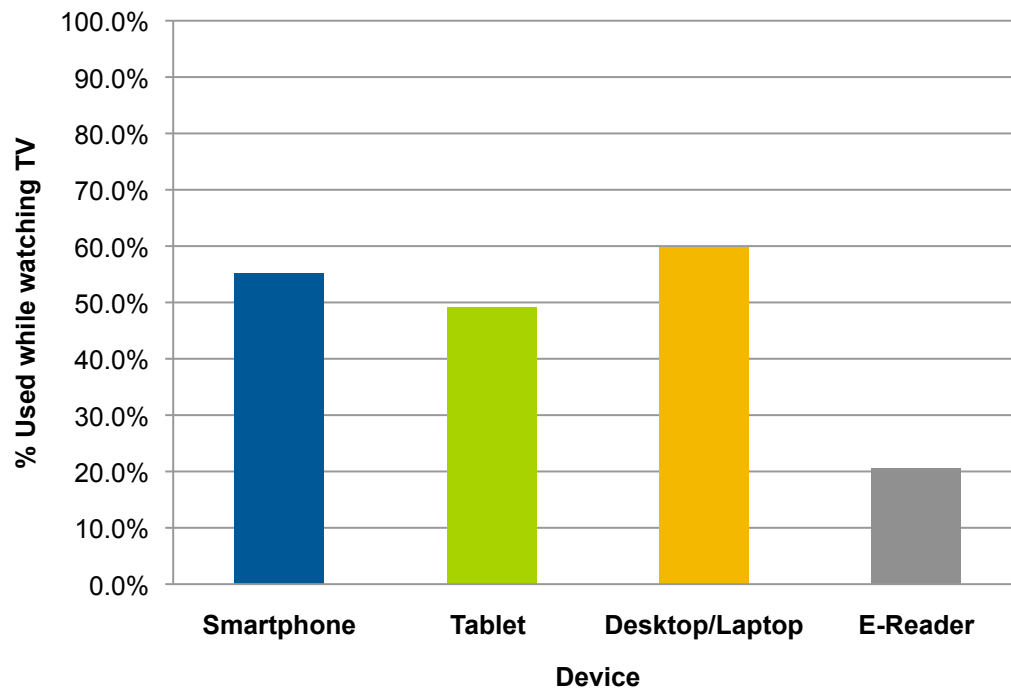


Usage while watching TV is similar across devices

Overall, 87% of respondents reported multi-tasking on at least one 2nd screen device while watching TV

Device Usage while watching TV



- *Compared to all other devices, laptops are most likely to be used while watching TV, regardless of the activity being performed.*
- *E-Readers, which often require singular focus, are, as expected, far less likely to be used while watching TV. For the large majority, it seems e-reading is similar to reading a physical book in that both are done when the TV is turned off.*

Q: During the past 3 months, please indicate which of the following devices you, personally, have used at the same time as you watched TV shows, sports, or movies on a television.

Base: Respondents were only shown devices option for those they reported owning. n = 3,387 Source: 2nd Screens survey, February 2013,

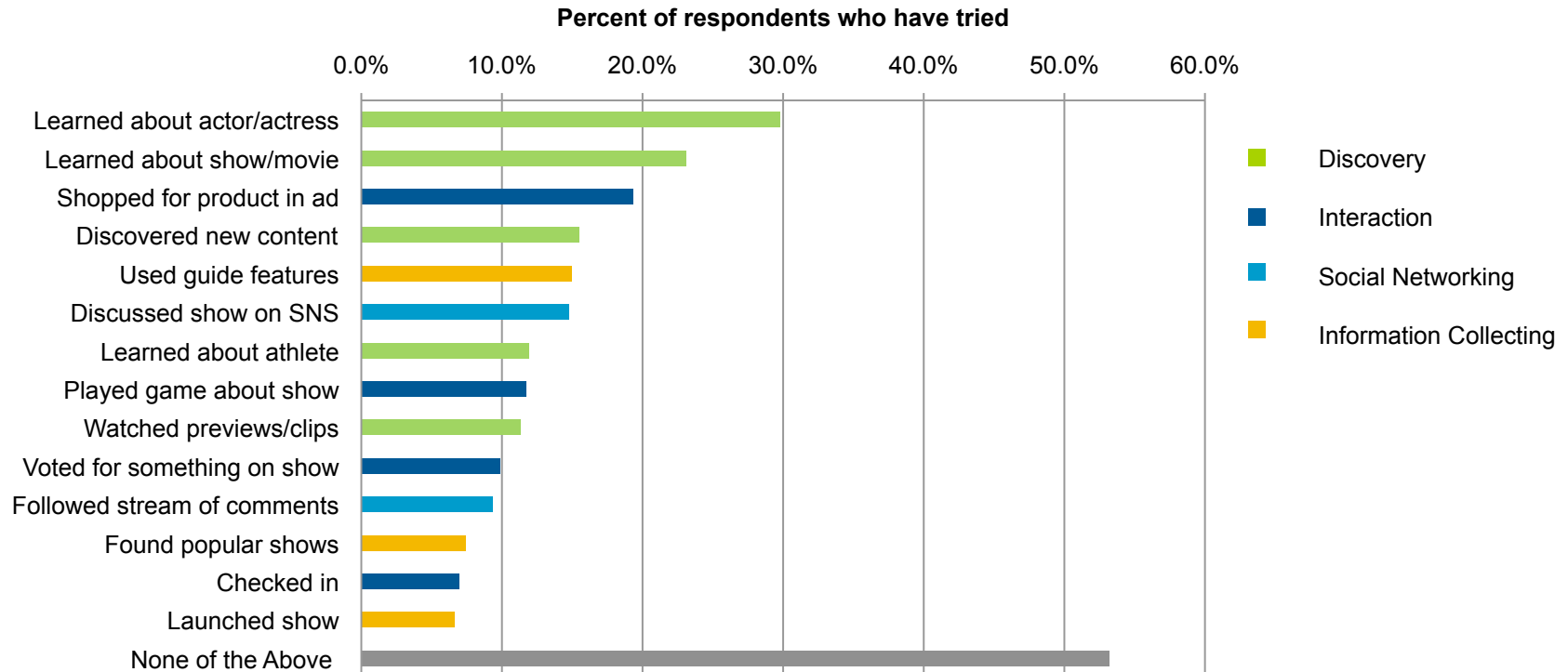
Note: A comparison of desktop vs. laptop usage and behavior showed no substantial differences between the two, so they are reported together throughout.

Where have I seen that actor before?

Overall, 47% of those who have used a 2nd screen device while watching TV have participated in a 2nd screen activity.

- Chief among these is for people to use their device to glean additional info about the actor, actress, or show they are watching, likely as a way of making a connection to the show.

2nd Screen Activity across all devices



Q: Please tell us what activities you did on each device while you were watching TV shows or movies on a television.

Base: All respondents who reported using a 2nd screen device while watching TV. n = 3,234 Source: 2nd Screens Survey, February 2013;