WHAT IS “TV”?

Consumer Research Conducted By Kantar

There are many ways the industry refers to TV and television advertising...

CROSS-PLATFORM VIDEO
LINEAR SPOTS
STREAMING
PREMIUM VIDEO
MULTI-SCREEN
DEVICE-AGNOSTIC
LONG-FORM VIDEO
CONTENT
OTT
COMMERCIALS

However, when we asked more than 1,000 consumers to DESCRIBE THE ACTIVITY OF “WATCHING TV” TO AN ALIEN, THEY USED WORDS AND PHRASES LIKE...

- moving pictures
- plot
- device
- tells stories
- videos and pictures
- content
- square-shaped images
- screen
- pictures moving
- entertainment
- programs

TV consumption is on the rise, and at the same time “TV” has evolved from the physical device in the living room to refer to many different aspects of premium content viewing.

Effectv conducted a consumer survey with Kantar to find out from consumers how they define TV.

The Answer? Although there is a presumed attachment to the physical screen in the living room, TV is everywhere and not limited to that device alone. TV content can also be experienced on a smartphone, a tablet or a computer screen. Survey data shows the unifying characteristic for what counts as TV on those screens is premium, long-form content.

Scroll down for some interesting findings.

36% say they watch more TV this year compared to past years.

Adults 18–54 are more likely to believe content length must be 20+ minutes to be TV.

Streaming as a concept is now mainstream. 90% of surveyed consumers said they were familiar with streaming, but many say that streaming happens with an internet connection, not a cable box.

The larger the screen, the greater association with TV. Of those surveyed, 68% said mobile devices could be used to watch TV, 71% said a tablet could be used and 75% said a desktop computer was also an option.

SUMMARY OF FINDINGS

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