

# "It Came to Me... *In a Stream*"



Consumers are driving online video

Professionally produced online video is being accessed by consumers in ever-growing numbers, often without charge. Multiscreen convenience and variety of content will drive further growth and opportunities for monetization.

**Time spent** watching professionally produced video

**14%**  
from online sources



U.S. broadband consumers now spend more time watching professionally produced online video than DVDs or Blu-rays...

...and they spend more than **three times** the viewing hours with online video than on traditional VoD from their cable TV, satellite TV, or IPTV.

**3x**

**Demand is huge.**

**57 million**

unique U.S. viewers streamed live Olympic events from London

**340%**  
more than the Beijing games

**20.4 million hours** of streamed video

Source: NBC

**Video consumers want their content NOW!**

**Streaming wins a by 4-1 margin**

Streaming

**04**

Crackle  
Netflix  
Hulu

View Time

**4x**

POSS

Download

**01**

iTunes  
Peer-to-peer  
Torrent

**Online video brings consumers back to TVs.**

Viewers who view more than 3 hours per week, by device

**55%**

via set-top box

**44%**

via laptop

**38%**

via tablet computers

**Consumers flock to free sites...**

**42%** of online viewers use Hulu (a free service), while only **9%** use Hulu Plus, its subscription-based counterpart.

**...but they will pay.**

**27%**

of all online viewers would purchase more video if they had safe, reliable cloud service.

**Driving the future: cloud-based services**

Content Availability  
Reliability  
Quality  
Convenience  
Value-added features

**32%**  
more likely to buy

**24%**  
more likely to rent...

Among current frequent online video viewers:

...when compelling, easy-to-use Digital Locker features are available.