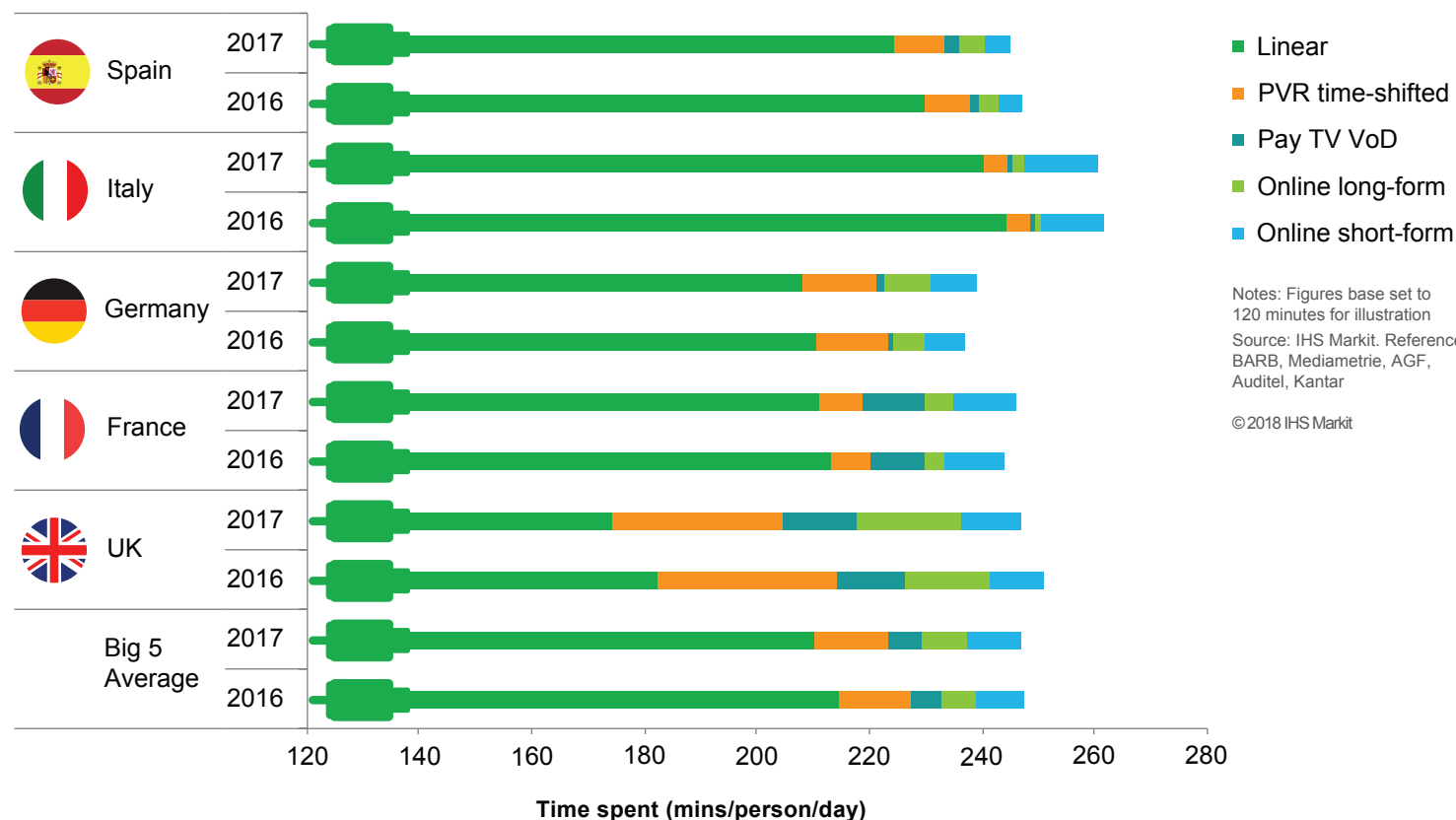




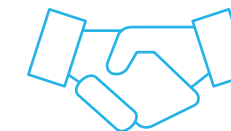
Cross-Platform Viewing Time Report 2017

Analysing TV and video consumption trends across the 'big five' European markets – UK, France, Germany, Italy and Spain.

2017: Cross-Platform Viewing Time by Country



The latest findings highlighted the impact of increased connectivity on traditional viewing methods, as viewers shift to consumption on an on-demand basis, via an array of devices both in and out of home.



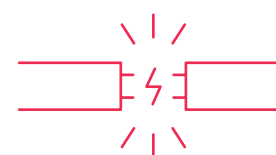
The ever-changing media and technology landscape poses opportunities and threats to traditional players; IHS Markit expect more partnerships between content providers and increased distribution across platforms.



Linear viewing time declined across all five markets, while PVR time-shifted viewing has stagnated in all markets except the UK which saw a second consecutive year of decline.



Both short-form and long-form online content are growing their shares in viewing time as they increasingly become the first choice of video service consumers turn to.



Although there has been little evidence of cord-cutting in Europe, as OTT services improve their content offerings and increase their base, pay TV operator strategies need to be innovative in order to retain customers, audience shares and revenues.



Average daily viewing time in the big 5 European markets has remained relatively stable for the past six years. However, when looking at individual markets, interesting trends emerge in the make up and shifts in viewing time.

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