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**FOR IMMEDIATE RELEASE**

## **New *iGR* study shows that younger consumers are 94 percent more likely to watch Internet-based video**

### ***Increased video traffic on mobile data networks a concern for mobile operators***

**AUSTIN, Texas, July 30<sup>th</sup>, 2012** – As mobile data network providers struggle with high traffic, the introduction of more video users on the mobile data network is a great concern. U.S. consumers have many video choices. Not only can they watch live or recorded television programs offered by their television service provider, but they can also watch video from Internet-based streaming video services, such as Netflix, or rent video on demand from iTunes or watch YouTube videos.

The majority of this video is currently watched from the comfort of home on a television over a cable TV or satellite connection or on a desktop computer over a wired connection or on a laptop or tablet over a WiFi connection. However, as consumers gradually move away from home and start to watch this video content on their tablet or mobile phone over their 3G/4G mobile broadband network, the capacity of the mobile data networks will be further challenged.

*iGR*'s new report details the viewing habits of U.S. consumers and focuses on both traditional television service and Internet-based video. The data is analyzed by a range of demographic variables, such as age, income and marital status, as well as the technology currently being used by the respondents. The results indicate, for example, that younger consumers are 94 percent more likely to use internet-based video services than older consumers. These younger consumers are of concern to the mobile data network providers, already struggling with high traffic.

"Half of all 3G/4G mobile data traffic is already due to video," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "As more consumers start to consume video on mobile devices, this percentage will increase and add to the congestion on these mobile data networks. "

*iGR's* new market research report, *U.S. Consumers' Viewing Habits: It's Not Just TV*, provides details on the viewing habits of U.S. consumers.

The following key questions are addressed in the new research study:

- What types of television service are used in U.S. households?
- How much live television, recorded television and video on demand programs are watched by U.S. consumers?
- How often do U.S. consumers watch television content on a computer instead of a TV?
- How often do U.S. consumers rent video on demand from their television service provider?
- How often do U.S. consumers rent video on demand from iTunes?
- How often do U.S. consumers rent video on demand from Google Play?
- What types of Internet-based video streaming services do U.S. consumers use?
- How often do U.S. consumers watch content from Internet-based video streaming services?
- How often do U.S. consumers watch YouTube videos?
- Are U.S. consumers interested in the ability to share video content between two different devices?
- How do demographic variables, such as age, gender, income and marital status affect the video viewing habits of U.S. consumers?
- What relationships exist between U.S. consumers' current use of technology, such as cell phones and tablets, and their video viewing habits?

The information in this report will be valuable for:

- Mobile operators
- Device OEMs
- Mobile Content Delivery Network solution vendors
- Content providers and distributors
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR's* website at [www.iGR-inc.com](http://www.iGR-inc.com). Alternatively, contact Iain Gillott at (512) 263-5682 or at [iain@iGR-inc.com](mailto: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 entering its twelfth 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 applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; 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](http://www.igr-inc.com).