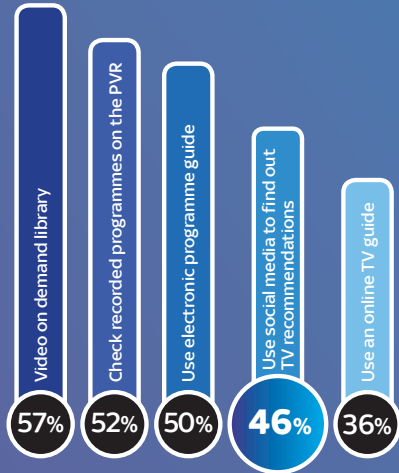


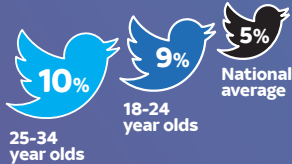
# How technology and social media are changing the way we watch TV

## How We Find Out What's On

How we choose what to watch (% increase over 1 year)



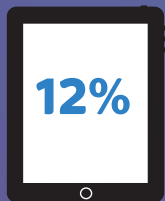
Who uses Twitter to find something to watch?



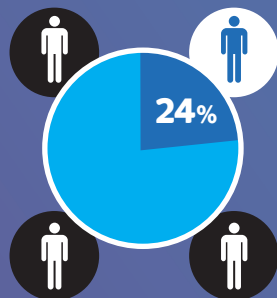
24% of 18-24 year olds use Facebook to find something to watch



12% of people say they've turned on their TV just because of something they've seen on social media



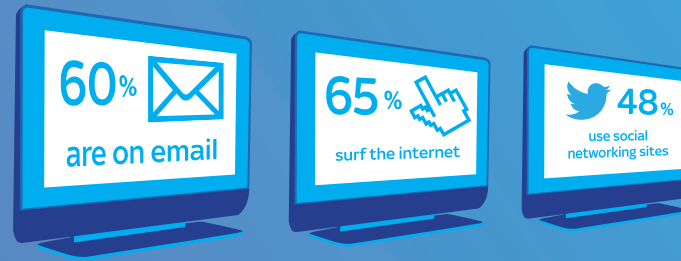
24% use social media for TV recommendations



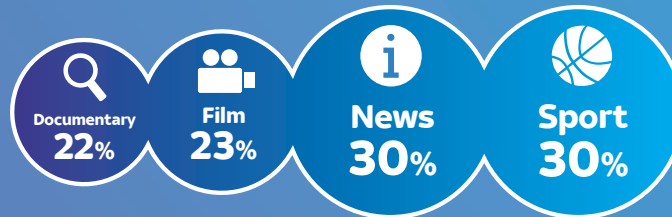
## How We Watch TV

75% of people watch TV with a second device

Apart from eating, going online is the next form of multi-tasking whilst watching TV



Programmes watched on portable devices

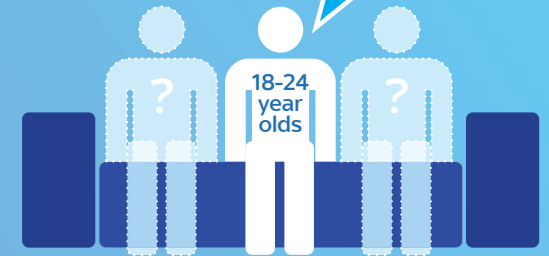


Why do we turn to social media when we watch TV?

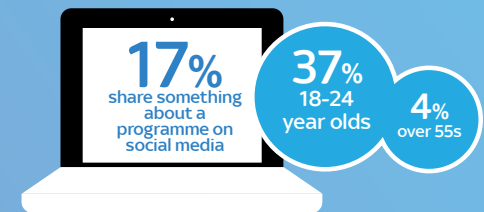
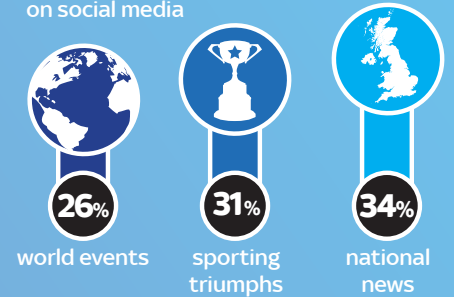


## How We Share TV

31% talk online to people they don't know about their favourite TV



Types of programmes that get us talking on social media



## Device ownership

Smartphone ownership has doubled in the past two years.

PC ownership has decreased over the past two years.

Tablet ownership continues to grow, with the number of devices multiplying by 6 in two years.

1 in 6 UK adults intend to purchase a tablet in the next year.

Increase of tablet ownership in 2 years



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