

The Evolving Role of TV in the Home

Android TV, in partnership with YouGov, surveyed 2,000 Internet users to understand their TV viewing habits and behaviors in the home.

People are viewing content across devices, but prefer to watch on their TVs.

4

devices owned on average



smart tv

48%



traditional tv

38%



38%

smartphone



37%

desktop/laptop



23%

tablet

Percentage of people that view content on each device.

For many, TV time means being entertained, social and productive.

People report doing an average of 4 activities while watching TV



TV viewers watch content with at least 2 other people.

Most popular activities while watching TV:



eat/drink

68%



text

47%



scroll social

45%



do chores

39%

Percentage of people that perform each activity while watching TV.

But the way media and entertainment are delivered has changed.

41%

Watch TV with streaming services

59%

Gen Z

54%

Millennials

38%

Gen X

24%

Baby Boomers

3%

Silent Generation

27%

Watch TV with cable/satellite only

12%

Gen Z

13%

Millennials

27%

Gen X

43%

Baby Boomers

65%

Silent Generation

32%

Watch TV with both streaming and cable/satellite.

29%

Gen Z

32%

Millennials

35%

Gen X

33%

Baby Boomers

31%

Silent Generation

Half of their TV time is spent watching cable/satellite (51%).

And TVs aren't just for TV anymore.

On average, people have 2 streaming apps, but show interest in other types of apps and smart home functionality.

70% show interest in other types of apps, with the top being:



music

41%



news

36%



gaming

23%



cooking

22%

Percentage of people interested in each app type.

79% show interest in controlling their smart home with the TV, particularly to:



control lights

60%



check cameras

59%



adjust temperature

47%



turn on speakers

46%

Percentage of people interested in each smart home action.

With more advanced TVs, many are looking to simplify their TV experience.

Frustrations

Interests

32%

are frustrated by the time spent searching for entertainment

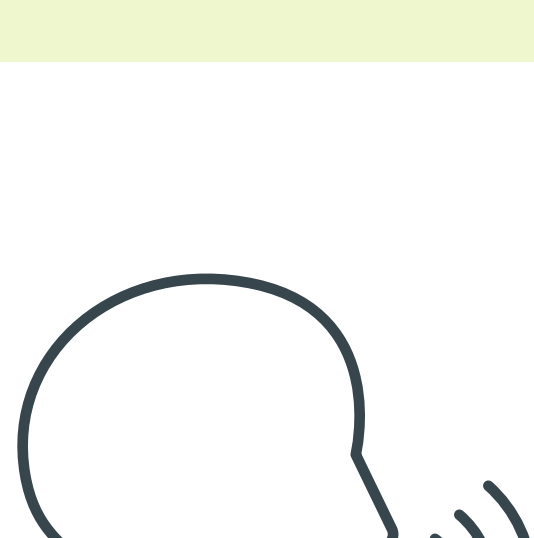


4 minutes

spent searching when people know what they want

11 minutes

spent searching when people don't know what they want

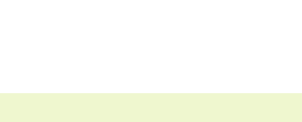
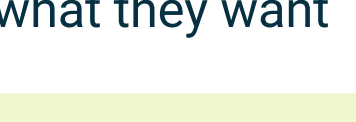


61%

find that voice is quicker to search for content

40%

are frustrated by the need to have multiple services to access all their shows

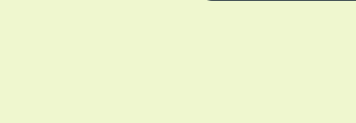


32%

are interested in bundling services into one bill

40%

are concerned with the expense of multiple bills



31%

are interested in free trials to help ease the cost of trying new services

Source: YouGov. Fielded in the US among 16+ year olds, male or females, who use the internet. N=2,000 and MoE = +/- 2.34%. Data are weighted to a sampling frame of US 16+ internet users using CPS 2017 data.

androidtv