TV & MEDIA 2017

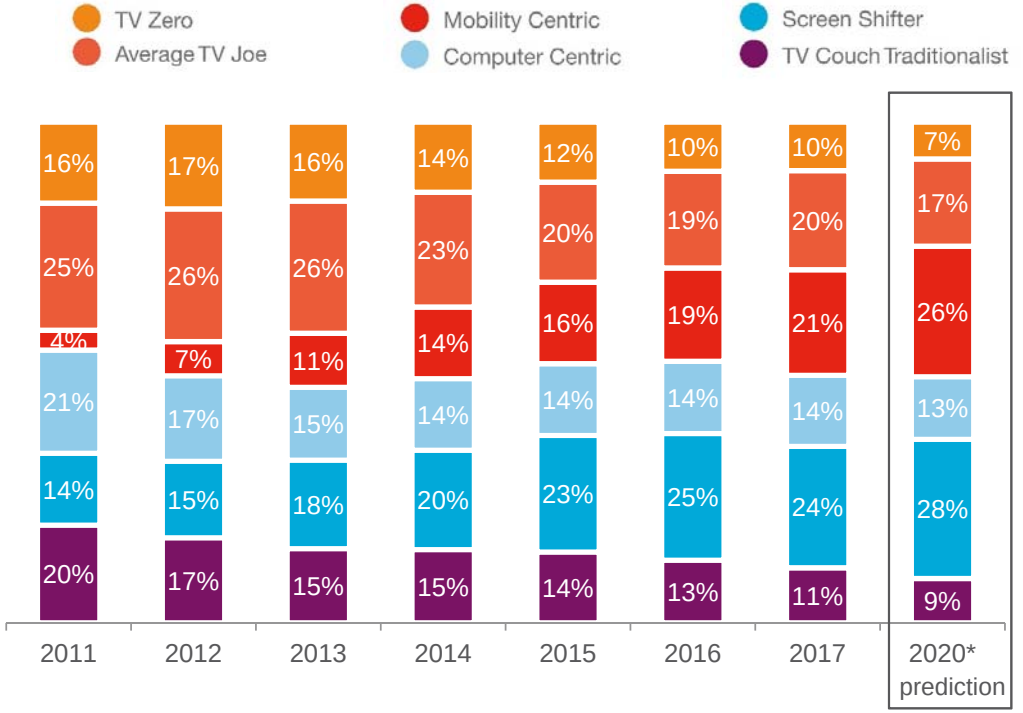
A CONSUMER-DRIVEN FUTURE OF MEDIA

SPAIN

Ericsson ConsumerLab

BY 2020, TV COUCH TRADITIONALISTS WILL HAVE SUNK INTO OBLIVION

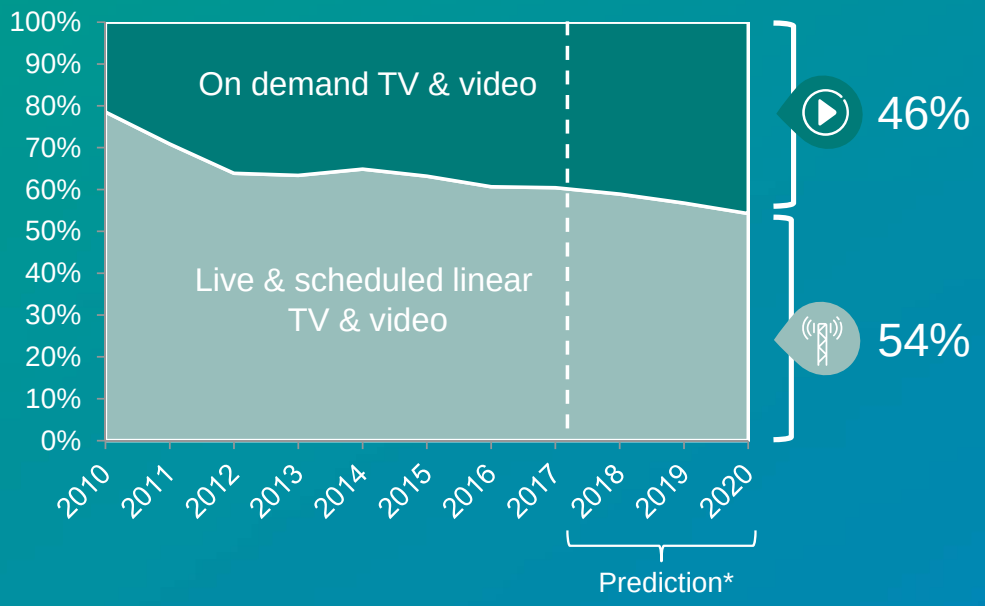
Percentage of population belonging to each user group respective year[1)] [Self-reported]



