

**Statement of
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Before the
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Committee on Commerce, Science and Transportation
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Good morning Chairman Rockefeller, Senator Hutchison and members of the committee. I am Susan Whiting, Vice Chair of Nielsen. You may be familiar with Nielsen's television ratings in the U.S., but we are also a global information and measurement company, measuring what people watch on television, the Internet and mobile devices and what they buy in retail stores and on line. I appreciate the opportunity to join you at today's hearing to share our insights about consumers watching video.

Based on our latest research, the average American watches nearly five hours of video each day, 91 percent of which is done watching traditional television sets in real time, or "live" (meaning they are not recording on a DVR, using Video on Demand, or even watching a DVD.)

What has emerged in the last four to five years is a simple message: consumers watch their favorite content on the best screen available at that moment. And, they watch from more locations and on more devices than ever before.

The availability of digital technology, digital access and the explosion of laptop computers, mobile devices and tablet computers in American life has enabled this change. These devices along with a record number of TVs in homes have provided more “screens.” Our latest “State of the Media: U.S. Digital Consumer Report” provides a comprehensive overview of trends in video consumption. My testimony today is based on the findings in that report and the report has been provided to the committee.

Today, more than 274 million Americans have Internet access through their computers, double those with Internet access in 2000.

In October 2011, nearly 166 million Americans watched video online. And, more than 117 million Americans accessed the Internet through mobile devices. Nearly half of all mobile devices used in the United States today are smart phones, which makes it possible to access the video.

Broadly speaking, each month, the average American spends 146 hours and 45 minutes watching traditional television, 4 hours and 31 minutes watching Internet videos on a personal computer and 4 hours and 20 minutes watching video on a mobile device.

The use of video on PCs continues to increase – up 80% in the last 4 years.

Who is using video this way? Our research shows that women are six percent more likely to view videos online than males.

Eighteen to 34 year olds match 35 to 49 year olds as the largest demographic viewing videos online.

Sites like YouTube and Netflix most recently represented 56 percent of the streaming time, which for the average American is 4 hours and 31 minutes each month.

Along with the increase in online video consumption, it is worth noting that 33.5 million mobile phones users now watch video on their phones, a 35.7 percent increase since last year, and the consumers with this access spent 4 hours and 20 minutes each month watching video on a mobile device.

Consumers are increasingly becoming “media multi-taskers”, meaning that they will use more than one form of media at the same time.

For example, recent Nielsen data shows 57 percent of smart phone and tablet users in the U.S. checked email and 44 percent visited a social networking site while watching television. Consumers are finding and accessing their favorite content on more and more devices, or “screens.” Consumers are saying unequivocally, that online video will continue to play an increasingly larger role in their media choices. Thank you again Senator Rockefeller for the opportunity to join you today.