



Online Video consumption Study. México 2012

Research Objectives & Methodology

Research Objectives

- Garritz Online Media wanted to understand consumers' video consumption habits on the Prodigy MSN site as well as other websites and on television.
- The specific research objectives for this study were:
 - To understand the different online video consumption habits among the audience clusters.
 - To understand incremental reach between TV and Online media in the audience clusters.

Methodology

- comScore, in conjunction with Garritz Online Media, designed a custom online survey focusing on online video behaviors.
- Invitations to participate in the study were sent to members of comScore's online panel and members of another partner online survey panel. If the panelist decided to participate, they clicked on the survey link and were redirected to the 15 minute online survey.
- The survey fielded December 8 – December 19, 2011.
- Target respondents for this study were residents of Mexico, ages 15+ that have visited the Prodigy MSN portal or used Windows Live Messenger or Windows Live Hotmail in the past 3 months.
- In addition, respondents could not work in advertising, marketing research, the Internet industry, or broadcast or print media in order to qualify for the study.
- A total of 761 respondents were surveyed.

	Completes
Parents with children ages 6-14*	225
Teens/Adults ages 15-24	109
Males ages 25-34	122
Females ages 25-34	130
Males ages 35-44	122
Females ages 35-44	109
Adults ages 45+	169

**Note: Groups are not mutually exclusive as all respondents with children ages 6-14 have been included in the parents count as well as in the age group that they belong to.*

TV and Online Advertisements

- Overall most respondents recall watching advertisements on TV or online and fewer watch ads online on their mobile phone or tablet.
 - Two-in-ten watch advertisements only on TV and another two-in-ten watch advertisements on all three devices.
 - While TV and mobile phone/tablet online ad recall is similar regardless of age, males ages 25-44 recall watching video ads on their PC/laptop more than the other groups.
 - Teens/adults ages 15-24 and males ages 25-34 watch video advertisements on both the TV and PC/laptop more often than females ages 25-34 and adults ages 35+.
- Facebook, Prodigy MSN and Google are the top three websites that online videos and advertisements were watched on regardless of the device.
 - Teens and young adults recall seeing video ads most on Facebook and/or YouTube, while more older adults recall video ads on Google and/or Yahoo.

Online Videos

- Most respondents search for and watch online videos while surfing the Internet.
 - These videos are most often watched on a PC/laptop followed by a mobile phone.
 - Teens/adults 15-24 years of age and males 25-34 years of age are the most likely to watch online videos and do so on their mobile phones more often than older adults.

Online Videos (Continued)

- Over half of the respondents have watched online videos on Prodigy MSN specifically.
 - More parents and males 25-44 watch online videos on Prodigy MSN compared to the other groups.
- The length of time spent watching online videos on a mobile phone or tablet is shorter than the time spent on a TV or PC/laptop.

Online Movie Trailers

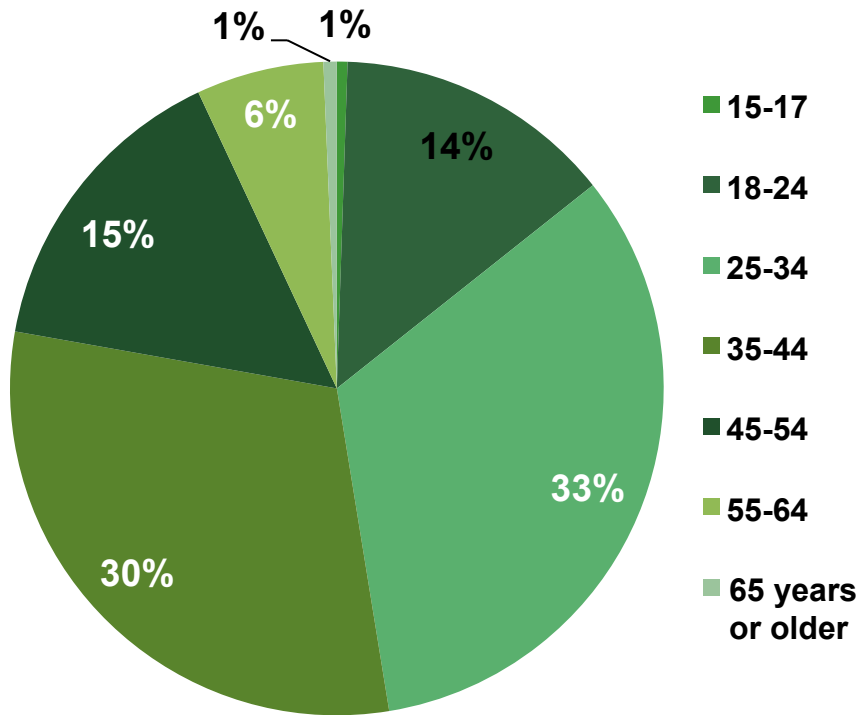
- Most respondents watch movie trailers online, typically using a PC or laptop.
 - Males 25-34 watch movie trailers online most and do so on their mobile phone more often than the other groups.
- YouTube is the website that is most often used for viewing online movie trailers followed by Google, Yahoo, Prodigy MSN and Facebook.
 - Just over four-in-ten have watched online movie trailers on Prodigy MSN specifically.
 - Parents and Males 35-44 years of age have watched online movie trailers on Prodigy MSN more often than the other groups.
- Overall, viewing movie trailers on TV or online on Prodigy MSN motivates respondents similarly to go to the movies the next week.
 - Adults ages 35-44 are more motivated by movie trailers seen on TV and teens/adults ages 15-24 are more motivated by movie trailers seen on Prodigy MSN.



Total Results

The sample collected was fairly distributed by age and gender and just over six-in-ten were parents.

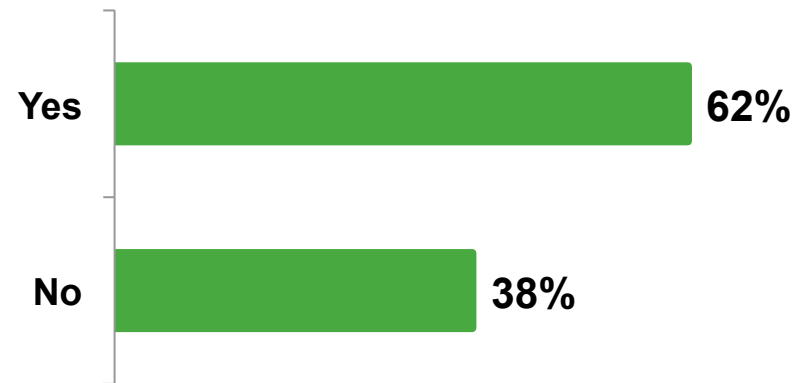
Age



Gender



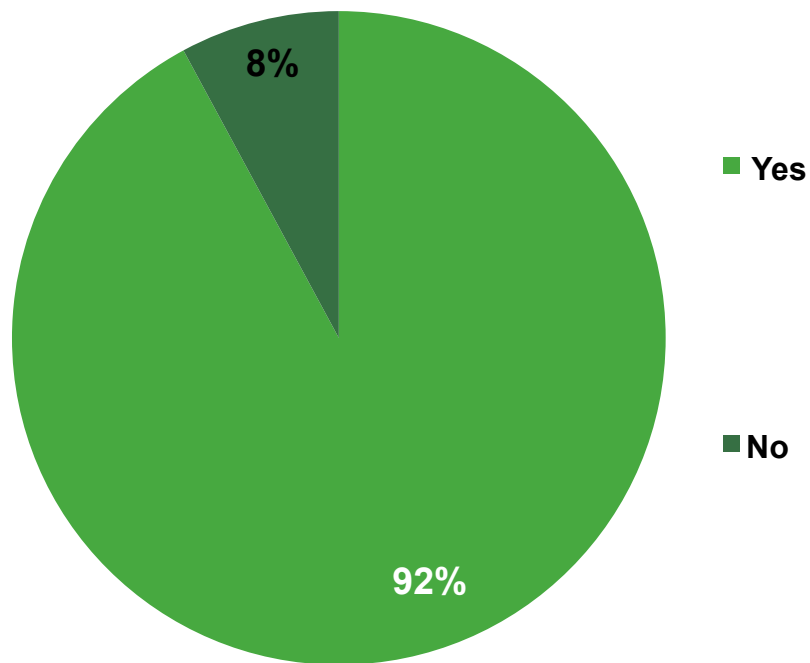
Parents



Base = Total respondents (n=761)
AGE. What is your age?
GEND. What is your gender?
CHILD. Do you have any children?

The majority of the respondents recalled watching a TV advertisement in the last week and Televisa channel 2 was by far the most often mentioned channel that these advertisements were seen on.

Recall Watching TV Advertisements in the Last Week



Channels or Networks TV Advertisements Were Seen On

	Total
Canal 2 de Televisa	47%
Canal 5 de Televisa	29%
Canal 9 de Televisa	9%
Canal 11 del IPN	2%
Canal 7 de TV Azteca	22%
Canal 13 de TV Azteca	27%
Television de paga	41%
Other	7%

Base = Total Respondents (n=761)

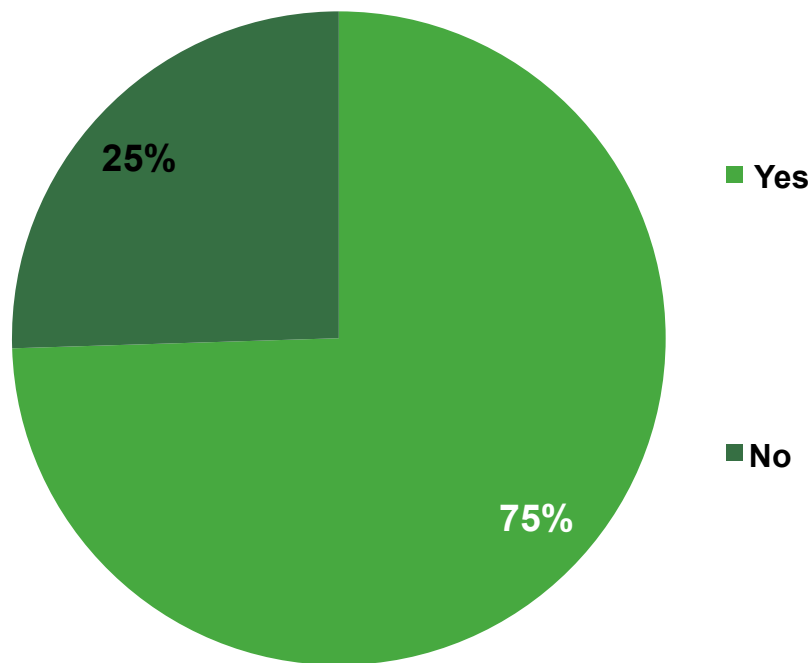
Q1. Do you recall watching any advertisements on TV in the last week?

Base = Respondents that recalled TV ads (n=690)

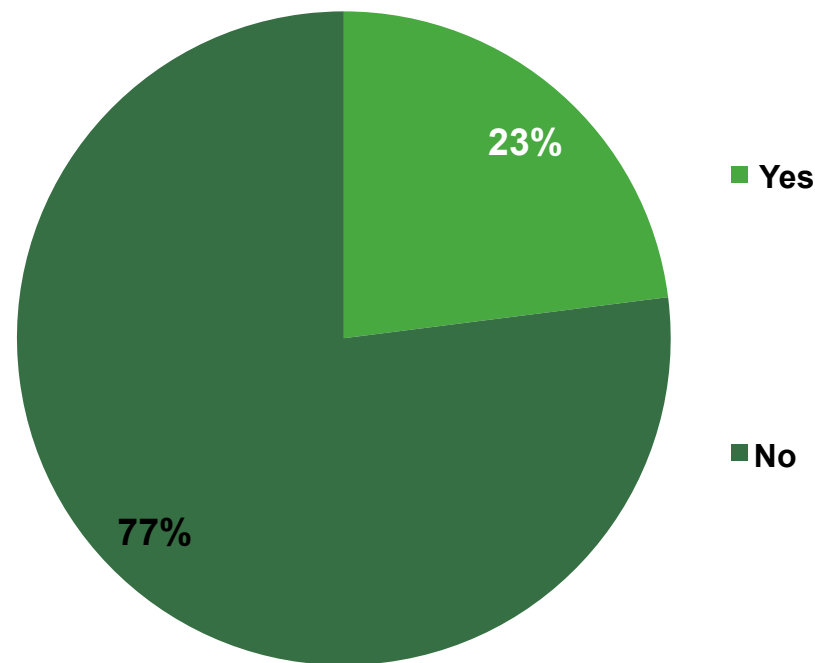
Q3. Which channel or networks did you see these TV advertisements on? Please indicate a channel/network for each advertisement that you described in the previous question.

Far more respondents report watching a video advertisement on their PC or laptop than their mobile phone or tablet.

