



## Reaching the Elusive OTT Consumer

In May, comScore released its Reaching the Elusive OTT Consumer report that focused on the U.S. market and found that 63% of U.S. Wi-Fi households (HHs) streamed an average of 50 hours of OTT content in February, an average of nearly 1.8 hours every day. The study put streamer HHs into two buckets based on consumption, with the 50% of those that streamed the most content going into the “heavy streamer” category, and the rest into the “light streamer” group.

Heavy streamer HHs consumed more than 9x as much content online as did light streamer HHs: 90 hours compared to 9.5 hours during the month, or 3.2 hours vs. just 20 minutes per day. Among all streamer HHs, 67% had a traditional pay TV subscription, 18% were categorized as cord cutters and 14% as cord nevers. Nearly 59% of heavy streamer HHs had a traditional pay-TV service, 23% had cut the cord and 16% were cord nevers compared to 76% of light streamer HHs who had pay TV, 12% who had cut the cord and 11% who were cord nevers.

The report showed the age of the Head of Household impacted how much – if any – streaming occurred, but to a lesser extent than one would imagine.

The youngest HHs, not surprisingly, were more likely to stream, with nearly half (46%) of HHs with a Head of Household between 18-34 identified as heavy streamers. But, older HH also were significant streamers, with 39% of HH with an HoH between 35-44 also identified as heavy streamers. But on the farthest edge of the youngest HHs, not surprisingly, were more likely to stream, with nearly half (46%) of HHs with a Head of Household between 18-34 identified as heavy streamers. But, older HH also were significant streamers, with 39% of HH with an HoH between 35-44 also identified as heavy streamers. But on the farthest edge of the demographic divisions, streaming remained a major player, as one-in-five HH where the Head of Household was 65+ years old also were classified as heavy streamers.

comScore’s findings underline the growing impact streaming is having on how we enjoy entertainment, sports and news: All are increasingly being streamed and, as we’ve regularly pointed out, all are increasingly being watched on mobile devices. The Q1 2018 Global Video Index shows that mobile video – again – is flirting with a 60% share of all video starts.

This quarter’s Index also shows that longer content is being enjoyed on all screens and that not only is long-form content being started on mobile devices, it’s being completed at a much higher rate than we had expected. We are often asked about the data we use for the Video Index each quarter, where it comes from, whether it’s a survey and whatnot. The report is based on the anonymized metrics of the vast majority of our potential customers, whose collective audience of hundreds of millions of viewers spans nearly every country in the world.

The size of the Arumai video potential footprint, along with the variety of our customers, results in a representative view of global consumption and engagement trends.



In the 1990's on the advent of digital TV, and for purposes of creating further interactive product enhancements, the conventional wisdom was to assume that the typical consumer watched 7 hours of *network TV* each day. When viewing the above statistics, it is clear that streaming video has captured nearly 50% of all TV consumption – and this is ASTOUNDING!

### **ARUMAI TECHNOLOGIES, INC.**

Arumai is the only leading, independent, pure play OTT products and solutions company in the industry today. Arumai's groundbreaking OTT Video Suite of products and video frame manipulation techniques, proprietary streaming systems and methods make any video content universally enjoyable in high quality on any screen, by any viewer, across any network, at any time enabling a pure play OTT products and solutions company. Arumai TranStream™ is designed to deliver millions of content streams to mobile phones/handhelds, tablets/laptops/PCs, Blu-ray Players, Game Consoles, and Smart TVs, and in every market in the world on behalf of content owners, mobile service providers, cable companies, satellite companies, telecom operators, streaming video providers. At Arumai, it is not all about money, products, or patents. It is about values! We value originality and innovation and pour our lives into making the best products on Earth to the delight of our customers. In the end result, values will win, and we hope the whole world listens.

<http://www.arumaitكنولوجies.com/white-papers>