

JACK MYERS REPORT™

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Thirty Percent Of Adults View TV And Go Online Simultaneously

MARCH 20, 2002 – Forty-three percent of multi-channel homes have television sets and computers in the same room, according to new research conducted by *Jack Myers Report*. Eighty-six percent of these homes have an Internet connection, and based on past research conducted by Myers, we estimate that nearly 80 percent of connected adults use both the television and computer simultaneously. Based on these Myers statistics, we project that 30 percent of adults in multi-channel homes view TV and go online simultaneously. Nearly 50 percent of teen viewers report that they are likely to watch TV and visit the website for the programming* they are viewing, and a growing percentage of adults are also participating in viewing of television programming and synchronous usage of the website for the programs they're viewing. Two-screen interactive content

appears to be the fastest growing aspect of new media today.

This has given rise to a growing number of sports, information and entertainment programs that are developing formats around the growth of synchronous interactive content. These include The WB's new reality series "No Boundaries" and Scripps Networks' new Fine Living Network. Oxygen is also set to announce a number of new programming initiatives that will feature synchronous interactive content. "Monday Night Football," "Survivor" and a number of reality programs have offered simultaneous online and television content, and iTV developers such as GoldPocket are actively developing new programming features with a number of producers and networks. Turner Broadcasting has featured a number of synchronous developments in "Dinner & A Movie", and has plans to expand its initiatives

across all Turner networks. AOL, of course, is the most aggressive company in developing applications for interactive television, and has recently shifted its focus from one-screen content development to two-screen applications.

Television viewing by 43 percent of adults in dual TV + computer homes remains exactly the same as in the average multi-channel home – a mean of 4.1 hours of individual television viewing per day. These homes have an average of 3.5 television sets and average 73 channels available through either cable or satellite service. Twenty percent of these homes have either a high-speed cable modem or DSL line.

98.8 percent of homes with computers and TV in the same rooms have VCRs and 7 percent have a personal video recorder such as TiVo. Only 3 percent of multi-channel homes that either do not have computers or have them in different rooms than the television own a personal video recorder. Thirty-seven percent of the dual computer/TV households own a DVD player, 46 percent have a video game player, and 6.4 percent have an MP3 player.

The data is based on Myers Media Brand Tracker research conducted among 750 adults in multi-channel homes in November-December, 2001. The study also assessed viewing of nineteen general entertainment networks, representing a cross-section of cable channels. While the impact of a computer and television in the same room affects viewing of some networks, the overall impact is minimal. Based on those viewers who watched a network within the past 12 months, frequent viewing of Discovery Channel, History Channel and HGTV increased most significantly. In this study, broadcast, news, information and sports networks were not evaluated. *Jack Myers Report* intends to measure viewing to these networks in a future study. □

TV & Computer In The Same Room Positively Impacts Frequency Of TV Viewing

RESEARCH: Myers Media Brand Tracker

Percent of Respondents Who Frequently View A Network Based on % of respondents who have viewed in past 12 months and rate frequency of viewing 5,6 or 7 on a seven-point scale.		
Network	% Total Respondents	% Respondents with TV + Cable in Same Room
Discovery Channel	64.2%	67.6%
USA	57.5%	58.9%
TBS	53.8%	54.8%
TNT	53.3%	54.2%
A&E	53.2%	51.4%
History	53.2%	55.2%
Lifetime Movie	52.7%	51.4%
TV Guide	51.3%	52.8%
Family	48.1%	44.2%
HGTV	48.0%	52.8%
Lifetime	47.0%	46.2%

Source: Jack Myers LLC *Media Brand Tracker, Viewers Rate the Entertainment Channels*. Conducted November, December 2001. Myers' research assessed the attitudes and behavior of 767 adults in multi-channel households. The respondents are members of Myers' National Media Advisory Board panel, who provide ongoing feedback on their viewing behavior and computer usage. The study was conducted via a mailed, self-administered questionnaire. The response rate was 31%. A total of 20 networks were included in the study, and did not include news, sports or information networks. Separate Myers Brand Tracker studies are available for news and teen networks.

* Source: Myers Media Brand Tracker; Teen Networks, 2001.

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