* based on best-fit-regression analyses
BASE: Population aged 16-69[2)] watching TV/Video at least weekly and having Broadband at home in Spain
1) Trending using a 3 years moving average ¼, ½, ¼, 2) Age 16-59 covered in 2011-2012
Source: Ericsson ConsumerLab TV & Media 2017 Study

BY 2020, ON-DEMAND WILL MAKE UP ALMOST HALF OF THE TOTAL VIEWING

On-demand vs. live/linear viewing share of active viewing hours[1)] [Self-reported]



* based on best-fit-regression analyses

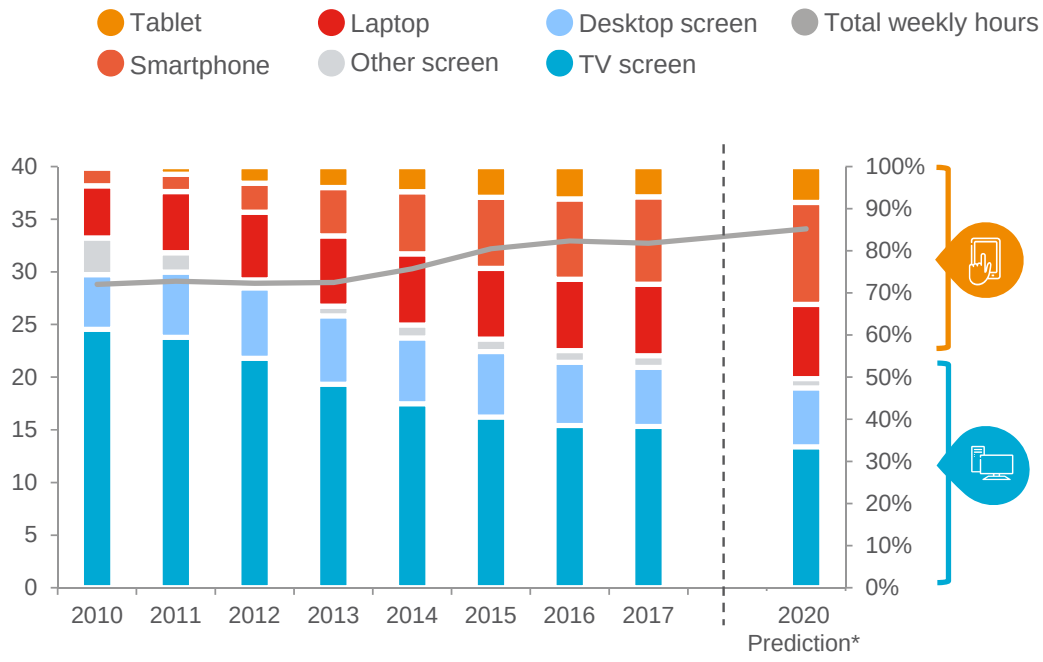
BASE: Population aged 16-69[2)] watching TV/Video at least weekly and having Broadband at home in Spain

1) Trending using a 3 years moving average (¼ , ½, ¼) , 2) Age 60-69 not covered in 2010-2012

Source: Ericsson ConsumerLab TV & Media 2017 Study

BY 2020, 50 PERCENT OF VIEWING WILL BE ON MOBILE SCREENS

Share of total TV/video-time done on respective device screen on right axis, and average total nr of hours per week watching TV/video on left axis[1)] [self-reported]



