



CNN//Ericsson Joint Consumer Insight

March 2009



ERICSSON 
TAKING YOU FORWARD



Respondent Profile

Gender



29%



71%

Region

Europe	30%
Asia Pacific	25%
Middle East / Africa	7%
North America	29%
LatAm / Caribbean	8%

Age

18-24	21%
25-39	43%
40-54	23%
55+	13%

Average : 37 years old

Education / Job

University degree or above	65%
C-Levels*	25%
Managers & above*	42%

Household income

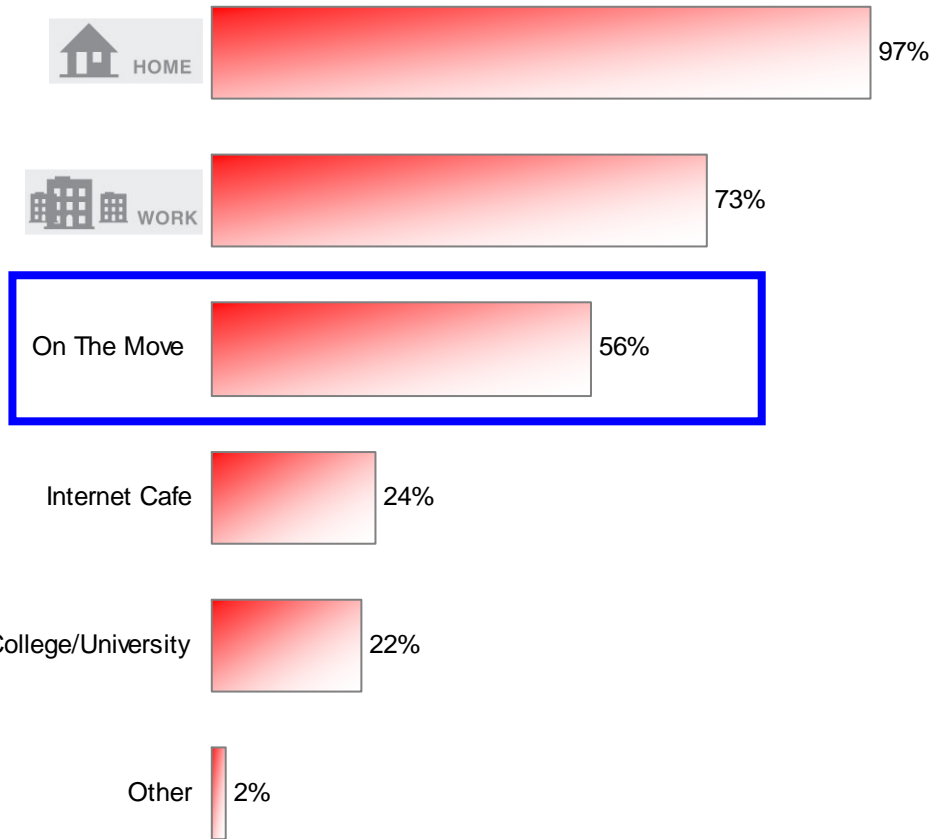
Under \$20k	15%
\$20k to \$60k	29%
\$60k to \$100k	22%
\$100k to \$200k	21%
\$200k+	13%
\$100k+	34%





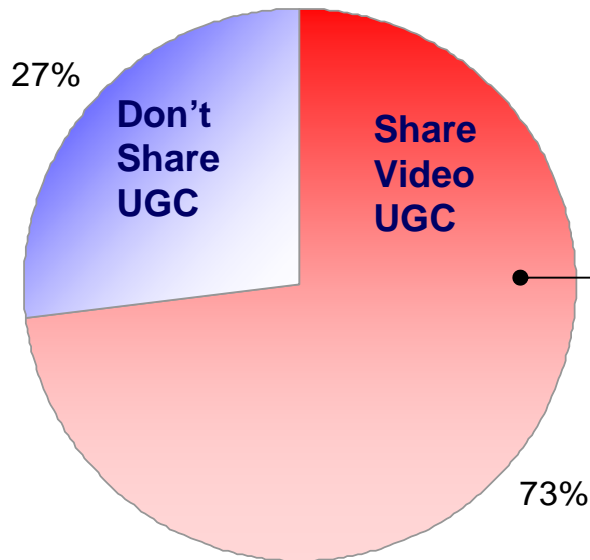
Internet Access Location Via Mobile

Internet access @ home is ubiquitous. 'On the move' is the third most popular location for accessing the internet