Recall Watching Video Advertisements on PC/Laptop in the Last Week



Recall Watching Video Advertisements on Mobile Phone/ Tablet in the Last Week



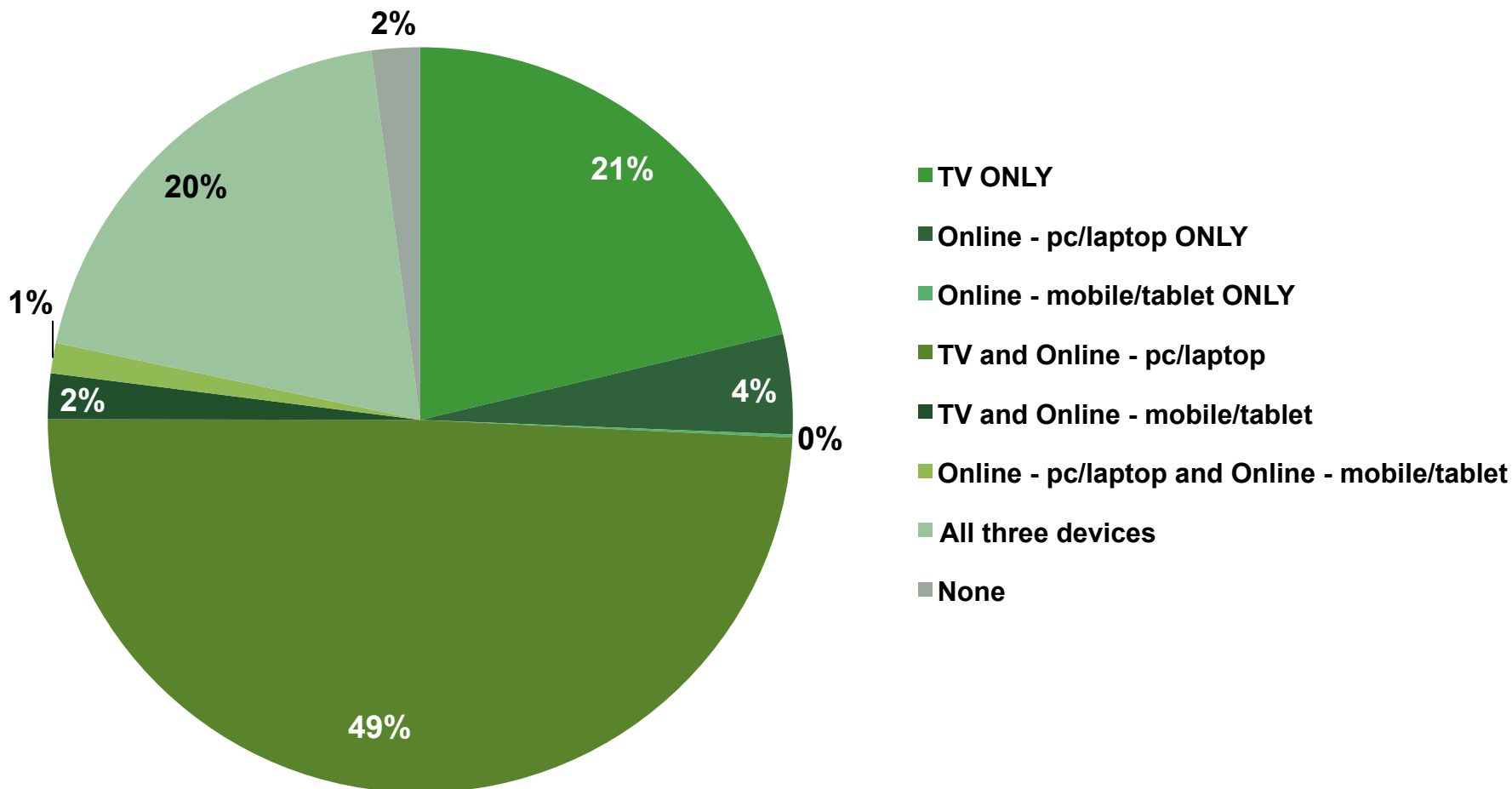
Base = Total Respondents (n=761)

Q4. Do you recall watching any video advertisements on the Internet on your PC or laptop in the last week?

Q8. Do you recall watching any video advertisements on the Internet on your mobile phone or tablet in the last week?

Most respondents have watched video advertisements on both their TV and PC/laptop. Two-in-ten only watch advertisements on TV and another two-in-ten watch advertisements on all three devices.

Devices That Video Advertisements Were Watched On



Base = Total Respondents (n=761)

Q1. Do you recall watching any advertisements on TV in the last week?

Q4. Do you recall watching any video advertisements on the Internet on your PC or laptop in the last week?

Q8. Do you recall watching any video advertisements on the Internet on your mobile phone or tablet in the last week?

Facebook, Prodigy MSN and Google are the top three websites that video advertisements were seen on across PC, laptop mobile phone and tablet devices.

Websites Video Advertisements Were Seen On – PC/Laptop

	Total
Facebook	31%
Prodigy MSN	28%
Google	24%
Yahoo	23%
YouTube	20%
Live	15%
Eluniversal	10%
Esmas	8%
Taringa	5%
Televisa	4%
Tvazteca	4%
Terra	2%
AOL	1%
Daily Motion	1%
Imagen	1%
Metacafe	1%
Tu	1%
Starmedia	1%
Ustream	1%
Disney International	0%
Livestream	0%
Videobb	0%
Videozer	0%
Vimeo	0%
Other	23%

Websites Video Advertisements Were Seen On – Mobile Phone/Tablet

	Total
Google	28%
Facebook	22%
Prodigy MSN	22%
Yahoo	17%
YouTube	13%
Live	11%
Eluniversal	10%
Taringa	6%
Tvazteca	6%
Esmas	5%
Televisa	4%
Terra	2%
Tu	2%
AOL	1%
Daily Motion	1%
Metacafe	1%
Starmedia	1%
Ustream	1%
Disney International	0%
Imagen	0%
Livestream	0%
Videobb	0%
Videozer	0%
Vimeo	0%
Other	29%

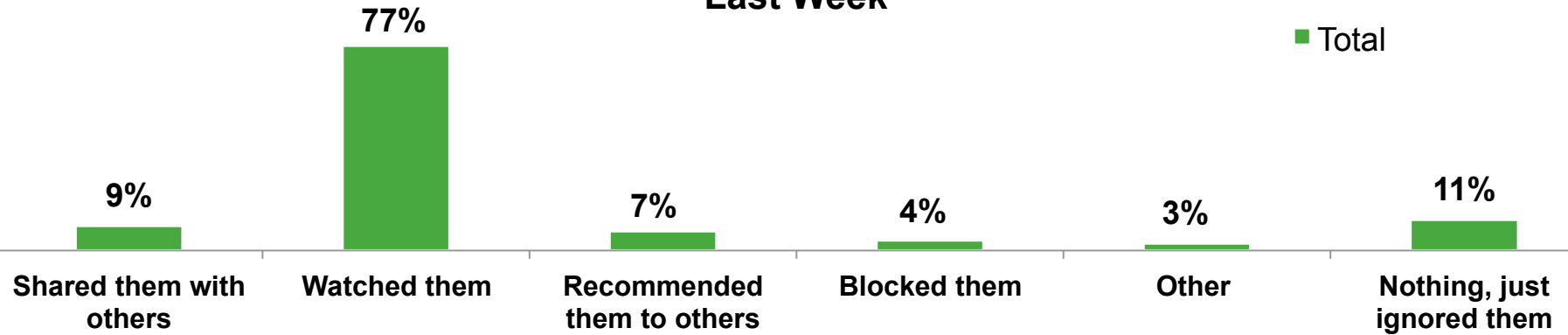
Base = Respondents that recalled video ads on PC/laptop (n=556)

Q6. Which websites on your PC/laptop did you see these video advertisements on? Please indicate a website for each advertisement that you described in the previous question.

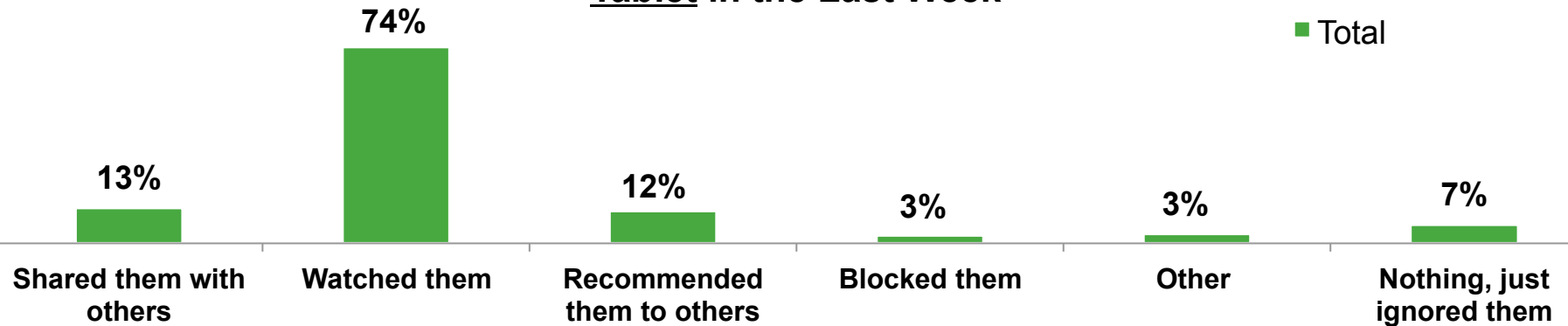
Base = Respondents that recalled video ads on mobile phone/tablet (n=167). Q10. Which websites on your mobile phone or tablet did you see these video advertisements on? Please indicate a website for each advertisement that you described in the previous question.

Watching the video ads is the most selected action regardless of device. Ads viewed on mobile phones/tablets are shared or recommended more often than ads viewed on a PC/Laptop where ignoring the ads is more prevalent.

Actions Taken After Seeing Video Advertisements on PC/Laptop in the Last Week



Actions Taken After Seeing Video Advertisements on Mobile Phone/ Tablet in the Last Week



Base = Respondents that recalled video ads on PC/laptop (n=567), Q7. What did you do with the video advertisements that you saw on the Internet on your PC/laptop? Please select all that apply.

Base = Respondents that recalled video ads on Mobile Phone/Tablet (175), Q11. What did you do with the video advertisements that you saw on the Internet on your mobile phone/tablet? Please select all that apply.

Most search for and watch online videos while surfing the Internet. While these videos are most often watched on a PC/laptop, roughly one-quarter also watch on a mobile phone. Over half have watched videos on Prodigy MSN.

Watch Videos While Surfing the Internet
92%



Total

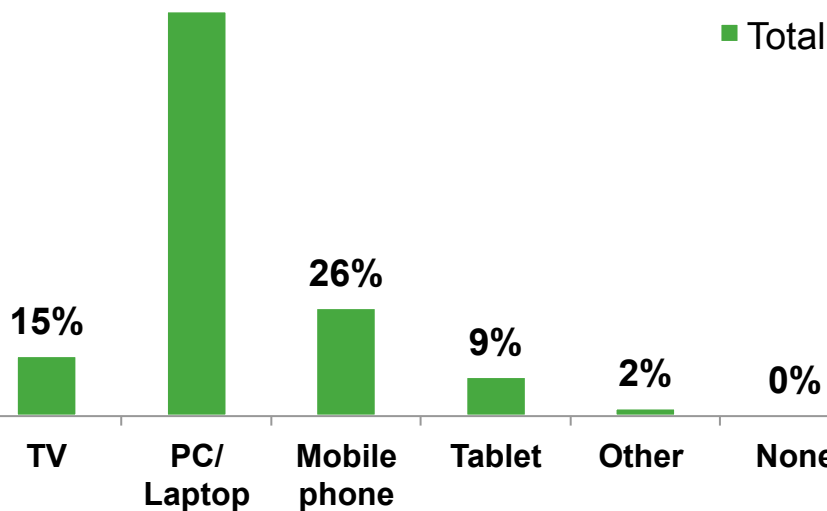
Search the Internet for Online Videos

86%



Total

Devices Online Videos Are Watched On
98%



Have Watched Online Videos on Prodigy MSN

56%



Total

Base = Total respondents (761)

Q12. When you surf the Internet do you watch videos?

Q18. Do you search the internet for online videos?

Base = Respondents that watch online videos (697)

Q13. On which device(s) do you watch online videos? Please select all that apply.

Q16. Have you ever watched online videos on Prodigy MSN?

YouTube is by far the most often visited website for watching online videos. Facebook, Google, Yahoo and Prodigy MSN round out the top five sites for online video viewership.

Websites Online Videos Are Viewed On

	Total		Total
YouTube.com	86%	Ustream.tv	4%
Facebook.com	39%	Vimeo.com	4%
Google.com	29%	Videobb.com	3%
Yahoo.com	17%	Livestream.com	3%
Prodigy MSN.com	11%	Terra.com	2%
Televisa.com	8%	Metacafe.com	2%
Esmas.com	8%	Videozer.com	2%
Tvazteca.com	7%	Disney International.com	1%
Taringa.net	7%	Starmedia.com.mx	1%
Eluniversal.com.mx	6%	Imagen.com.mx	1%
Daily Motion.com	5%	Aol.com.mx	0%
Tu.tv	4%	Other website	15%
Live.com	4%	Do not watch videos on any other portals or websites	10%

Base = Respondents that watch online videos (697)

Q15. On which portals or websites do you watch online videos? Please select up to 3.

Top 20 properties	
1	Google Sites
2	VEVO
3	Viacom Digital
4	FACEBOOK.COM
5	Microsoft Sites
6	Ustream
7	VIDEOBB.COM
8	VIDEOZER.COM
9	DAILYMOTION.COM
10	Hispavista Sites
11	ADAP.TV
12	Future Publishing Limited
13	Yahoo! Sites
14	Grupo Televisa
15	SpotXchange Video Ad Marketplace
16	Vimeo
17	Joost Media
18	LIVERAIL.COM
19	LIVESTREAM.COM
20	TubeMogul Video Ad Platform

The length of time spent watching online videos is shorter on a mobile phone or tablet compared to a TV or PC/laptop.

- Prodigy MSN is used more often for viewing online videos that are shorter in length whereas YouTube is often used to view videos that are 30 minutes or more.

Length of Time Watching Online Videos Daily on Each Device

TV	Total	Mobile Phone	Total	Other	Total
Do not watch daily	7%	Do not watch daily	11%	Do not watch daily	15%
1-30 Minutes	38%	1-30 Minutes	69%	1-30 Minutes	38%
30-60 Minutes	22%	30-60 Minutes	11%	30-60 Minutes	23%
60-90 Minutes	15%	60-90 Minutes	6%	60-90 Minutes	15%
90-120 Minutes	8%	90-120 Minutes	1%	90-120 Minutes	8%
More than 120 Minutes	11%	More than 120 Minutes	2%	More than 120 Minutes	0%
PC/Laptop	Total	Tablet	Total		
Do not watch daily	6%	Do not watch daily	11%		
1-30 Minutes	41%	1-30 Minutes	53%		
30-60 Minutes	29%	30-60 Minutes	26%		
60-90 Minutes	12%	60-90 Minutes	6%		
90-120 Minutes	4%	90-120 Minutes	5%		
More than 120 Minutes	7%	More than 120 Minutes	0%		

Length of Time Watching Online Videos Daily on Each Website

Prodigy MSN	Total	YouTube	Total	Other	Total
Do not watch daily	17%	Do not watch daily	5%	Do not watch daily	34%
1-30 Minutes	64%	1-30 Minutes	45%	1-30 Minutes	43%
30-60 Minutes	12%	30-60 Minutes	30%	30-60 Minutes	13%
60-90 Minutes	4%	60-90 Minutes	11%	60-90 Minutes	5%
90-120 Minutes	1%	90-120 Minutes	4%	90-120 Minutes	2%
More than 120 Minutes	2%	More than 120 Minutes	5%	More than 120 Minutes	4%

Base = Respondents that watch online videos on each device (TV=102, PC/Laptop=686, Mobile Phone=183, Tablet=66*, Other=13#), Base = Respondents that watch online videos on each website (Prodigy=390, YouTube=697, Other=599), *Caution: small sample size (n=30-99), # - Insufficient sample size (n<30), Q14. How long do you spend watching online videos each day on each of your devices? Q17. How long do you spend watching online videos each day on each of the following websites/portals?

Almost three-quarters watch movie trailers online and among those that do, just over four-in-ten have watched these trailers on Prodigy MSN. A PC or laptop is the type of device most often used to view

- Seeing a movie trailer on Prodigy MSN is just as motivating as seeing a movie trailer on TV.

