Podcast | Understanding Mobile Video Viewers

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eMarketer Editors

In the latest episode of "Behind the Numbers," we're talking about consumers' mobile video viewing habits and preferences. Our guest, Daniel Taitz, president of mobile video software company Penthera, digs into new Penthera survey data about consumers' likes and dislikes, and how mobile viewing varies around the world.

How Often Do Internet Users in Select Countries in Europe Stream TV Shows/Movies on Their Mobile Devices?
% of respondents, by country, Oct 2018

	Daily	Weekly	Monthly	Occasionally	Don't use
France	31.0%	30.0%	4.3%	12.7%	22.0%
Germany	33.0%	27.3%	8.0%	11.3%	20.3%
Italy	46.7%	27.7%	1.7%	11.3%	12.7%
Netherlands	34.3%	26.3%	7.0%	15.3%	17.0%
Spain	51.0%	23.3%	2.7%	11.3%	11.7%
UK	36.7%	35.0%	6.3%	11.0%	11.0%
Total	**38.8%**	**28.3%**	**5.0%**	**12.2%**	**15.8%**

Note: n=1,800 ages 18-50; numbers may not add up to 100% due to rounding
Source: Penthera, "International Mobile Streaming Behavior Survey: Q4 2018" conducted by EMI Research Solutions, Dec 6, 2018
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