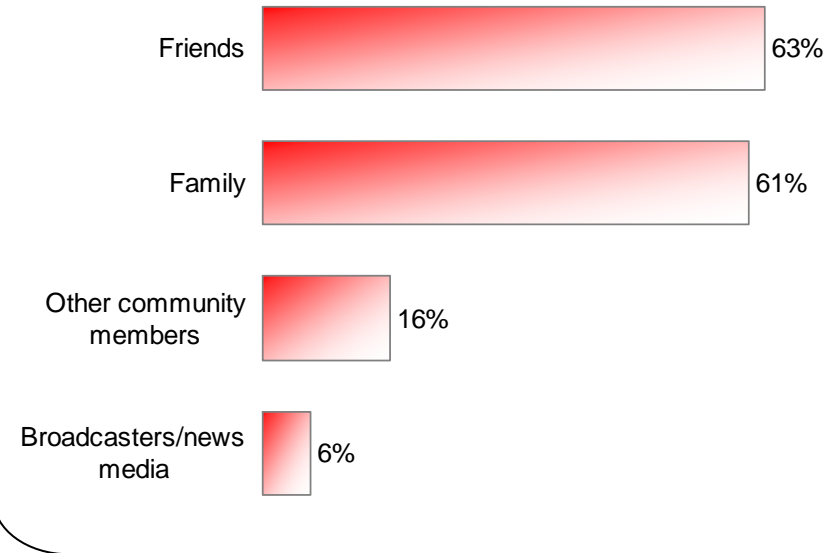




3/4 are already sharing user generated content, largely with family and friends



Who do you share user generated video content with?