Watch Movie Trailers Online

73%



Total

Have Watched Online Movie Trailers on Prodigy MSN

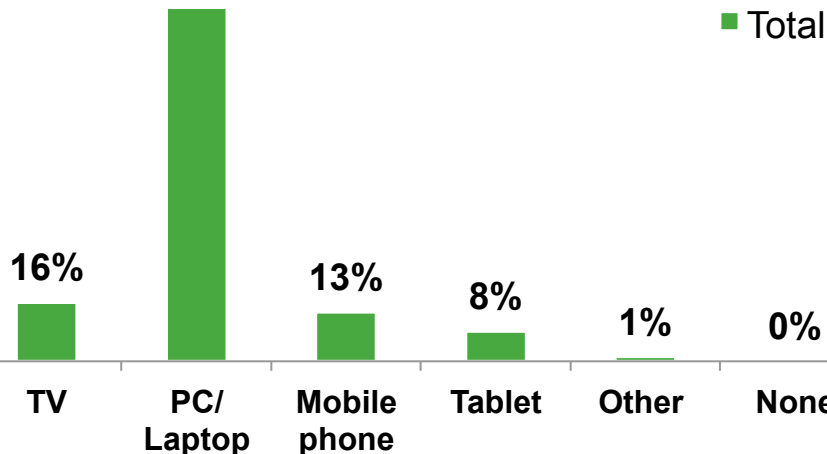
43%



Total

Devices Online Movie Trailers Are Watched On

97%



Agreement With Motivation Statements - Top 2 Box Ratings -

Watching a movie trailer on Prodigy MSN motivates me to go to the movies that week.

84%

Watching a movie trailer on TV motivates me to go to the movies that week.

85%

Base = Total respondents (n=761), Q20. Do you watch movie trailers online?, Base = Respondents that watch online movie trailers (n=554), Q21. On which device(s) do you usually watch online movies trailers? Please select all that apply., Q23. Have you ever watched online movie trailers on Prodigy MSN?, Base = Respondents that watch online movie trailers on Prodigy MSN (n=240), Q24. Please indicate how much you agree with the following statements - Watching a movie trailer on Prodigy MSN motivates me to go to the movies that week. Watching a movie trailer on TV motivates me to go to the movies that week.

YouTube is the most often used website for viewing online movie trailers followed by Google, Yahoo, Prodigy MSN and Facebook.

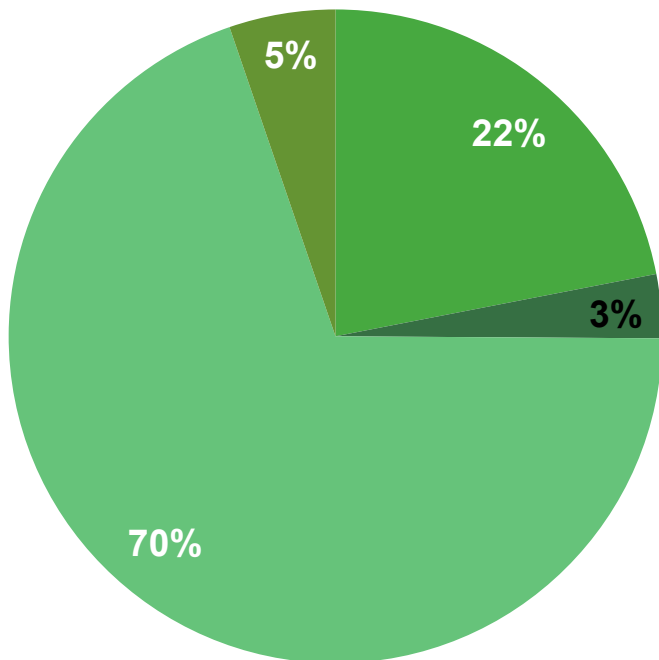
Websites Online Movie Trailers Are Viewed On

	Total		Total
YouTube.com	77%	Vimeo.com	4%
Google.com	30%	Disney International.com	4%
Yahoo.com	19%	Live.com	3%
Prodigy MSN.com	19%	Ustream.tv	3%
Facebook.com	17%	Videobb.com	3%
Televisa.com	10%	Metacafe.com	2%
Taringa.net	8%	Videozer.com	2%
Esmas.com	7%	Livestream.com	2%
Daily Motion.com	6%	Starmedia.com.mx	1%
Tvazteca.com	5%	Aol.com.mx	1%
Terra.com	5%	Imagen.com.mx	0%
Tu.tv	5%	Other website	19%
Eluniversal.com.mx	4%	Do not watch videos on any other portals or websites	15%

70% of respondents overall have watched videos and movie trailers online on any site. Four-in-ten have watched both types on Prodigy MSN specifically.

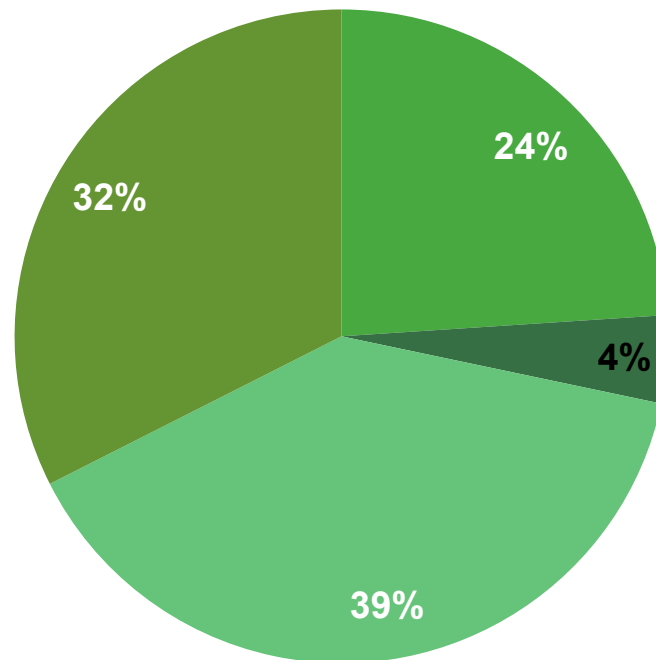
Online Content Watched on Any Website

- Online videos ONLY
- Online movie trailers ONLY
- Both
- None



Online Content Watched on Prodigy MSN

- Online videos ONLY
- Online movie trailers ONLY
- Both
- None



Base = Total respondents (761)

Q12. When you surf the Internet do you watch videos?

Q20. Do you watch movie trailers online?

Base = Respondents that watch online videos or online movie trailers (530)

Q16. Have you ever watched online videos on Prodigy MSN? Q13. On which device(s) do you watch online videos? Please select all that apply.

Q23. Have you ever watched online movie trailers on Prodigy MSN?

The proportion of the total online population that watches online video advertisements or online content videos is slightly higher in Chile and Argentina.

- The U.S. population watches more videos per person but the overall minutes watched per video is similar across countries.

Video Consumption Comparison

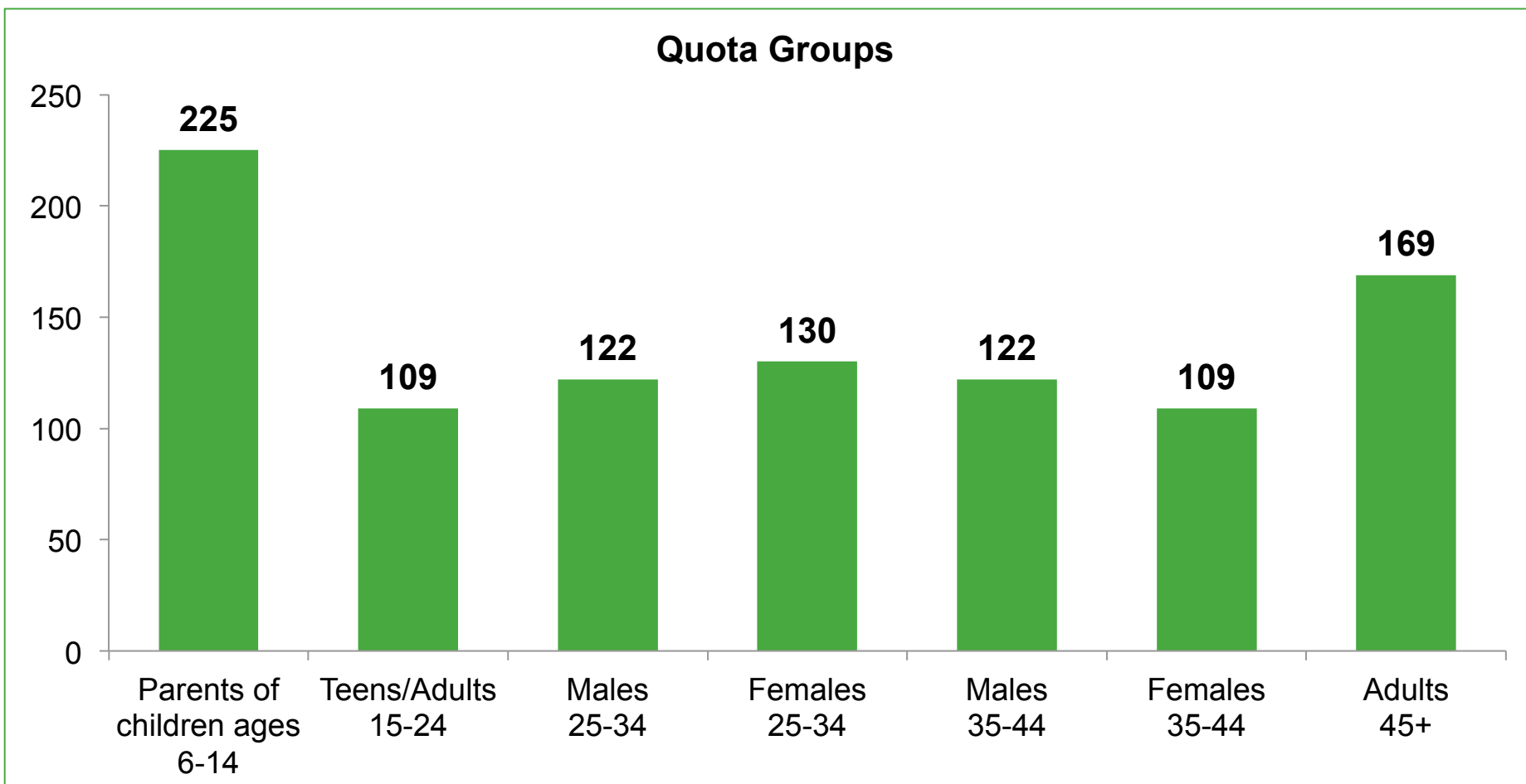
	% That Watch Online Videos	Number of Videos Watched per Viewer	Minutes Watched per Video
Worldwide	84%	164.8	6.5
Mexico	84%	145.8	5.3
Brazil	83%	111.9	5.6
Chile	89%	149.0	5.5
Argentina	88%	127.1	5.5
U.S.	85%	253.4	4.7



Results by Quota Group

The number of respondents who fall in each age and gender group is fairly similar with slightly more Adults 45 years and older included in the study.

- Among all quota groups, 225 respondents are parents of children ages 6-14.



Base = Total respondents (n=761)

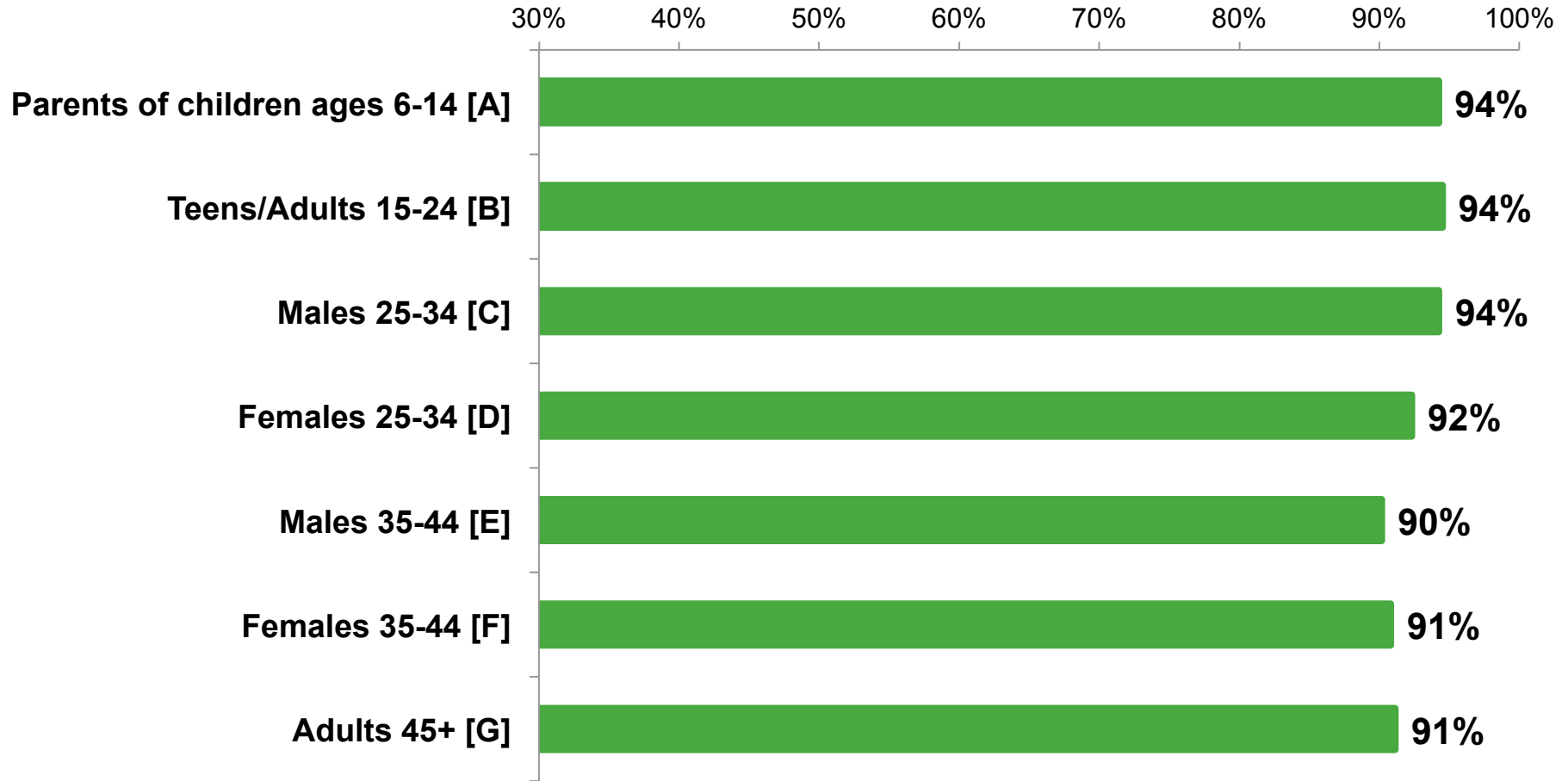
AGE. What is your age?

