

# Most Video Streaming Happens on TV Sets

**ARTICLE** | **NOVEMBER 18, 2019**

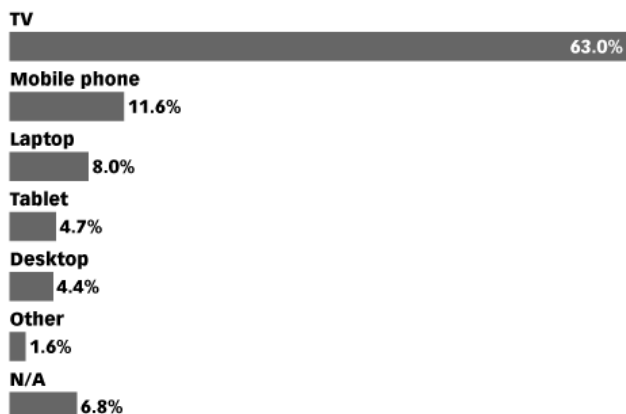
**Ross Benes**

**A**lthough mobile video ad spending and viewer numbers are surging, most streaming still happens through TVs. Mobile video consumption and ad spending figures are heavily influenced by out-stream ads that appear within users' feeds on Facebook, Instagram, Snapchat and Twitter. YouTube also gets much of its traffic from mobile.

But when people watch longer episodic or live content, they tend to do it through TVs. In a March 2019 survey of 1,000 US internet users ages 18 to 66 conducted by market research company [Attest](#), TV was by far the most frequently used device to stream video. Nearly two-thirds of respondents said they use TV the most for streaming.

## What Device Do US Internet Users Use Most Frequently to Watch Streaming\* TV?

% of respondents, Feb 2019



Note: ages 18-66; numbers may not add up to 100% due to rounding; \*streamed/catch-up TV from digital providers (e.g., Netflix, on-demand services)

Source: Attest, "Media Consumption Report 2019," March 25, 2019

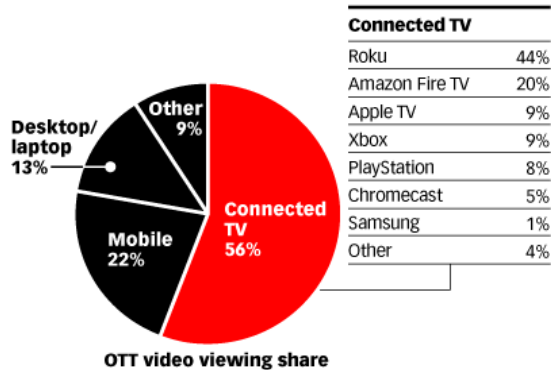
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Digital video analytics company **Conviva** also found TVs to be the go-to streaming device. Conviva tracked viewing behavior across 250 over-the-top (OTT) apps worldwide in Q2 2019 and found that 56% of the time spent viewing this content happened on CTVs. Less than one-quarter of the streaming happened on mobile.

## Share of Time Spent Viewing Over-the-Top (OTT) Video Worldwide, by Device, Q3 2019

% of total



Note: represents activity tracked by Conviva, broader industry metrics may vary; numbers may not add up to 100% due to rounding

Source: Conviva, "State of Streaming Q3 2019," Nov 4, 2019

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While TVs are the go-to streaming device for most users, a fair share of video streaming happens on mobile. Conviva found that 23% of time

spent viewing OTT content was on mobile.

The mobile-centric streaming service Quibi will test users' appetite for mobile video viewing when it launches in spring 2020. Quibi backers are hoping to have better luck than Verizon's mobile streaming service Go90, which shut down in July 2018.

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**Report** by Ross Benes Nov 25, 2019

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