	Under 45 yrs	Over 45 yrs
Share User Generated Video Content	75%	66%

Q. Thinking now about consumer generated video content (e.g. videos of family, friends etc) with whom do you share this?

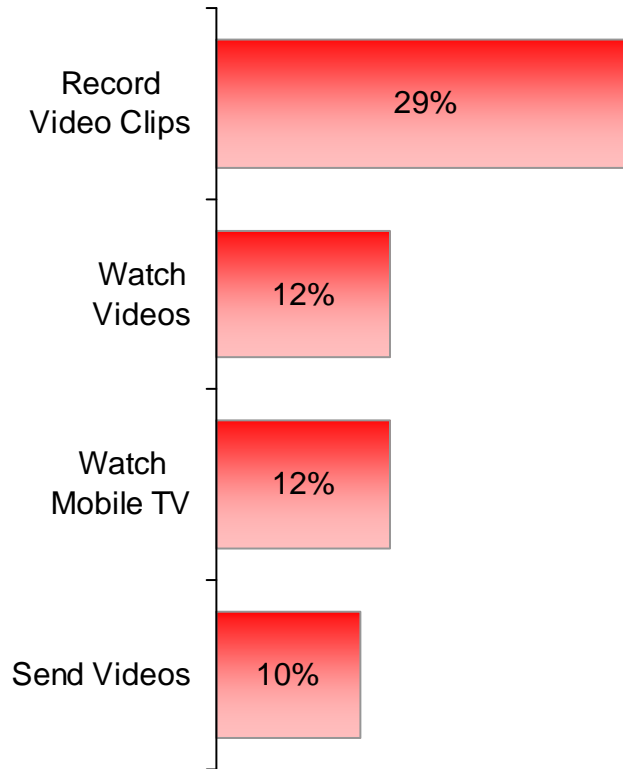
Base: All respondents, 1094

Source: CNN // Ericsson Joint Study – Future of TV 2008



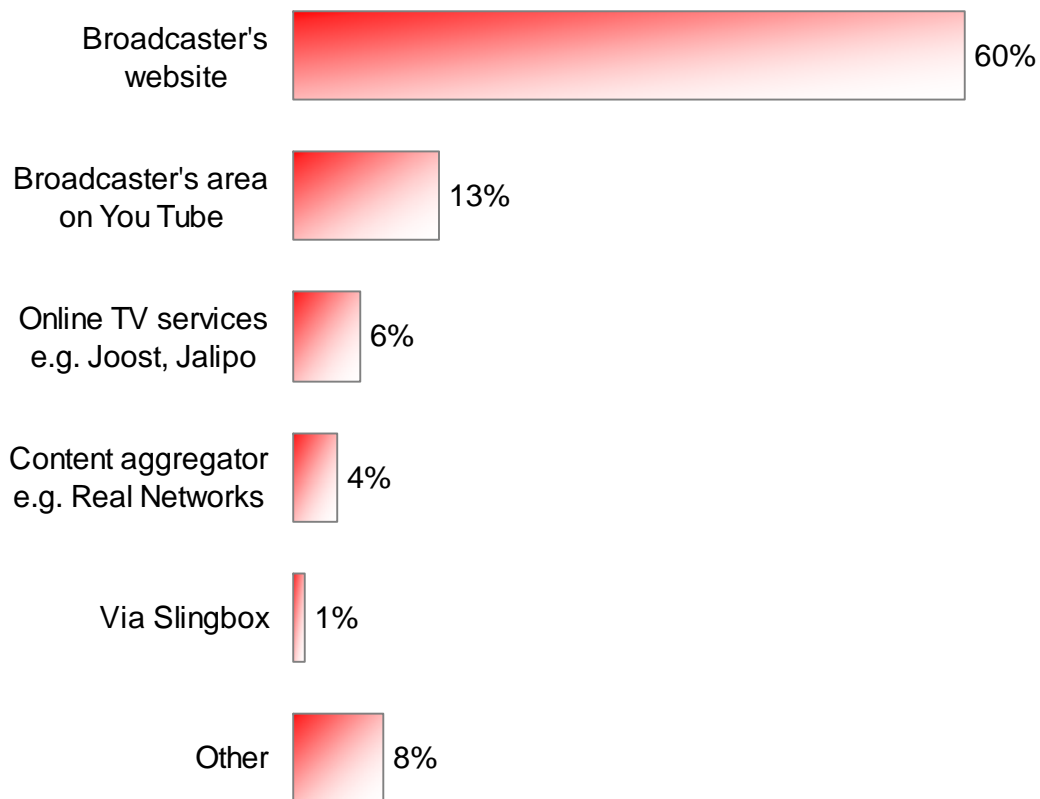
TV/Video Activities Via Mobile

Mobile is used as a recording device more than for viewing or transmitting





Trusted branded sites are the most popular route to online video content

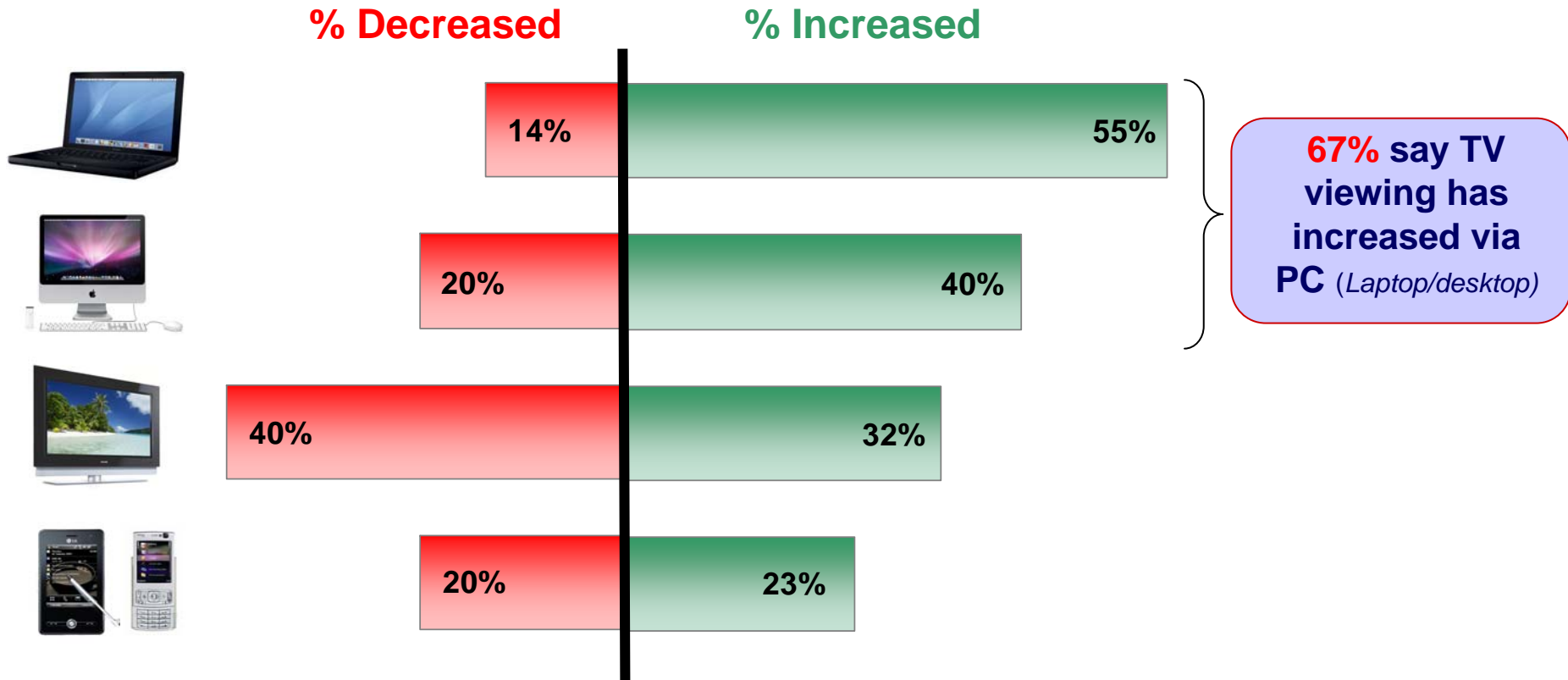


Q. How do you usually access TV content on your PC (desktop/laptop)?

Base: Respondents who watch TV on: Desktop/Laptop – 748

Source: CNN // Ericsson Joint Study – Future of TV 2008

TV viewing via PCs has seen significant growth in the last few years. A third report increased viewing on their home TV