GEND. What is your gender?

CHILDAGE. How many children in each age group listed below do you have living in your household?

At least nine-in-ten respondents in all quota groups recall watching TV ads in the last week.

Recall Watching TV Advertisements in the Last Week



A-G Indicates a significant difference over the cell indicated at the 90% CI

Base = Total respondents (Parents=225, Teens/Adults 15-24=109, Males 25-34=122, Females 25-34=130, Males 35-44=122, Females 35-44=109, Adults 45+=169)

Q1. Do you recall watching any advertisements on TV in the last week?

Significantly more teens and adults ages 15-24 recall TV ads on Canal 5 de Televisa compared to all other groups.

- More parents and respondents 35 years of age and older recall TV ads on Canal 13 de TV Azteca compared to teens and adults ages 15-34.

Channels or Networks TV Advertisements Were Seen On

	Parents of Children Ages 6-14 [A]	Teens/ Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
Canal 2 de Televisa	50% B	39%	43%	51% B	48%	48%	52%
Canal 5 de Televisa	28%	51% ACDEFG	30%	22%	32% DG	22%	22%
Canal 9 de Televisa	8%	12%	8%	8%	11%	8%	7%
Canal 11 del IPN	1%	1%	1%	2%	4%	3%	1%
Canal 7 de TV Azteca	27% DG	28% D	31% DGG	16%	24%	19%	19%
Canal 13 de TV Azteca	36% BCD	17%	21%	24%	36% BCD	32% BC	30% BC
Television de paga	35%	39%	43%	39%	39%	33%	47% AF
Other	6%	2%	12% ABE	8% B	4%	8% B	9% B

Base = Respondents that recalled TV ads (Parents=210, Total 15-24=101, Males 25-34=113, Females 25-34=119, Males 35-44=106, Females 35-44=99*, Total 45+=152), *Caution: small sample size (n=30-99)

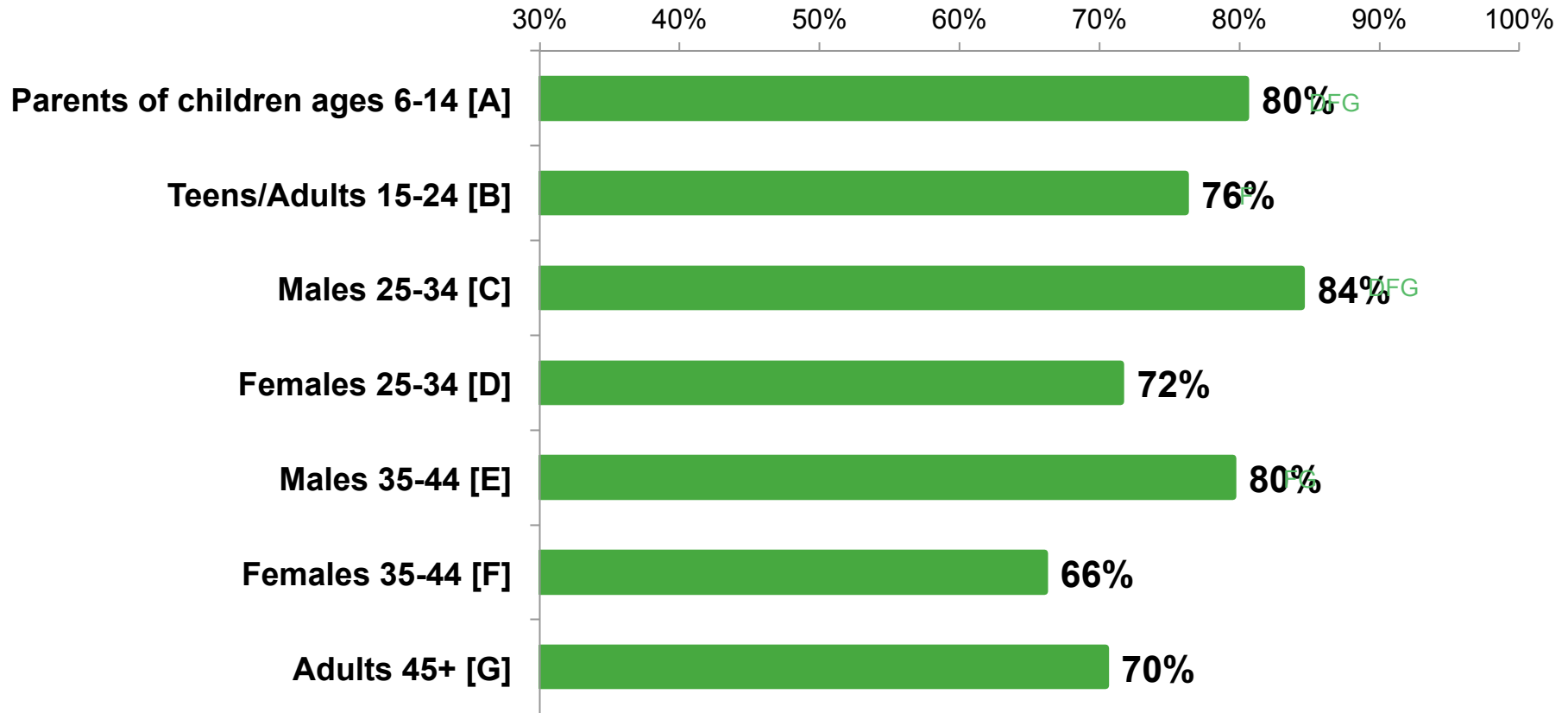
Q3. Which channel or networks did you see these TV advertisements on? Please indicate a channel/network for each advertisement that you described in the previous question.

A-G Indicates a significant difference over the cell indicated at the 90% CI

Respondents who recall watching video ads on their PC/laptop in the last week most are males 25-34 years of age followed by males ages 35-44.

- Respondents who recall watching video ads on their PC/laptop in the last week least are females 35-44 years of age.

Recall Watching Video Advertisements on PC/Laptop in the Last Week



A-G Indicates a significant difference over the cell indicated at the 90% CI

Base = Total respondents (Parents=225, Teens/Adults 15-24=109, Males 25-34=122, Females 25-34=130, Males 35-44=122, Females 35-44=109, Adults 45+=169)
Q4. Do you recall watching any video advertisements on the Internet on your PC or laptop in the last week?

Teens and young adults recall seeing video ads most on Facebook and/or YouTube, while more older adults recall video ads on Google and/or Yahoo.

Websites Video Advertisements Were Seen On – PC/Laptop

	Parents w/ Kids Ages 6-14 [A]	Teens/ Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
AOL	2%	1%	1%	0%	0%	1%	2%
Daily Motion	1%	1%	1%	1%	2%	0%	0%
Disney International	1%	0%	0%	1%	0%	0%	1%
Eluniversal	9% B	3%	16% BFG	11% B	13%	6%	8%
Esmas	10%	9%	10%	10%	6%	7%	7%
Facebook	28%	43% ACEG	26%	41% ACEG	25%	38% CEG	21%
Google	26%	21%	19%	13%	27% D	27%	34% BCD
Imagen	0%	0%	1%	0%	1%	1%	0%
Live	17%	14%	12%	20% F	18%	10%	15%
Livestream	0%	0%	0%	0%	0%	0%	0%
Metacafe	1%	1%	4%	0%	0%	1%	0%
Prodigy MSN	32%	26%	28%	25%	29%	31%	26%
Taringa	4%	13% ADEFG	12% ADEFG	2%	1%	3%	3%
Televisa	5%	3%	2%	2%	8% BCD	6%	4%
Terra	4%	3%	6% E	0%	1%	3%	0%
Tu	0%	4%	0%	0%	0%	0%	0%
Tvazteca	5%	5%	2%	1%	4%	6% D	7% CD
Starmedia	1%	0%	0%	2%	0%	0%	1%
Ustream	1%	4% A	3%	0%	1%	0%	1%
Videobb	1%	1%	0%	0%	0%	0%	0%
Videozer	0%	0%	0%	0%	0%	0%	0%
Vimeo	0%	0%	0%	0%	1%	0%	0%
Yahoo	25% C	16%	16%	18%	27% BC	24%	34% ABCD
YouTube	21% G	33% ACDG	17%	19% G	22% G	23% G	10%
Other	17%	29% AFG	28% AFG	27% AFG	21%	13%	18%

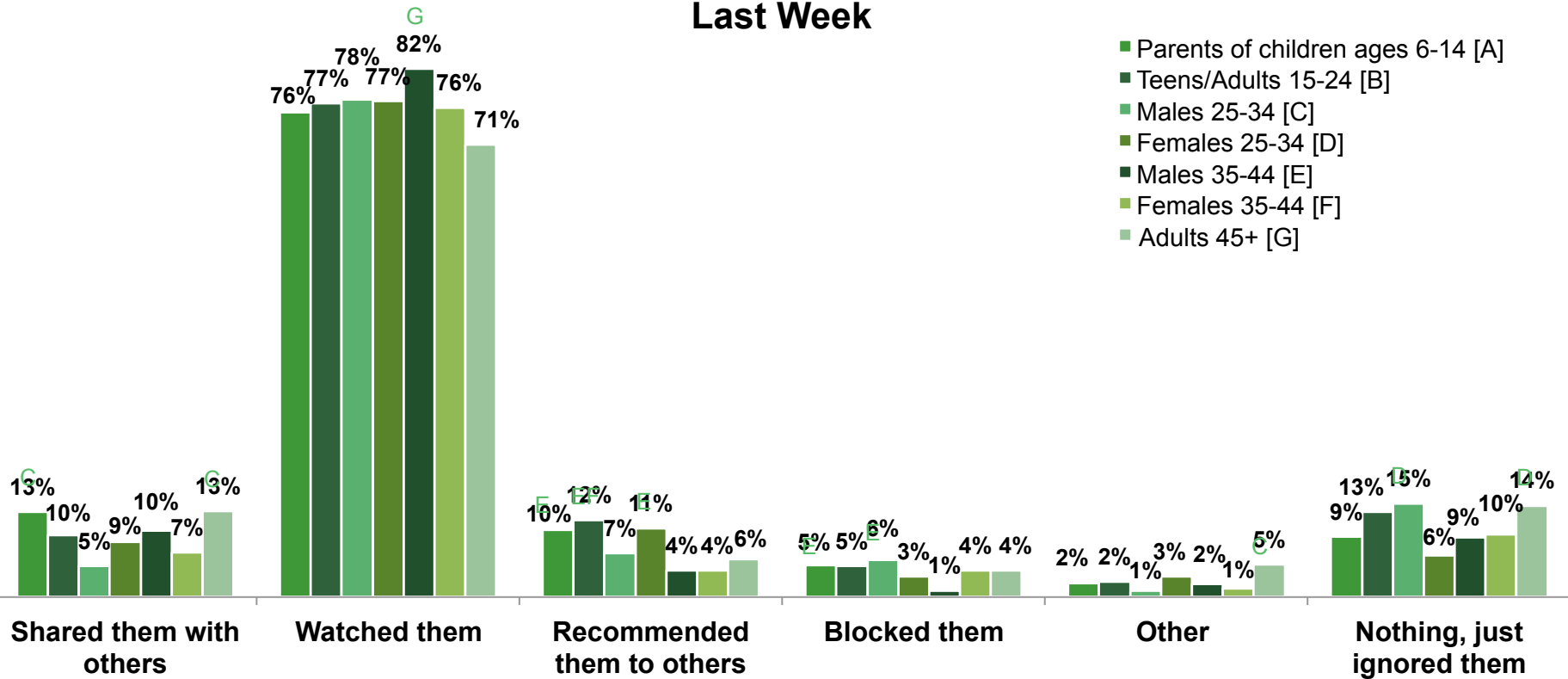
A-G Indicates a significant difference over the cell indicated at the 90% CI

Base = Respondents that recalled video ads on PC/laptop (Parents=179, Teens/Adults 15-24=80*, Males 25-34=100, Females 25-34=91*, Males 35-44=95*, Females 35-44=71*, Adults 45+=119), *Caution: small sample size (n=30-99)
Q6. Which websites on your PC/laptop did you see these video advertisements on? Please indicate a website for each advertisement that you described in the previous question.

Most respondents especially males 35-44 years of age watched the video ads after seeing the ads on their PC/laptops.

- Parents and adults 45+ shared the video ads that they saw on their PC/laptop with others slightly more often than other groups. Parents along with teens/young adults recommended the ads more often than the older adult groups.

Actions Taken After Seeing Video Advertisements on PC/Laptop in the Last Week

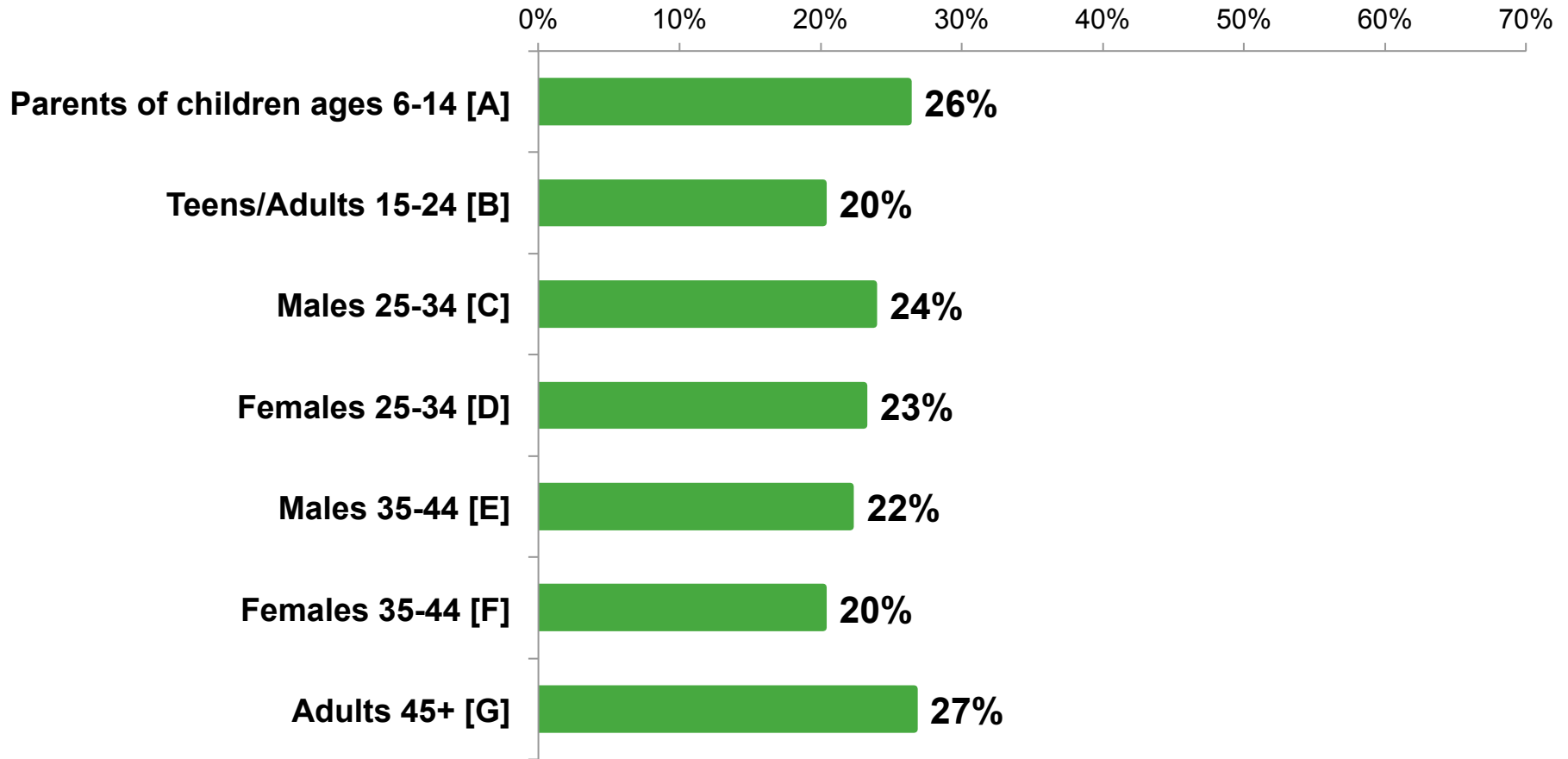


Base = Respondents that recalled video ads on PC/laptop (Parents=181, Teens/Adults 15-24=83*, Males 25-34=103, Females 25-34=93*, Males 35-44=97*, Females 35-44=72*, Adults 45+=119), *Caution: small sample size (n=30-99)
 Q7. What did you do with the video advertisements that you saw on the Internet on your PC/laptop? Please select all that apply.