- In Spain, by 2020, half of all viewing will be done on a mobile screen, an almost 3 fold increase since 2010
- 1/5 of all viewing will be done on the smartphone alone, an almost 6 fold increase since 2010
- At the same time, total viewing time will have increased by almost 20 percent, reaching more than 34 hours per week by 2020

* based on best-fit-regression analyses

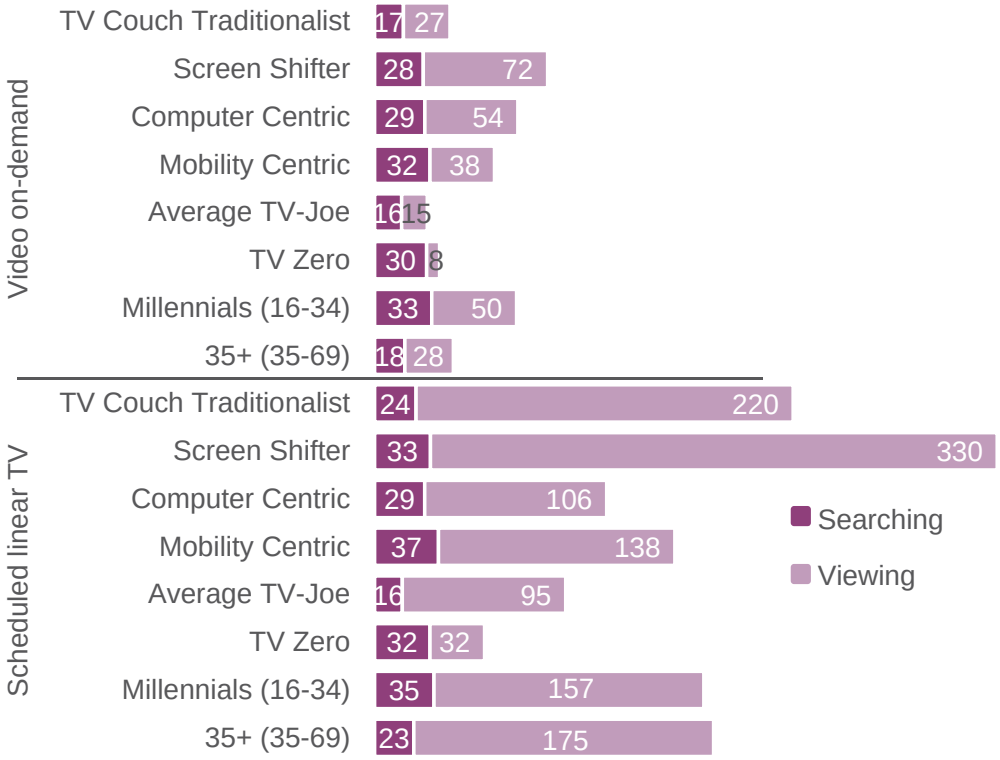
BASE: Population aged 16-69[2)] watching TV/Video at least weekly and having Broadband at home in Spain

1) Trending using a 3 years moving average (¼ , ½, ¼) , 2) Age 60-69 not covered in 2010-2012

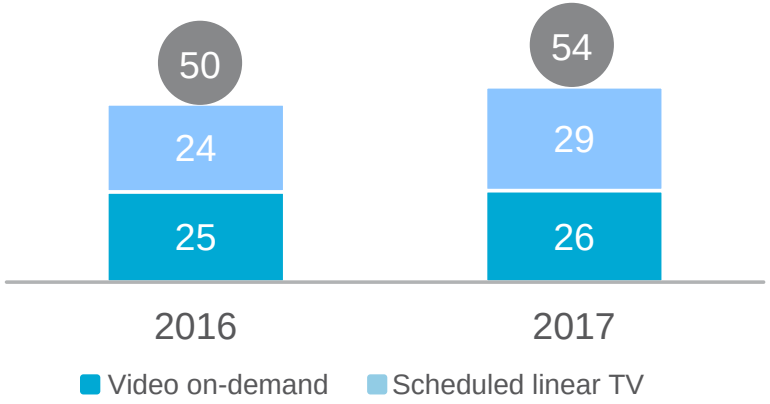
Source: Ericsson ConsumerLab TV & Media 2017 Study

