

Americans more wired, new-media survey finds

Gail Schiller

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NEW YORK (Hollywood Reporter) - About 38 percent of U.S. consumers are watching TV shows online, 36 percent use their cell phones as entertainment devices and 45 percent are creating online content like Web sites, music, videos and blogs for others, according to a new-media survey from Deloitte & Touche.

The findings of the online survey of 2,081 Americans, conducted October 25-31, were provided to The Hollywood Reporter before their official release next month.

The "State of the Media Democracy" notes that in Deloitte's first edition of the survey just eight months earlier, 24 percent of consumers used their cell phones as entertainment devices, meaning that usage has soared 50 percent.

About 62 percent of "millennials" (consumers 13-to-24-years-old) are using their cell phones as entertainment devices, up from 46 percent in the previous study conducted February 23-March 6, 2007. And among Generation X consumers (25-to-41-year-olds), the number grew to 47 percent from 29 percent in the earlier survey.

About 20 percent of consumers said they are viewing video content on their cell phones daily or almost daily.

The percentage of consumers watching TV online jumped from the 23 percent figure reported in the previous study. Roughly 54 percent of those surveyed said they are making their own entertainment content through editing photos, videos or music, 45 percent said they are producing that content for others to see, and 32 percent said they consider themselves to be "broadcasters" of their own media.

"I think for advertisers one of the conclusions is you don't make decisions to advertise either on television or the Internet when you want to hit all the demographics, but rather you need to have a multiplatform strategy," said Ken August, vice chairman and national sector leader for Deloitte & Touche's media and entertainment practice, which commissioned the study. "It shouldn't be an either or proposition."

Among the study's other findings:

-- 54 percent of consumers said they socialize via social networking sites, chat rooms or message boards, and 45 percent said they maintain a profile on a social networking site.

-- 85 percent of consumers still find TV advertising to have the most impact on their buying habits, but online ads are second best, with 65 percent of consumers saying they have the most impact, beating out magazines at 63 percent.

Reuters/Hollywood Reporter