

Media Myths

Technology Penetration in Context

MYTH "Television is losing its prominence among media."

- Household TV usage has increased 12.5% over last ten years[†]
- Primetime TV usage (persons 2+) held steady year-to-year and over last ten years*
- Among adults, television captures 52% of all media use throughout the day*
- Among adults, television captures 73% of all media time during primetime, and TV's closest rivals in the evening are the Internet (12% share) and radio (10% share)*

Facts

MYTH "Television is being cannibalized by the Internet."

- Only 18% of TVs are co-located with a PC*
- Only 12% of adults simultaneously use TV and go online at some point during primetime*
- Only eight percent of primetime TV minutes involve simultaneous online activity*
- The introduction of new media historically has added to overall media time rather than taking away from time spent with any one medium

Facts

MYTH "The future of TV is in mobile devices."

- Mobile video owners rarely acquire device for video; video capability not a purchase driver
- "Ever used" mobile device for video (among 13-54's in broadband homes)*
 - 3% for video iPod
 - Content leans toward music videos and TV programs (requires downloads)
 - 3% for video cell phone and 18% for video laptop
 - Content leans toward news, sports, and weather (real-time)
- Most mobile video usage supplements regular television use; mobile video is not a replacement media

[†]"Nielsen Reports Americans Watch TV at Record Levels," September 29, 2005

*KN/SRI, MultiMedia Mentor™ Fall 2005

*KN/SRI, Home Technology Monitor Spring 2006

*KN/SRI, How People Use Mobile Video Spring 2006

For more information go to:

<http://www.cpb.org/stations/npsresearch/>

Or call Corporation for Public Broadcasting, 202-879-9600

Primetime Audience Research for Public Television



Corporation for Public Broadcasting

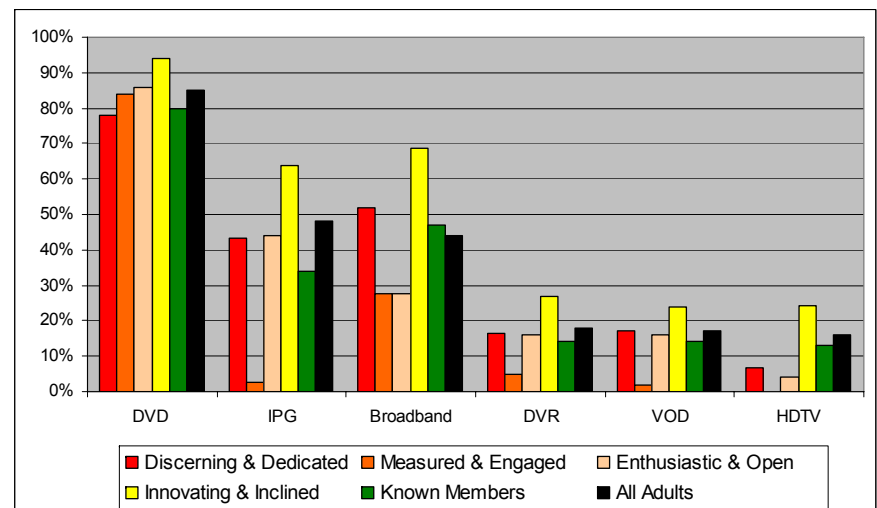
2006 Data on Technology, Navigation, and Television Reception

The charts and tables in this folder are based on data gathered in the Awareness, Attitudes, and Usage (AAU) study commissioned by the Corporation for Public Broadcasting and conducted by Knowledge Networks/Statistical Research in January and February of 2006. Both the national sample (1,509 randomly-selected adults 18+) and a member sample (661 pre-identified members from five selected markets) have been used in the preparation of these charts.

Although the AAU study focused on a wide range of viewer behaviors and attitudes—from favorite primetime programs to preference in television genres—the data pertaining to the penetration of technology, how viewers find the shows they watch, and household TV reception is especially useful. The more we know about the environment in which our programs are being produced and scheduled, the easier it will be to meet our goal of increased audience reach, frequency, and loyalty.

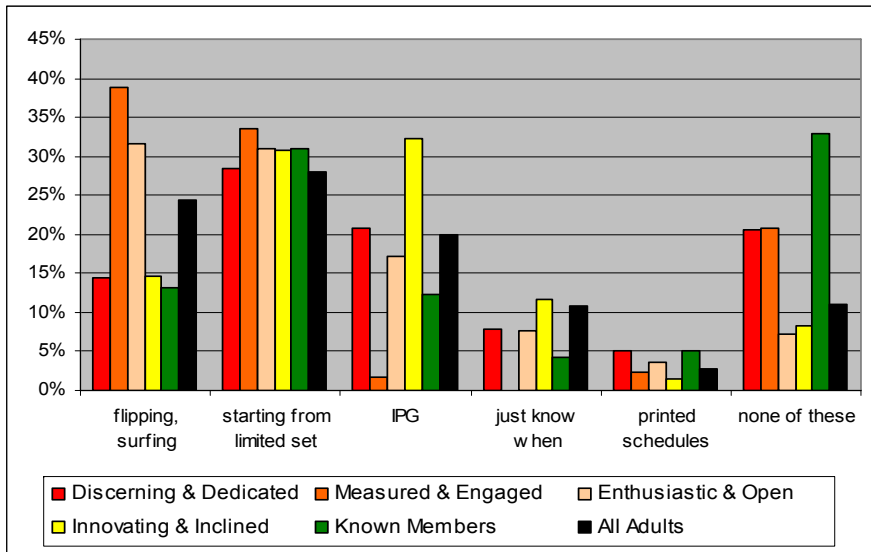
Technology Penetration

The chart below shows the percent of each segment who report having each device or service in their homes.