A-G Indicates a significant difference over the cell indicated at the 90% CI

The percentage of respondents who recall watching video ads on their mobile phone or tablet in the past week is similar across all groups and notably lower than the recall of these ads on PC/laptop across the board.

Recall Watching Video Advertisements on Mobile Phone/Tablet in the Last Week



A-G Indicates a significant difference over the cell indicated at the 90% CI

Base = Total respondents (Parents=225, Teens/Adults 15-24=109, Males 25-34=122, Females 25-34=130, Males 35-44=122, Females 35-44=109, Adults 45+=169)

Q8. Do you recall watching any video advertisements on the Internet on your mobile phone or tablet in the last week?

More females 25-34 recall seeing video ads on their mobile phone/tablet on Yahoo and YouTube compared to Adults 45+, while more Adults 45+ see video ads on other unlisted sites compared to the other groups.

Websites Video Advertisements Were Seen On – Mobile Phone/Tablet

	Parents w/ Kids Ages 6-14 [A]	Teens/ Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
AOL	0%	5%	0%	0%	0%	0%	0%
Daily Motion	0%	5%	0%	0%	0%	0%	0%
Disney International	0%	0%	0%	0%	0%	0%	0%
Eluniversal	5%	0%	19%	10%	22%	0%	7%
Esmas	11%	0%	4%	10%	9%	0%	7%
Facebook	27% G	24%	27%	20%	30%	27%	11%
Google	30%	29%	31%	17%	43%	27%	27%
Imagen	0%	0%	0%	0%	0%	0%	0%
Live	9%	29%	15%	7%	4%	9%	9%
Livestream	0%	0%	0%	0%	0%	0%	0%
Metacafe	0%	0%	0%	0%	0%	0%	2%
Prodigy MSN	32%	19%	19%	17%	22%	32%	24%
Taringa	4%	14%	8%	10%	0%	0%	4%
Televisa	4%	0%	8%	7%	0%	0%	7%
Terra	7%	0%	0%	10%	4%	0%	0%
Tu	5%	0%	4%	10%	0%	0%	0%
Tvazteca	4%	5%	15%	3%	4%	9%	2%
Starmedia	0%	0%	0%	0%	4%	0%	0%
Ustream	0%	5%	0%	0%	0%	0%	0%
Videobb	0%	0%	0%	0%	0%	0%	0%
Videozer	0%	0%	0%	0%	0%	0%	0%
Vimeo	0%	0%	0%	0%	0%	0%	0%
Yahoo	18% G	24%	8%	27% G	30%	14%	7%
YouTube	13%	19%	15%	20% G	17%	9%	4%
Other	21%	19%	31%	23%	26%	18%	42% AD

Adults 15-24=21#, Males 25-34=26#, Females 25-34=30*, Males 35-44=23#, Females 35-44=22#, Adults 45+=45*), *Caution: small sample size (n=30-99), # - Insufficient sample size (n<30)

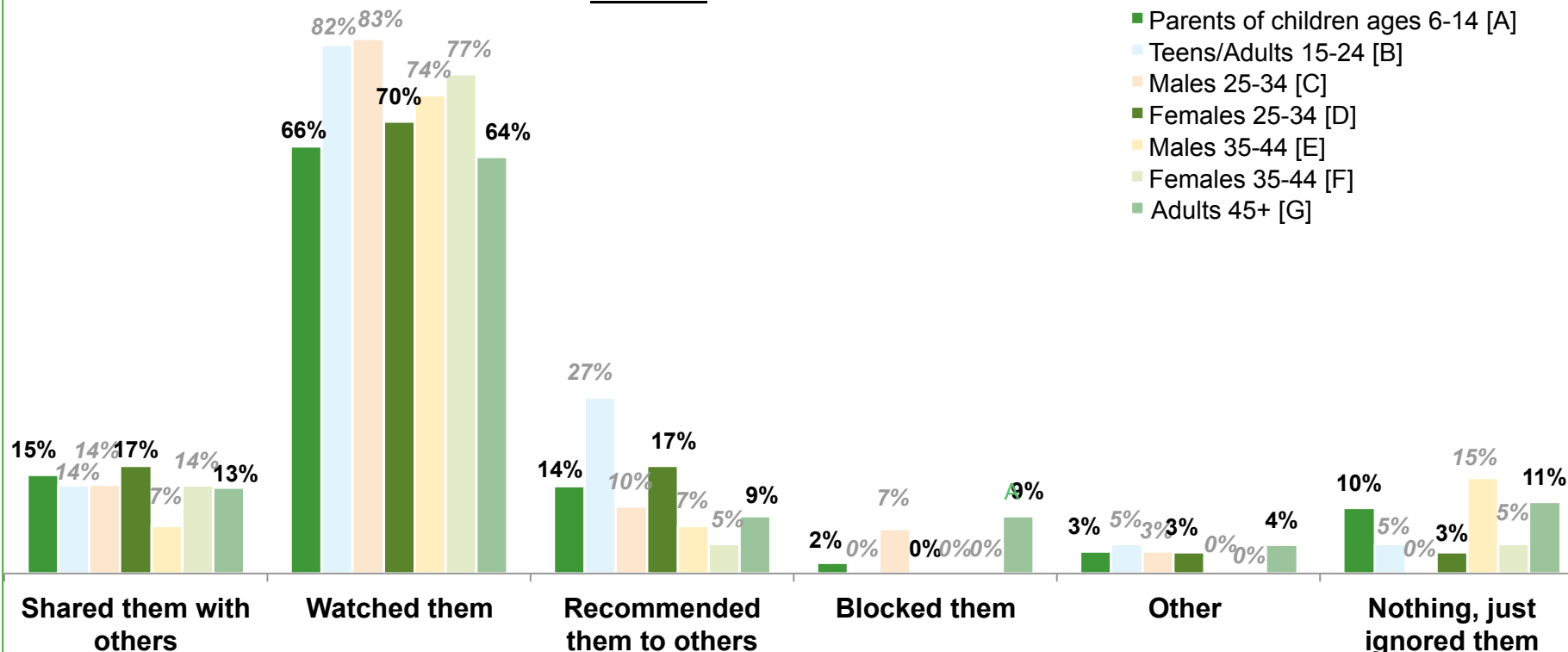
Q10. Which websites on your mobile phone/tablet did you see these video advertisements on? Please indicate a website for each advertisement that you described in the previous question.

A-G Indicates a significant difference over the cell indicated at the 90% CI

Most respondents watched the video ads after seeing the ads on their mobile phones or tablets.

- More adults 45+ years of age blocked video ads compared to the other groups.

Actions Taken After Seeing Video Advertisements on Mobile Phone/ Tablet in the Last Week



Base = Respondents that recalled video ads on Mobile Phone/Tablet (Parents=59*, Teens/Adults 15-24=22#, Males 25-34=29#, Females 25-34=30*, Males 35-44=27#, Females 35-44=22#, Adults 45+=45*), *Caution: small sample size (n<30-99), # - Insufficient sample size (n<30)

Q11. What did you do with the video advertisements that you saw on the Internet on your mobile phone/tablet? Please select all that apply.

A-G Indicates a significant difference over the cell indicated at the 90% CI

More parents, teens/adults ages 15-24 and males ages 25-34 watch video advertisements on both the TV and PC/laptop compared to females 25-34 and those ages 35+.

- More females ages 35-44 watch video advertisements only on their TV.
- Similar proportions in all age groups watch video ads on all three devices.

Devices That Video Advertisements Were Watched On

	Parents of Children Ages 6-14 [A]	Teens/Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
TV ONLY	16%	20%	13%	25% AC	19%	29% ACE	21% C
Online - pc/laptop ONLY	3%	4%	5%	5%	6%	5%	3%
Online - mobile/tablet ONLY	0%	0%	1%	0%	0%	0%	0%
TV and Online - pc/laptop	54% FG	55% FG	58% DFG	45%	52%	43%	44%
TV and Online - mobile/tablet	2%	3%	2%	2%	0%	2%	4%
Online - pc/laptop and Online - mobile/tablet	1%	1%	0%	2%	2%	2%	1%
All three devices	23%	17%	21%	20%	20%	17%	22%
None	2%	1%	0%	2%	2%	3%	5% AB

Base = Total respondents (Parents=225, Teens/Adults 15-24=109, Males 25-34=122, Females 25-34=130, Males 35-44=122, Females 35-44=109, Adults 45+=169)

Q1. Do you recall watching any advertisements on TV in the last week?

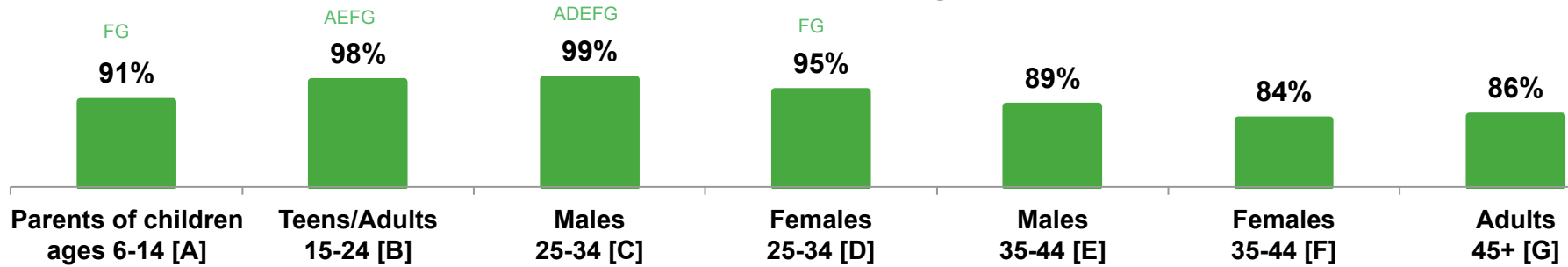
Q4. Do you recall watching any video advertisements on the Internet on your PC or laptop in the last week?

Q8. Do you recall watching any video advertisements on the Internet on your mobile phone or tablet in the last week?

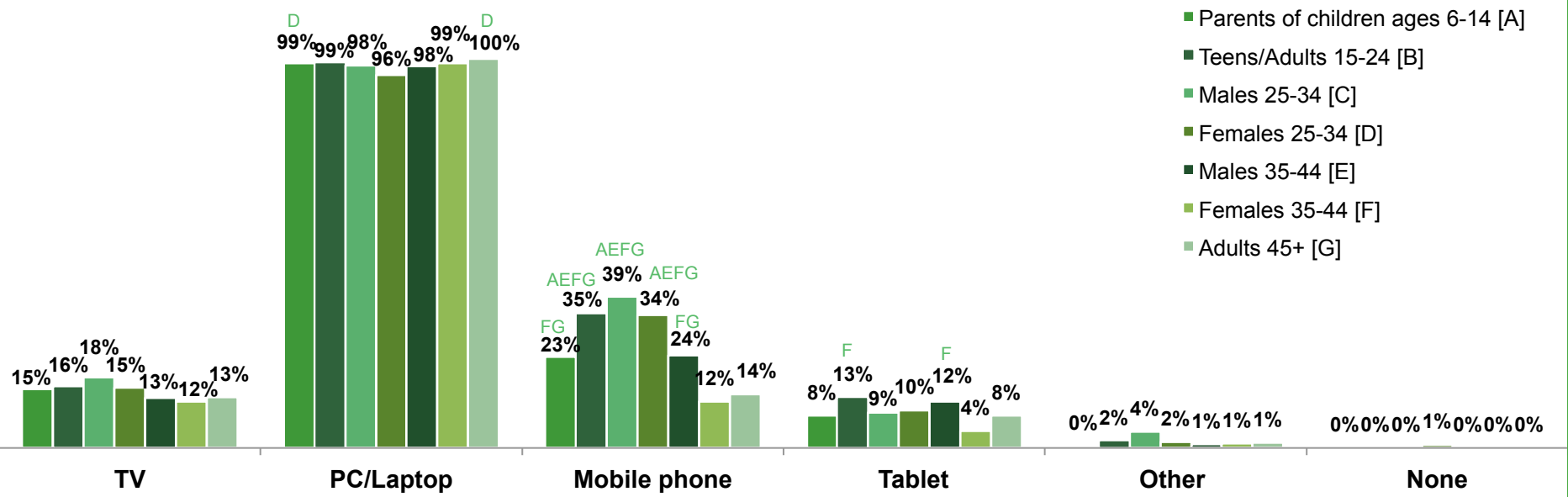
A-G Indicates a significant difference over the cell indicated at the 90% CI

Of all the groups, more teens/adults 15-24 years of age and males 25-34 years of age watch videos while surfing the Internet. More teens and young adults 15-34 years of age watch these online videos on their mobile phones compared to older adults.