MILLENNIALS SPEND 88 PERCENT MORE TIME SEARCHING VOD THAN THOSE AGED 35+

Average minutes per day spent searching for content per before starting to watch something across user groups (Self-reported)



Average minutes per day spent searching for content per before starting to watch something (Self-reported)

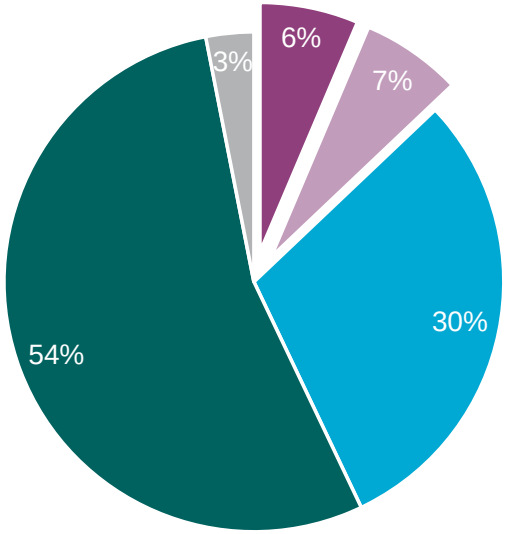


The average time spent searching for something to watch has increased by **10 percent** since last year

BASE: Population aged 16-69 watching TV/Video at least weekly and having Broadband at home in Spain
Source: Ericsson ConsumerLab TV & Media 2017 Study

BY 2020, 3 IN 10 CONSUMERS WILL BE VR USERS

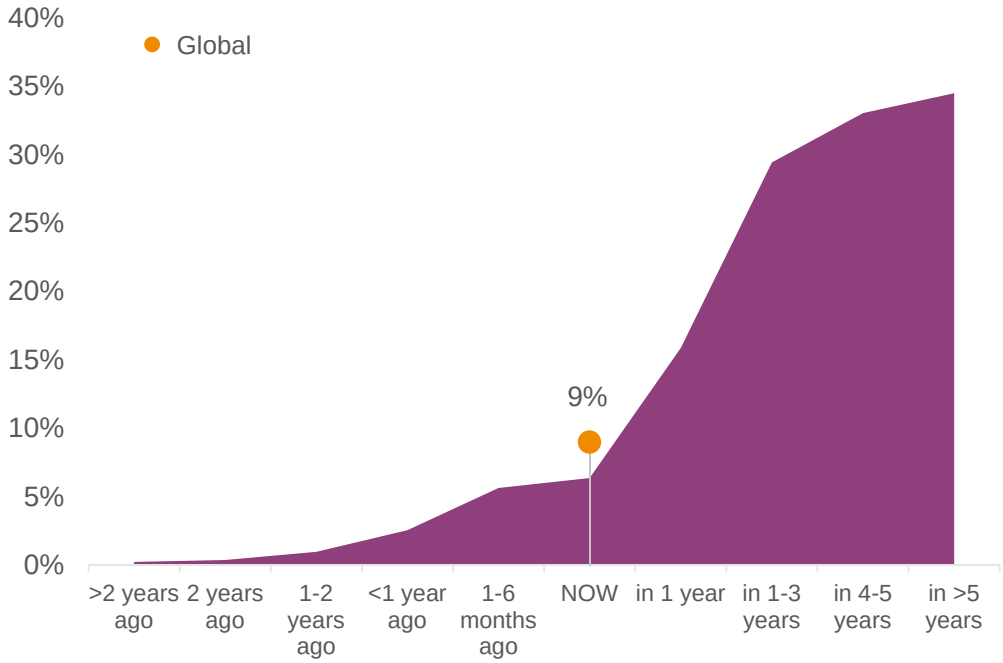
Percentage of consumers owning Virtual Reality headsets [Self-Reported]



8 IN 10

started using VR less than one year ago

Percentage of consumers that use Virtual Reality, when they started and when they will start [Self-Reported]



BASE: Population aged 16-69 watching TV/Video at least weekly and having Broadband at home in Spain
Source: Ericsson ConsumerLab TV & Media 2017 Study

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