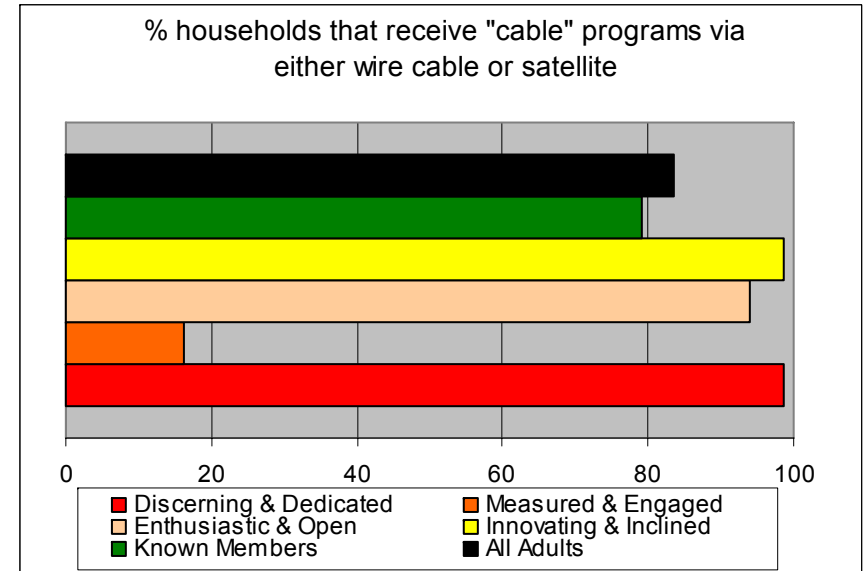
Program Search Methods

Primetime in General This chart shows the percent of each segment who said that they used a particular method "most often" to locate the programs they watch in primetime.

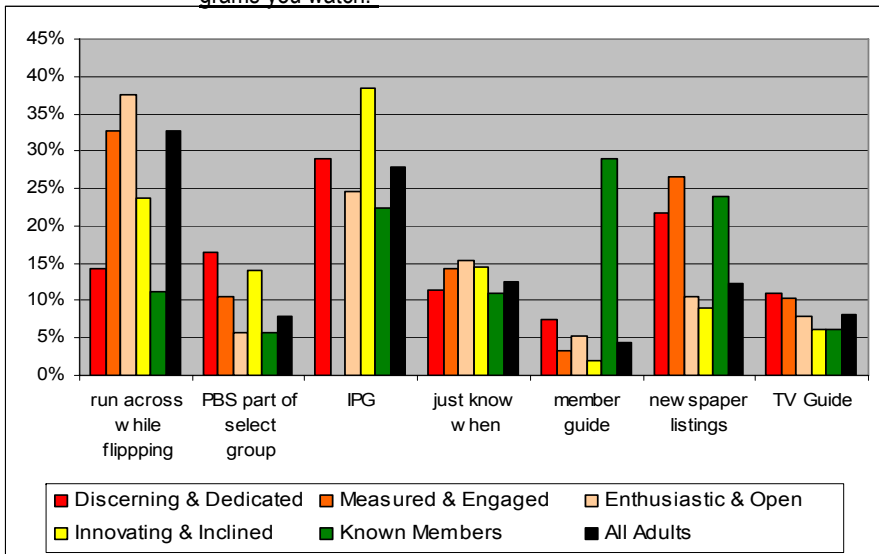


Television Reception

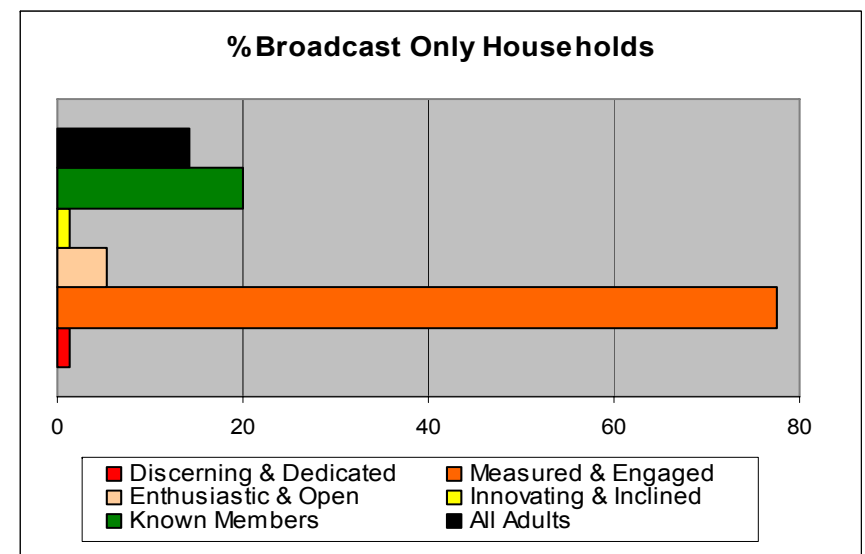
The chart below shows the percent of households in each segment able to receive "cable" programs. **Cable Plus**



PTV Specifically This chart shows the percent of each segment who said that they used a particular method "most often to find primetime PBS programs you watch."



The chart below shows the incidence of broadcast-only households in each segment. **Broadcast Only**



NOTE: The proportion selecting the Internet as the method they use most often is not statistically significant in any segment.