Watch Videos While Surfing the Internet



Devices Online Videos Are Watched On



Base = Total respondents (Parents=225, Teens/Adults 15-24=109, Males 25-34=122, Females 25-34=130, Males 35-44=122, Females 35-44=109, Adults 45+=169), Q12. When you surf the Internet do you watch videos?, Base = Respondents that watch online videos (Parents=205, Teens/Adults 15-24=107, Males 25-34=121, Females 25-34=123, Males 35-44=109, Females 35-44=92*, Adults 45+=145), *Caution: small sample size (n=30-99), Q13. On which device(s) do you watch online videos? Please select all that apply.

A-G Indicates a significant difference over the cell indicated at the 90% CI

More adults 45+ do not watch online videos on their PC/laptops daily. More teens/adults ages 15-24 watch online videos either 1-1.5 hours or more than 2 hours daily on their PC/laptop compared to the other groups.

Length of Time Watching Online Videos Daily on Each Device

	Parents w/ Kids Ages 6-14 [A]	Teens/ Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
PC/Laptop							
Do not watch daily	5%	5%	5%	5%	4%	4%	12% ACDEF
1-30 Minutes	43% B	25%	34%	39% B	50% BC	54% ABCD	46% BC
30-60 Minutes	29%	27%	34%	31%	28%	26%	28%
60-90 Minutes	11%	24% ACDEFG	13%	13%	7% G	9%	8%
90-120 Minutes	7% G	4%	5%	5%	7%	3%	2%
More than 120 Minutes	4%	15% ADEFG	8%	7%	5%	3%	4%
Mobile Phone							
Do not watch daily	10%	14%	9%	12%	12%	18%	5%
1-30 Minutes	67%	68%	68%	69%	69%	64%	75%
30-60 Minutes	8%	3%	19% B	12%	12%	9%	10%
60-90 Minutes	13% D	11%	4%	2%	4%	9%	10%
90-120 Minutes	0%	0%	0%	0%	4%	0%	0%
More than 120 Minutes	2%	5%	0%	5%	0%	0%	0%

Base = Respondents that watch online videos on each device (Parents=203/48*, Teens/Adults 15-24=106/37*, Males 25-34=119/47*, Females 25-34=118/42*, Males 35-44=107/26#, Females 35-44=91*/11#, Adults 45+=145/20#), *Caution: small sample size (n<30-99), # - Insufficient sample size (n<30), Note: only PC/laptop and Mobile Phone results are shown as other devices had insufficient sample sizes for all segments
Q14. How long do you spend watching online videos each day on each of your devices?

A-G Indicates a significant difference over the cell indicated at the 90% CI

Teens/Adults watch more online videos on Tu or Videobb and 25-34 year old males watch more online videos on Ustream. Females ages 25-44 view videos more often on Facebook than the other groups.

Websites Online Videos Are Viewed On

	Parents w/ Kids Ages 6-14 [A]	Teens/ Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
AOL	0%	1%	0%	0%	0%	0%	1%
Daily Motion	3%	8% ADF	10% ADF	2%	6% F	1%	3%
Disney International	1%	0%	1%	2%	1%	3%	0%
Eluniversal	7% DF	6% DF	9% CF	2%	7% DF	1%	10% DF
Esmas	8%	6%	8%	9%	11%	10%	7%
Facebook	35%	41%	36%	50% ACEG	35%	50% ACEG	28%
Google	31%	26%	23%	25%	33% C	33%	32%
Imagen	1%	0%	0%	0%	2%	1%	1%
Live	4%	3%	1%	4%	5% C	5% C	6% C
Livestream	3%	4%	6% D	2%	2%	2%	1%
Metacafe	2%	1%	4% D	1%	1%	1%	1%
Prodigy MSN	14%	10%	12%	11%	15%	8%	10%
Taringa	7%	10% D	12% D	3%	6%	5%	3%
Televisa	9%	6%	4%	10% C	9%	9%	12% C
Terra	5% CD	3%	2%	2%	5%	3%	1%
Tu	5%	11% ACDEFG	5%	5%	3%	3%	1%
Tvazteca	9% D	8% D	7%	3%	9% D	10% D	6%
Starmedia	1%	1%	1%	2%	0%	0%	1%
Ustream	4%	5%	12% ABDEFG	2%	3%	3%	1%
Videobb	1%	11% ACDEFG	2%	3%	1%	1%	1%
Videozer	1%	5% ACDF	0%	1%	3%	0%	1%
Vimeo	2%	2%	5%	7% AB	5%	2%	2%
Yahoo	23% BC	7%	13% B	16% B	24% BC	20% B	23%
YouTube	86%	84%	88%	89%	86%	85%	83%
Other	11%	13%	17%	15%	13%	12%	19%
No other websites	8%	10%	11%	11%	9%	13%	10%

Base = Respondents that watch online videos (Parents=205, Teens/Adults 15-24=107, Males 25-34=121, Females 25-34=123, Males 35-44=109, Females 35-44=92*, Adults 45+=145),

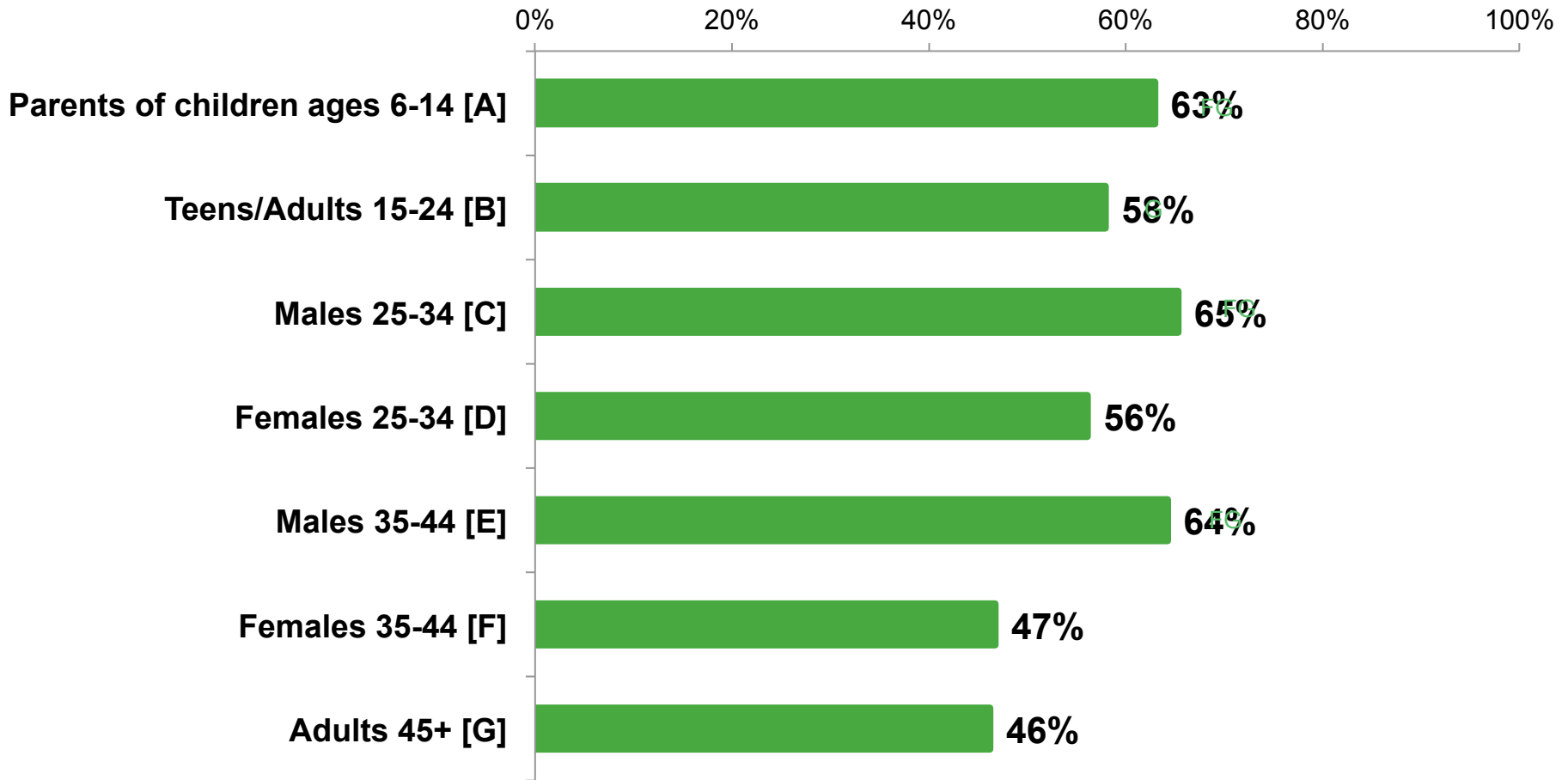
*Caution: small sample size (n=30-99)

Q15. On which portals or websites do you watch online videos? Please select up to 3.

A-G Indicates a significant difference over the cell indicated at the 90% CI

More parents of children 6-14 years of age and males 25-44 watch online videos on Prodigy MSN compared to females 35-44 and adults 45+.

Have Watched Online Videos on Prodigy MSN



A-G Indicates a significant difference over the cell indicated at the 90% CI

Base = Respondents that watch online videos (Parents=205, Teens/Adults 15-24=107, Males 25-34=121, Females 25-34=123, Males 35-44=109, Females 35-44=92*, Adults 45+=145),

*Caution: small sample size (n=30-99)

Q16. Have you ever watched online videos on Prodigy MSN?

Across all websites, 1-30 minutes is most likely to be the amount of time spent each day watching online videos.

Length of Time Watching Online Videos Daily on Each Website

	Parents w/ Kids Ages 6-14 [A]	Teens/ Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
Prodigy MSN							
Do not watch daily	19%	18%	22%	23%	14%	12%	12%
1-30 Minutes	64%	60%	58%	61%	69%	74%	69%
30-60 Minutes	12%	15%	13%	9%	10%	12%	13%
60-90 Minutes	5%	3%	5%	3%	7%	2%	4%
90-120 Minutes	0%	2%	3%	0%	0%	0%	0%
More than 120 Minutes	2%	3%	0%	4%	0%	0%	1%
YouTube							
Do not watch daily	5%	3%	4%	7%	2%	4%	10%
1-30 Minutes	47%	34%	39%	46%	60%	45%	49%
30-60 Minutes	30%	30%	32%	30%	24%	35%	28%
60-90 Minutes	11%	13%	15%	7%	10%	10%	10%
90-120 Minutes	4%	7%	5%	3%	3%	3%	2%
More than 120 Minutes	3%	14%	5%	7%	2%	3%	1%
Other							
Do not watch daily	36%	31%	29%	38%	33%	38%	36%
1-30 Minutes	43%	36%	41%	39%	55%	40%	44%
30-60 Minutes	13%	10%	18%	14%	5%	13%	14%
60-90 Minutes	3%	8%	6%	5%	3%	5%	4%
90-120 Minutes	3%	1%	3%	2%	2%	4%	1%
More than 120 Minutes	2%	14%	3%	4%	1%	0%	2%

Base = Respondents that watch online videos on each website (Parents=129/205/176, Teens/ Adults 15-24=62*/107/87*, Males 25-34=79*/121/102, Females 25-34=69*/123/111, Males 35-44=70*/109/92*, Females 35-44=43*/92*/82*, Adults 45+=67*/145*/125), *Caution: small sample size (n=30-99)

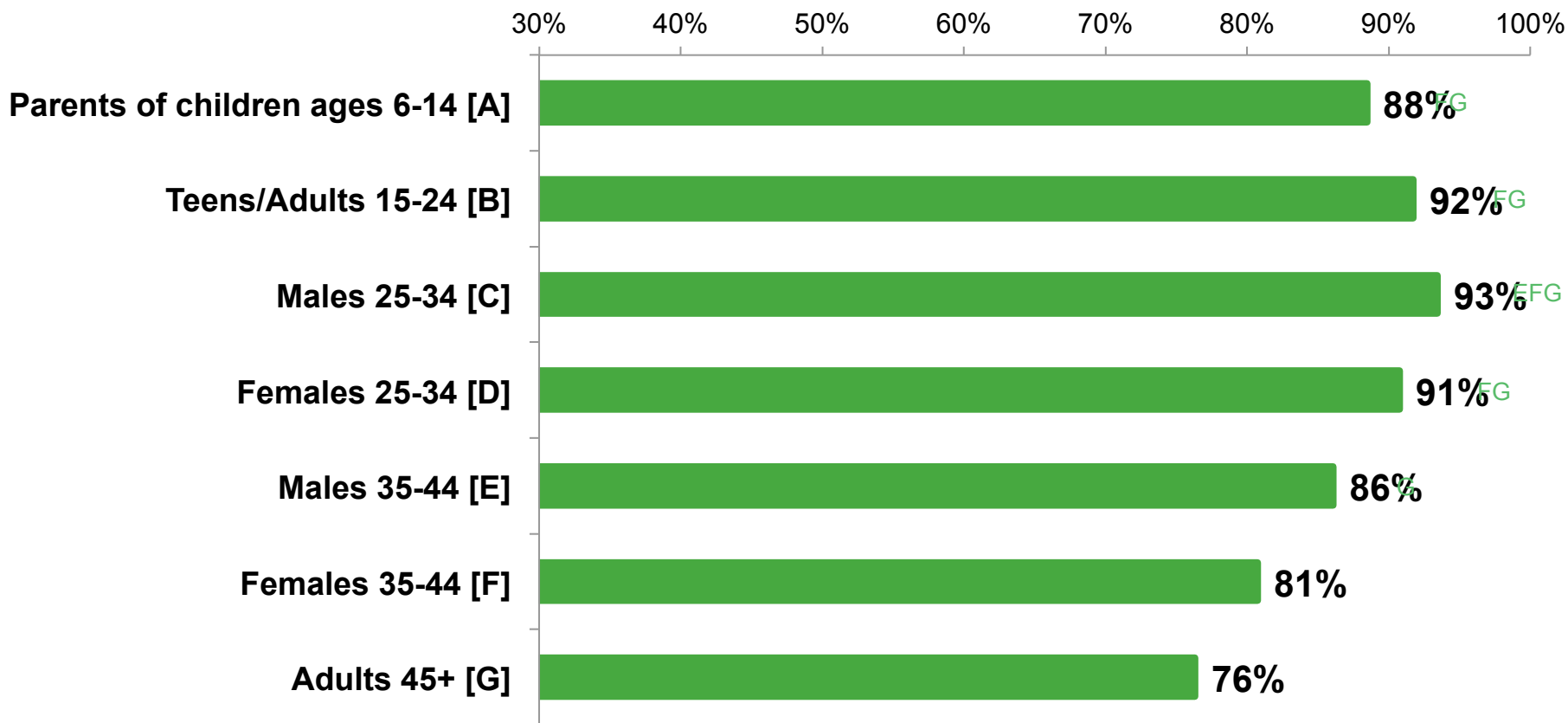
Q17. How long do you spend watching online videos each day on each of the following websites/portals?

