

State of the Media

Mobile Usage Trends: Q3 and Q4 2010

In the third and fourth quarter of 2010, the number of Americans watching video on a mobile phone increased significantly. The following State of the Media report takes a closer look at these trends.

The number of U.S. mobile subscribers watching video on their mobile devices rose more than 40 percent year-over-year in both the third and fourth quarters of 2010, ending the year at nearly 25 million people. These mobile video users watched an average of four hours and 20 minutes of mobile video per month in both the third and fourth quarter of 2010—a 33 percent and 20 percent year-over-year increase in each quarter respectively.

The growing popularity of mobile video is due, in part, to the rapid adoption of media-friendly mobile devices, including smartphones. Whereas in Q4 2009 only 23 percent of US mobile subscribers had smartphones, by the end of 2010 smartphone penetration had reached 31 percent. Over time, it also has become easier to find, view and share mobile video, either via mobile apps or the mobile web.



Table 1a: A Week in the Life—Weekly Time Spent in Hours:Minutes—By Age Demographic Q3 2010

Q3	K 2-11	T 12-17^^	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	P 2+	Hispanic 2+	African American 2+
Mobile Subscribers Watching Video on a Mobile Phone^	n/a	0:19	0:12	0:10	0:05	0:02	<0:01	0:06	0:04	0:04

Source: The Nielsen Company. Based on the Total Population in the US. Table 1 is based on the total population in the US—all 295 million Americans over age 13—whether or not they have the technology.

Table 1b: A Week in the Life—Weekly Time Spent in Hours:Minutes—By Age Demographic Q4 2010

Q4	K 2-11	T 12-17^^	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	P 2+	Hispanic 2+	African American 2+
Mobile Subscribers Watching Video on a Mobile Phone^	n/a	0:09	0:10	0:08	0:04	0:01	<0:01	0:06	0:04	0:04

Source: The Nielsen Company. Based on the Total Population in the US. Table 1 is based on the total population in the US—all 297 million Americans over age 13—whether or not they have the technology.

Table 2a: Overall Usage—Number of Users 13+ (in 000's) Monthly Reach—Q3 2010

Q3	Q3 10	Q2 10	Q3 09	% Diff Yr to Yr
Mobile Subscribers Watching Video on a Mobile Phone^	22,913	21,957	15,744	45.53%

Source: The Nielsen Company.

Table 2b: Overall Usage—Number of Users 13+ (in 000's) Monthly Reach—Q4 2010

Q4	Q4 10	Q3 10	Q4 09	% Diff Yr to Yr
Mobile Subscribers Watching Video on a Mobile Phone^	24,708	22,913	17,583	40.52%

Source: The Nielsen Company.

Table 3a: Monthly Time Spent in Hours: Minutes Per User 13+

Q3	Q3 10	Q2 10	Q3 09	% Diff Yr to Yr	Hrs:Min Diff Yr to Yr
Mobile Subscribers Watching Video on a Mobile Phone [^]	4:20	3:37	3:15	33.3%	1:05

Source: The Nielsen Company.

Table 3b: Monthly Time Spent in Hours: Minutes Per User 13+

Q4	Q4 10	Q3 10	Q4 09	% Diff Yr to Yr	Hrs:Min Diff Yr to Yr
Mobile Subscribers Watching Video on a Mobile Phone [^]	4:20	4:20	3:37	19.8%	0:43

Source: The Nielsen Company.

Table 4a: Monthly Time Spent in Hours:Minutes–Age Demographic–Q3 2010

Q3	K 2-11	T 12-17 ^{^^}	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	P 2+
Mobile Subscribers Watching Video on a Mobile Phone [^]	n/a	8:40	5:25	3:54	3:37	2:53	2:10	4:20

Source: The Nielsen Company. Based on Total Users of each Media.
Nielsen's mobile survey reports mobile video usage for those users 13 and older.

Table 4b: Monthly Time Spent in Hours:Minutes–Age Demographic–Q4 2010

Q4	K 2-11	T 12-17 ^{^^}	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	P 2+
Mobile Subscribers Watching Video on a Mobile Phone [^]	n/a	7:13	6:30	4:20	3:37	2:53	1:50	4:20

Source: The Nielsen Company. Based on Total Users of each Media.
Nielsen's mobile survey reports mobile video usage for those users 13 and older.

Table 5a: Video Audience Composition–Age Demographic –Q3 2010

Q3	T 12-17 ^{^^}	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	F2+	M2+
On Mobile Phones [^]	14%	18%	31%	26%	8%	2%	45%	55%

Source: The Nielsen Company. Based on Total Users of each Media.
Nielsen's mobile survey reports mobile video usage for those users 13 and older.

Table 5b: Video Audience Composition–Age Demographic –Q4 2010

Q4	T 12-17 ^{^^}	A 18-24	A 25-34	A 35-49	A 50-64	A 65+	F2+	M2+
On Mobile Phones [^]	11%	17%	32%	27%	10%	2%	45%	55%

Source: The Nielsen Company. Based on Total Users of each Media.
Nielsen's mobile survey reports mobile video usage for those users 13 and older.

[^] The average monthly unique users of mobile phones and mobile video in Q1 2009, Q4 2009 and Q1 2010, projected based on Nielsen telecom flowshare, surveys and historical CTIA projections of US wireless subscriptions. Video user projection, time spent and composition data based on survey analysis of past 30 day use during the period. The mobile video audience figures in this report include mobile phone users who access mobile video through any means (including mobile Web, subscription-based, downloads and applications). In the Q1 2010 Three Screen Report, Nielsen updated the methodology for "People using a mobile phone" to the 13+ population to align with the projection of mobile video viewers, and all other mobile video estimates.

^{^^} Nielsen's mobile survey reports mobile video usage for those users 13 and older. Thus, 12-17 is T13-17 for all mobile data.