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New iGR study profiles U.S. mobile consumers' usage of video and communication OTT services

Study profiles users according to demographic and mobile service variables

AUSTIN, Texas, August 8th, 2016 – Over the Top (OTT) services are becoming increasingly popular and offer services that range from messaging and photo sharing to video chat applications and video on-demand services. In many cases, OTT services have replaced services once provided by cable MSOs or mobile operators. For example, Netflix has increasingly replaced on-demand video offered by cable MSOs, while WhatsApp has replaced or supplemented the SMS service provided by mobile operators.

While some of these services are used on devices connected to the Internet over a wired connection, such as connected TVs and laptops, many more are increasingly being used on mobile devices. As the OTT services' mobile usage increases, so does their demand on the mobile data network.

In its most recent market study, *iGR*, a market research consultancy focused on the wireless and mobile industry, sought to profile exactly how and why OTT services are being used by U.S. consumers. The study, which focused on 12 video and communication OTT services, provides insights into what type of mobile consumer is more likely to use a particular service. For example, which age group and gender is more likely to use Snapchat? Which OTT services do Apple or Android users tend to use? Are the subscribers of one mobile operator more likely than subscribers of another mobile operator to use an OTT service?

“Because OTT services, as a group, have unquestionably added to the amount of data on the mobile network, we wanted to develop a more detailed profile of the OTT services' users,” said Iain Gillott, president and founder of *iGR*. “And through our primary research, we found definite trends regarding the use of each OTT service, information that can be useful to those who are tasked with providing a positive experience for mobile consumers.”

iGR's new market study, [U.S. Consumer and OTT Services: Who uses these video and communication apps and how?](#), profiles the video and communication OTT services being used by various groups of U.S. consumers. The study focuses on the following video services: Amazon Prime Video, Apple iTunes, Google Play Movies, Hulu, Netflix, and YouTube, and the following communication services: Apple FaceTime, Google Hangouts, Instagram, Skype, Snapchat, and WhatsApp. For each OTT service, *iGR* analyzes how demographic and mobile service variables affect its usage, how frequently the service is used, and on which devices, both mobile and otherwise, consumers use the service. The data in this market study is based on a Web-based survey of over 1,021 U.S. consumers that *iGR* fielded during May 2016.

The following key questions are addressed in the new study:

- What percentage of U.S. mobile consumers use the following video OTT services – Amazon Prime Video, Apple iTunes, Google Play Movies, Hulu, Netflix, and YouTube?
- What percentage of U.S. mobile consumers use the following communication OTT services – Apple FaceTime, Google Hangouts, Instagram, Skype, Snapchat, and WhatsApp?
- What trends exist between consumers' use of mobile services and their use of video and communication OTT services?
- What trends exist between demographic variables and consumers' use of video and communications OTT services?
- How often do U.S. consumers use each OTT service?
- On which devices do U.S. consumers use each OTT service?

The information in this market study will be valuable for:

- OTT service providers
- Mobile service providers
- Financial and investment analysts.

The new report can be [purchased](#) and downloaded directly from *iGR's* website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@iGR-inc.com for additional details.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its sixteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.