A-G Indicates a significant difference over the cell indicated at the 90% CI

Males and females under 35 search the Internet for online videos most.

- Adults 45+ followed by females 35-44 years of age search the Internet for videos least.

Search the Internet for Online Videos

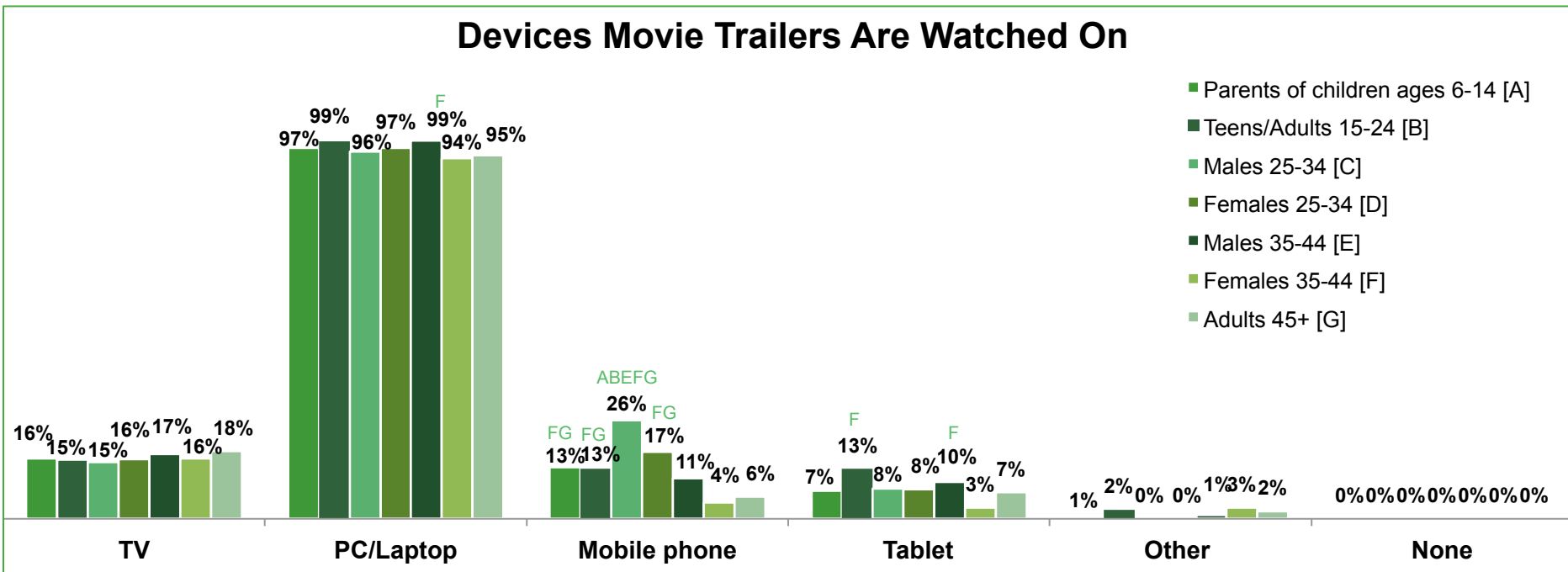
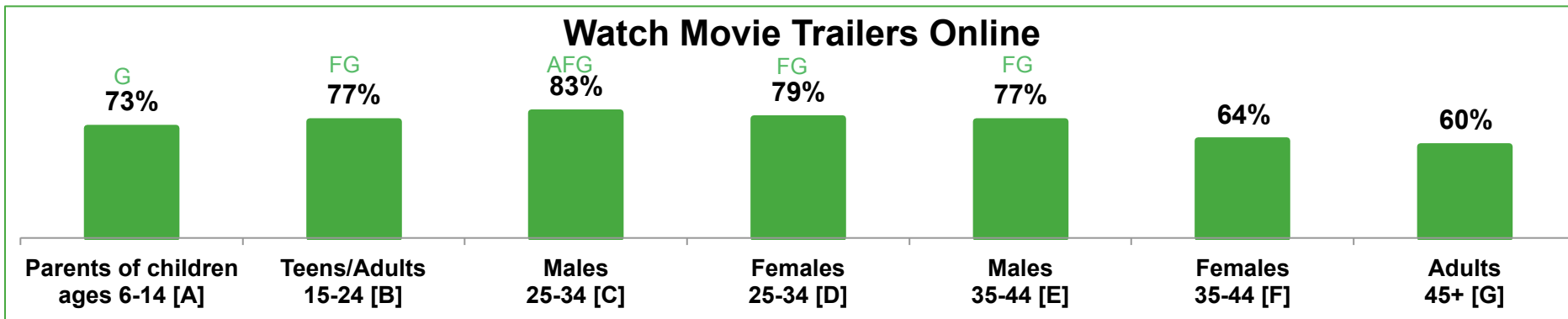


A-G Indicates a significant difference over the cell indicated at the 90% CI

Base = Total respondents (Parents=225, Teens/Adults 15-24=109, Males 25-34=122, Females 25-34=130, Males 35-44=122, Females 35-44=109, Adults 45+=169)

Q18. Do you search the internet for online videos?

Males 25-34 watch movie trailers online most while females 35-44 and adults 45+ watch trailers online the least. Males 25-34 tend to watch these online movie trailers on their mobile phone more often than the other groups.



Base = Total respondents (Parents=225, Teens/Adults 15-24=109, Males 25-34=122, Females 25-34=130, Males 35-44=122, Females 35-44=109, Adults 45+=169), Q20. Do you watch movie trailers online?, Base = Respondents that watch online movie trailers (Parents=164, Teens/Adults 15-24=84*, Males 25-34=101, Females 25-34=103, Males 35-44=94*, Females 35-44=70*, Adults 45+=102), *Caution: small sample size (n=30-99), Q21. On which device(s) do you usually watch online movies trailers? Please select all that apply.

A-G Indicates a significant difference over the cell indicated at the 90% CI

Prodigy MSN is used to watch online movie trailers by males ages 35-44 significantly more than any other demographic group.

Websites Online Movie Trailers Are Viewed On

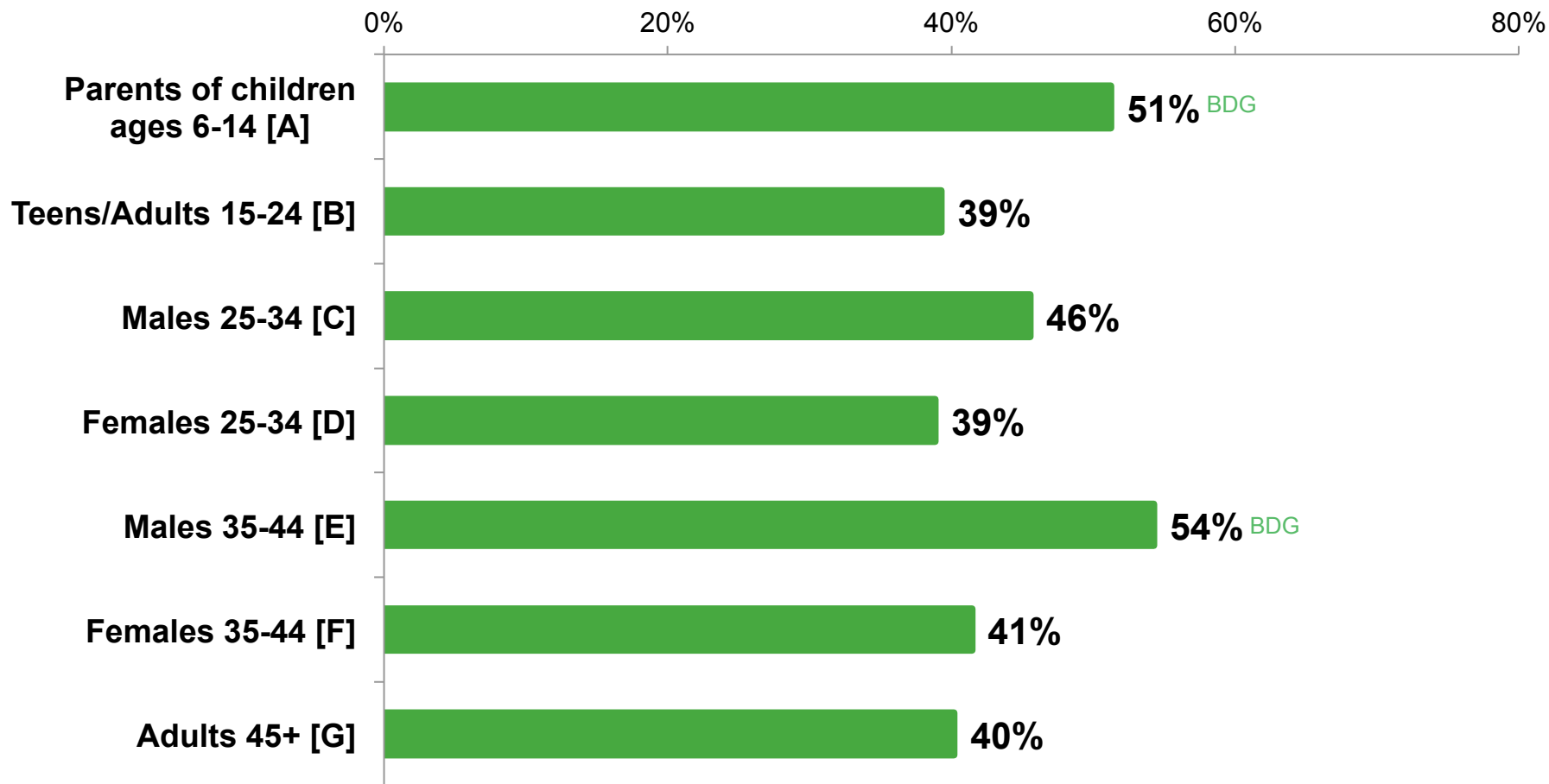
	Parents w/ Kids Ages 6-14 [A]	Teens/ Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
AOL	2%	0%	1%	0%	2%	0%	2%
Daily Motion	5%	7%	8%	5%	6% ^F	4%	3%
Disney International	4%	2%	3%	4%	7%	1%	3%
Eluniversal	2%	5%	4%	3%	5%	3%	5%
Esmas	9%	6%	6%	10%	5%	9%	7%
Facebook	10%	25% ^{ACEFG}	12%	21% ^{AC}	15%	13%	14%
Google	31% ^B	17%	25%	36% ^{BC}	31% ^B	34% ^B	34% ^B
Imagen	1%	0%	0%	1%	0%	0%	1%
Live	4%	1%	2%	4%	4%	4%	2%
Livestream	3%	0%	5%	0%	1%	1%	2%
Metacafe	1%	4% ^A	6% ^A	0%	2%	1%	0%
Prodigy MSN	20%	15%	16%	17%	29% ^{ABCD^FFG}	17%	19%
Taringa	10%	5%	14% ^{BDFG}	6%	12% ^{BF}	4%	6%
Televisa	11% ^B	6%	5%	7%	9%	13% ^C	19% ^{ABC}
Terra	8%	4%	4%	4%	6%	7%	4% ^{DE}
Tu	4% ^E	10% ^{AEFG}	7% ^E	6% ^E	0%	3%	3%
Tvazteca	5%	2%	6%	4%	6%	3%	8% ^B
Starmedia	1%	1%	2%	3%	0%	0%	1%
Ustream	4%	5%	6%	3%	2%	0%	1%
Videobb	2%	2%	3%	3%	3%	3%	1%
Videozer	2%	4%	2%	2%	1%	0%	3%
Vimeo	4%	5%	6%	4%	3%	4%	1%
Yahoo	24%	8%	12%	16%	24%	26%	30%
YouTube	76%	86%	79%	78%	77%	77%	70%
Other	18%	18%	17%	19%	20%	21%	20%
No other websites	13%	19%	19%	16%	13%	19%	9%

Base = Respondents that watch online movie trailers (Parents=164, Teens/Adults 15-24=84*, Males 25-34=101, Females 25-34=103, Males 35-44=94*, Females 35-44=70*, Adults 45+=102), *Caution: small sample size (n=30-99)
Q22. On which portals or websites do you watch online movie trailers? Please select up to 3.

A-G Indicates a significant difference over the cell indicated at the 90% CI

Parents of children 6-14 and Males 35-44 years of age have watched online movie trailers on Prodigy MSN more often than the other groups.