Q. To what extent would you say your viewing of TV content has increased or decreased by device over the last 3-4 years?

Base: All respondents, 1094

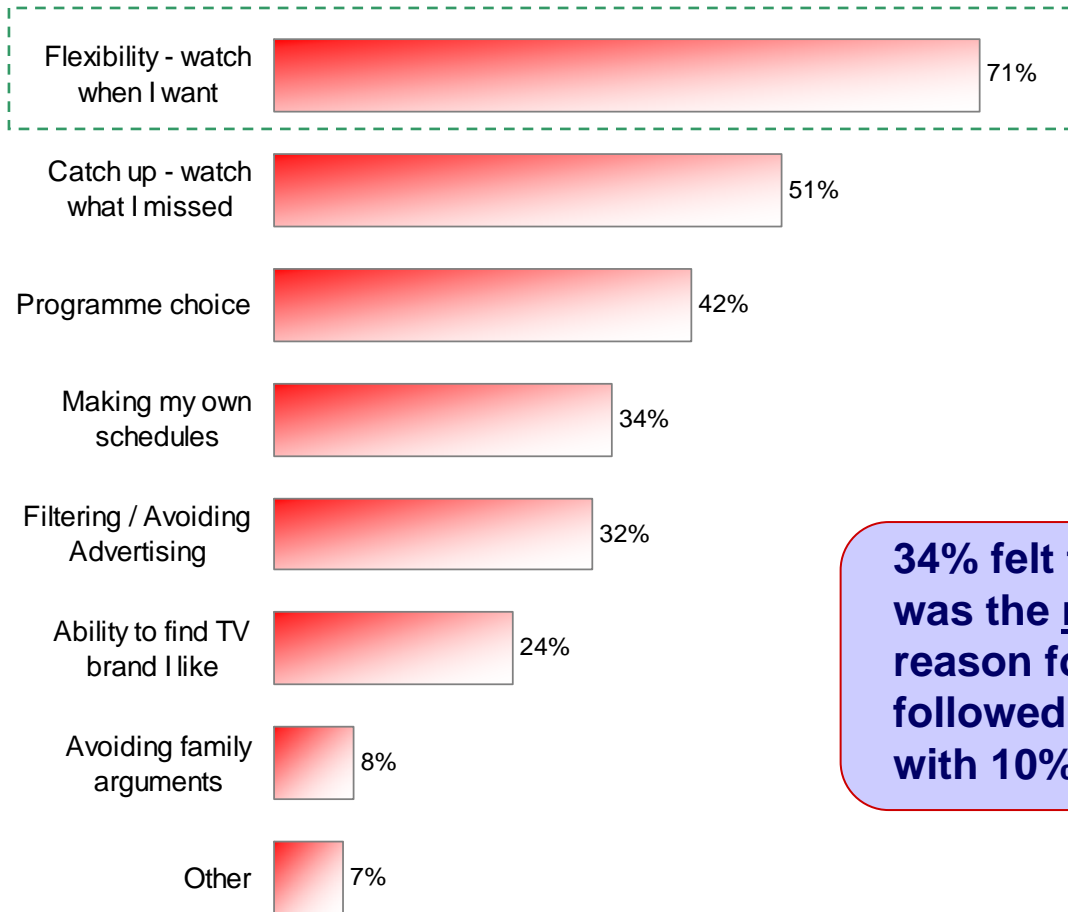
Source: CNN // Ericsson Joint Study – Future of TV 2008



Reasons for Watching TV Online

Desktop/Laptop

Flexibility is the top reason to access TV content online



34% felt that “flexibility” was the most important reason for TV viewing followed by catch-up with 10%

Q. What are your reasons for watching TV content on your PC (desktop/laptop)?

Q. And what is the single most important of these reasons?

Base: Weekly TV viewers on: Desktop/Laptop – 748

Source: CNN // Ericsson Joint Study – Future of TV 2008



Hours of TV Viewing By Device

TV is the platform of choice for longer viewing sessions whilst the PC is preferred for shorter bursts of viewing

Average time spent in a week watching TV



**10 Hours +
35%**



% spending 10+ hours per week
**10 Hours+
9%**



**10 Hours+
9%**



**10 Hours+
5%**

Q. On average, how many hours per week do you spend watching TV (whether on your home TV, via the internet on your desktop/laptop or on your mobile phone or other mobile device)?

Base: All respondents, 1094

Source: CNN // Ericsson Joint Study – Future of TV 2008