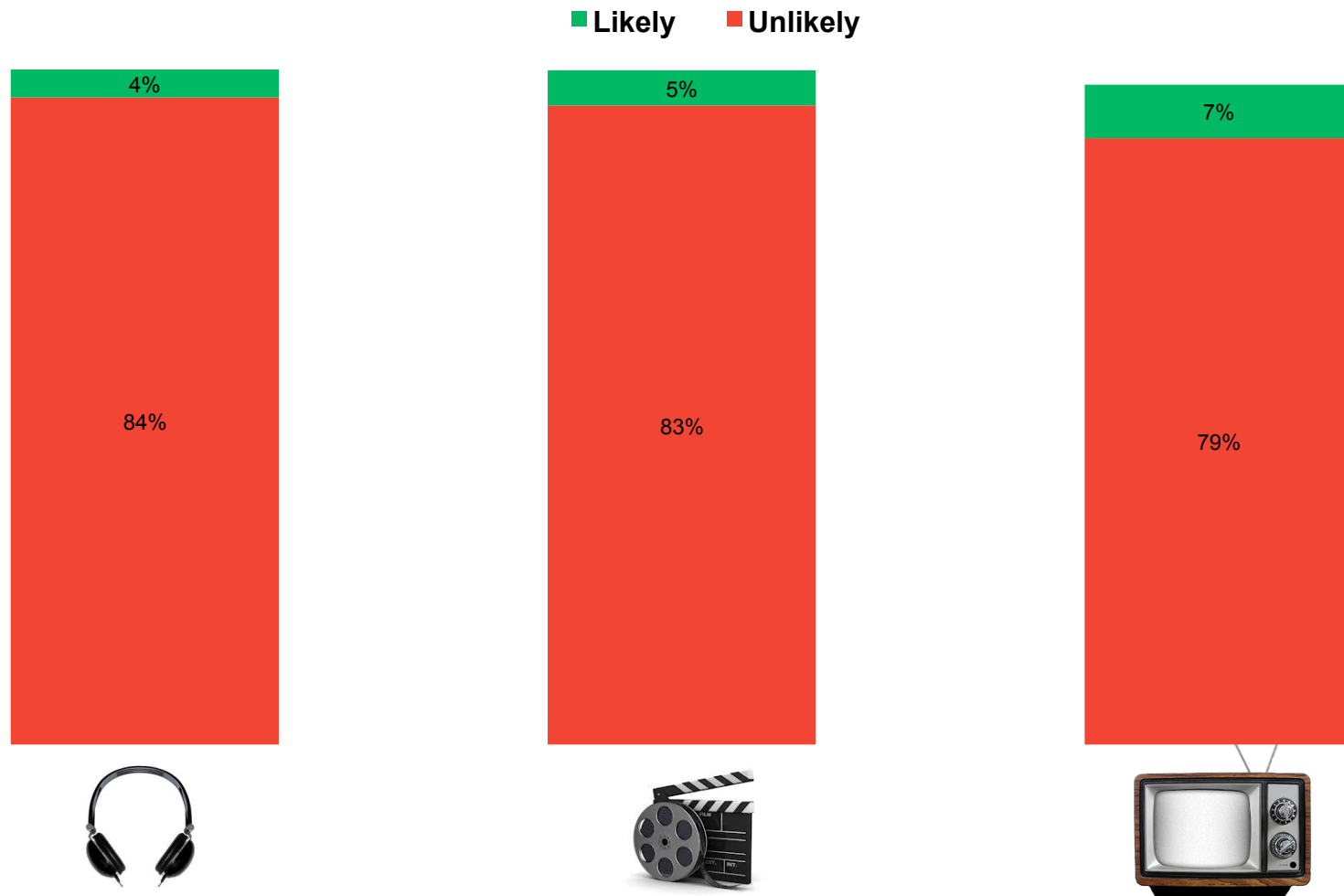
Music



Online Nat Rep

Reasons for using services







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