Have Watched Online Movie Trailers on Prodigy MSN

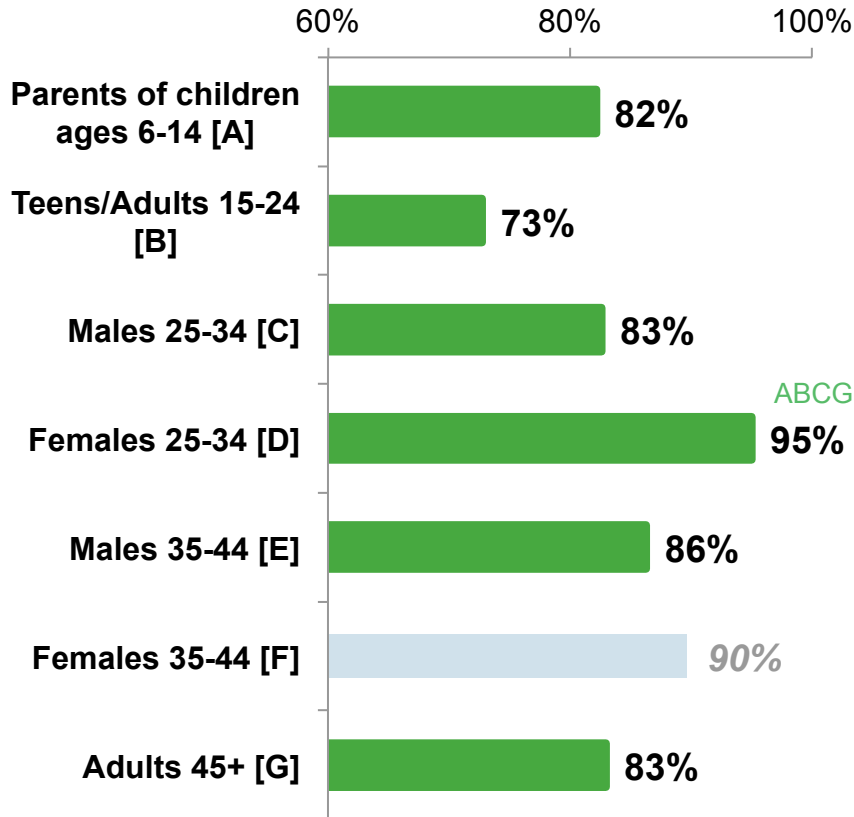


A-G Indicates a significant difference over the cell indicated at the 90% CI

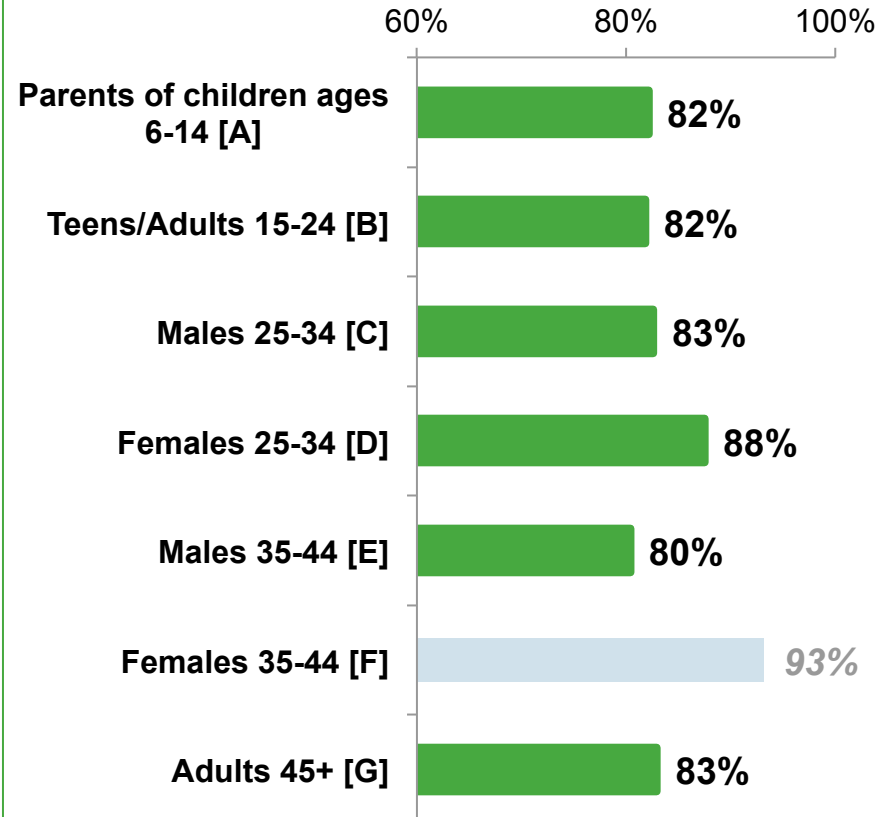
Base = Respondents that watch online movie trailers (Parents=164, Teens/Adults 15-24=84*, Males 25-34=101, Females 25-34=103, Males 35-44=94*, Females 35-44=70*, Adults 45+=102), *Caution: small sample size (n=30-99)
Q23. Have you ever watched online movie trailers on Prodigy MSN?

Adults ages 35-44 are more motivated by movie trailers that they see on TV and teens/adults ages 15-24 are more motivated by movie trailers seen on Prodigy MSN. For all other groups the motivation is similar across the two channels.

Watching a Movie Trailer on TV Motivates You to Go to the Movies



Watching a Movie Trailer on Prodigy MSN Motivates You to Go to the Movies



Base = Respondents that watch online movie trailers on Prodigy MSN (Parents=84*, Teens/Adults 15-24=33*, Males 25-34=46*, Females 25-34=40*, Males 35-44=51*, Females 35-44=29#, Adults 45+=41*), *Caution: small sample size (n=30-99), # - Insufficient sample size (n>30)

Q24. Please indicate how much you agree with the following statements - Watching a movie trailer on Prodigy MSN motivates me to go to the movies that week. Watching a movie trailer on TV motivates me to go to the movies that week.

A-G Indicates a significant difference over the cell indicated at the 90% CI

More adults 45+ only watch online videos whereas those under 45 are more likely to watch both types of content online. Males 35-44 and parents are the most likely to watch both types of content on Prodigy MSN specifically.

- Females ages 35-44 and adults 45+ are the most likely to not watch either type of content on Prodigy MSN.

Online Content Watched on Any Website

	Parents w/ Kids Ages 6-14 [A]	Teens/Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
Online videos ONLY	21%	21%	17%	16%	17%	25% D	32% ABCDE
Online movie trailers ONLY	3%	0%	1%	1%	5% CD	5% CD	7% CD
Both	70% FG	77% FG	82% AEFG	78% AFG	72% FG	60%	54%
None	6%	2%	0%	5%	6%	11% ABD	8% B

Online Content Watched on Prodigy MSN

	Parents w/ Kids Ages 6-14 [A]	Teens/Adults 15-24 [B]	Males 25-34 [C]	Females 25-34 [D]	Males 35-44 [E]	Females 35-44 [F]	Adults 45+ [G]
Online videos ONLY	24%	30% EG	28%	28% E	18%	18%	19%
Online movie trailers ONLY	4%	6%	3%	5%	3%	6%	3%
BOTH	47% BDG	33%	43%	34%	51% BDFG	37%	36%
None	25%	31%	26%	32%	27%	38% AC	42% ACE

Base = Total respondents (Parents=225, Teens/Adults 15-24=109, Males 25-34=122, Females 25-34=130, Males 35-44=122, Females 35-44=109, Adults 45+=169), Q12. When you surf the Internet do you watch videos?, Q20. Do you watch movie trailers online?

Base = Respondents that watch online videos or online movie trailers (Parents=157, Teens/Adults 15-24=84*, Males 25-34=100, Females 25-34=102, Males 35-44=88*, Females 35-44=65*, Adults 45+=91*), Q16. Have you ever watched online videos on Prodigy MSN? Q13. On which device(s) do you watch online videos? Please select all that apply. Q23. Have you ever watched online movie trailers on Prodigy MSN?

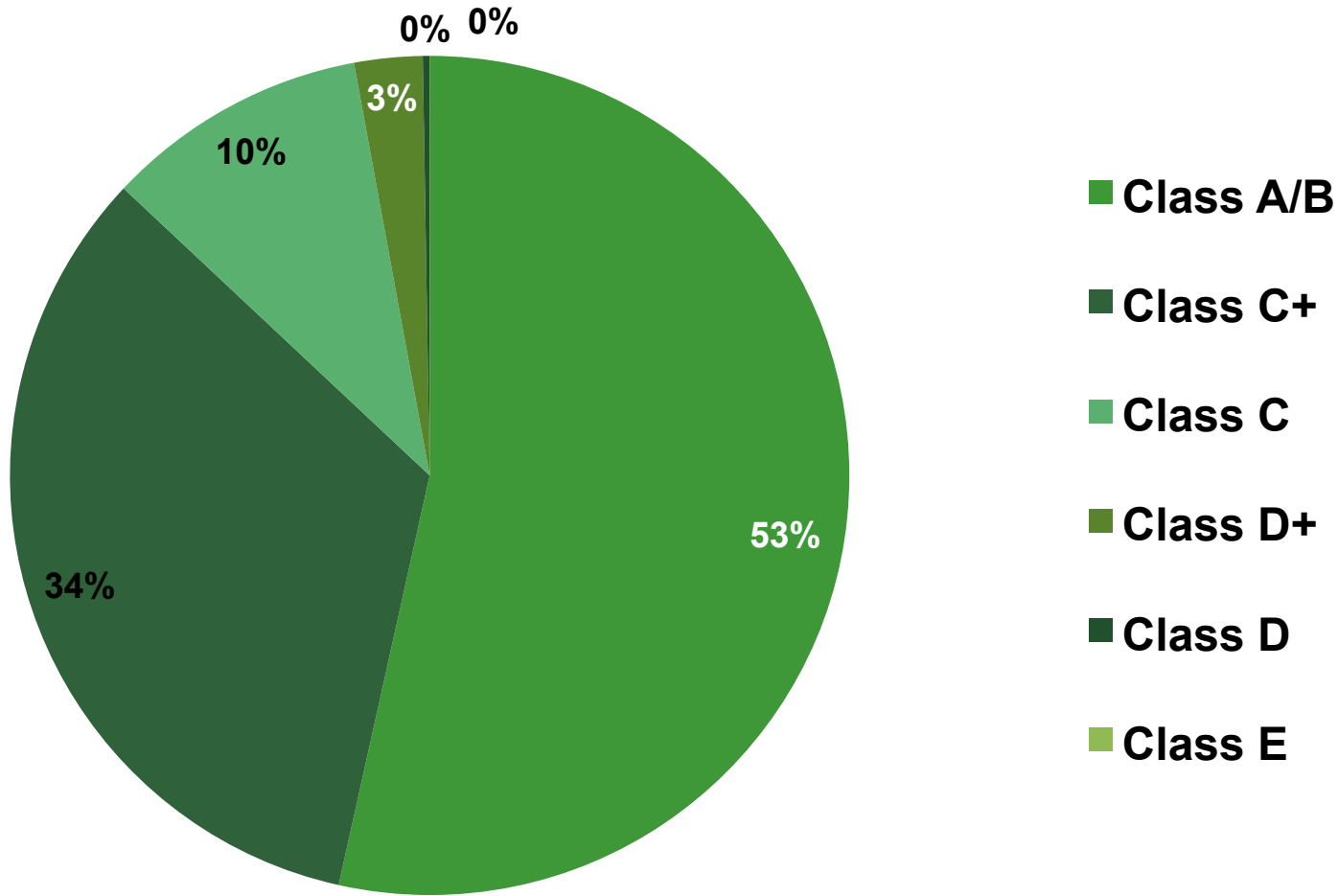
A-G Indicates a significant difference over the cell indicated at the 90% CI



Results by Social Classification

The majority of the respondents from the study were in Class A/B, followed by one third that fell into Class C+. Likely by nature of the fact that this was an online survey, there were no respondents in Class E collected.

Respondents by AMAI Classification



Ad recall and online video consumption is similar across the social classes. Significantly more Class A/B respondents have watched online videos on a mobile phone or tablet compared to Class C+ and Class C respondents.

Video Advertisements and Online Video Content Consumption

	Class A/B [A]	Class C+ [B]	Class C [C]
Recall watching ads on TV	94%	91%	88%
Recall watching online video ads on PC/laptop	74%	75%	75%
Recall watching online video ads on mobile phone/tablet	26%	20%	19%
Watch videos while surfing the Internet	90%	94%	92%
Watch online videos on Prodigy MSN	56%	54%	59%
Search the Internet for online videos	86%	85%	86%
Devices online videos are watched on			
TV	17%	13%	11%
PC/Laptop	98%	99%	97%
Mobile phone	31% B	21%	25%
Tablet	14% B	4%	4%
Other	1%	2%	4%

Base = Total respondents (A/B=407, C+=255, C=77*, D+=20#, D=2#, E=0#); Q1. Do you recall watching any advertisements on TV in the last week?, Q4. Do you recall watching any video advertisements on the Internet on your PC or laptop in the last week?, Q8. Do you recall watching any video advertisements on the Internet on your mobile phone or tablet in the last week?; Q12. When you surf the Internet do you watch videos?, Q18. Do you search the internet for online videos?; Base = Respondents that watch online videos (A/B=366, C+=240, C=71*, D+=19#, D=1#, E=0#); Q16. Have you ever watched online videos on Prodigy MSN?; Q13. On which device(s) do you watch online videos? Please select all that apply.
*Caution: small sample size (n=30-99); # - Insufficient sample size (n<30), data not shown

A-C Indicates a significant difference over the cell indicated at the 90% CI

The incidence of watching movie trailers online is similar across social classes as is the motivation that seeing these trailers has. Those in Class A/B are more likely to watch trailers on their mobile phone or tablet.

Online Video Searches and Online Movie Trailer Consumption

	Class A/B [A]	Class C+ [B]	Class C [C]
Watch movie trailers online	73%	71%	78%
Watch movie trailers on Prodigy MSN	46%	43%	35%
Devices online movie trailers are watched on			
TV	17%	17%	10%
PC/Laptop	95%	98% A	100%
Mobile phone	18% B	9%	10%
Tablet	12% B	4%	3%
Other	2%	1%	0%
Watching a movie trailer on TV motivates you to go to the movies	88%	81%	81%
Watching a movie trailer on Prodigy MSN motivates you to go to the movies	85%	82%	90%

Base = Total respondents (A/B=407, C+=255, C=77*, D+=20#, D=2#, E=0#); Q20. Do you watch movie trailers online?; Base = Respondents that watch online movie trailers (A/B=297, C+=182, C=60*, D+=14#, D=1#, E=0#); Q23. Have you ever watched online movie trailers on Prodigy MSN?; Q21. On which device(s) do you usually watch online movies trailers? Please select all that apply.; Base = Respondents that watch online movie trailers on Prodigy MSN (A/B=137, C+=79*, C=21#, D+=3#, D=1#, E=0#); Q24. Please indicate how much you agree with the following statements - Watching a movie trailer on Prodigy MSN motivates me to go to the movies that week. Watching a movie trailer on TV motivates me to go to the movies that week.

*Caution: small sample size (n=30-99); # - Insufficient sample size (n<30), data not shown

A-C Indicates a significant difference over the cell indicated at the 90% CI

More respondents in Class A/B have children than those in Class C+ and C.

Demographic Profile

	Class A/B [A]	Class C+ [B]	Class C [C]
Age			
15-17	0%	1% A	1% A
18-24	9%	17%	22%
25-34	31%	33%	40%
35-44	32%	31%	22%
45-54	18%	13%	12%
55-64	8% C	5%	1%
65 years or older	1%	0%	1%
Gender			
Male	51%	56%	49%
Female	49%	44%	51%
Have Children			
Yes	67% B	57%	57%
No	33%	43% A	43%

Base = Total respondents (A/B=407, C+=255, C=77*, D+=20#, D=2#, E=0#);
 AGE. What is your age?
 GEND. What is your gender?
 CHILD. Do you have any children?

A-C Indicates a significant difference over the cell indicated at the 90% CI

More respondents in Class A/B are married and more in Class C have only one person in their household.

Demographic Profile (Continued)

	Class A/B [A]	Class C+ [B]	Class C [C]
Marital Status			
Single (never married)	29%	36%	44%
Married	51% B	42%	38%
Living with a partner	11%	14%	8%
Separated	2%	3%	4%
Divorced	6%	4%	5%
Widowed	1%	2%	1%
Prefer not to answer	0%	0%	0%
Number of People in Household			
1	1%	4%	12% AB
2	11%	18%	19%
3	29%	27%	26%
4	28%	27%	25%
5 or more	30%	24%	18%
Prefer not to answer	0%	0%	0%

A-C Indicates a significant difference over the cell indicated at the 90% CI

Base = Total respondents (A/B=407, C+=255, C=77*, D+=20#, D=2#, E=0#); MAR. What is your current marital status? ; HHSIZE. How many people live in your home (including yourself)?



Thank you!

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