



NEWS RELEASE

Say Goodbye to the Couch Potato: Work and the Commute Are New Prime Viewing Locations

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Quick Search and Targeted Recommendations are More Important than Ever for Easy Entertainment Discovery

LAS VEGAS--(BUSINESS WIRE)-- CES — Rovi Corporation (NASDAQ: ROVI) today announced phase-three findings from a sponsored survey of pay-TV and over-the-top (OTT) content subscribers in the U.S., Europe and Asia. The study investigated trends in contemporary TV and streaming habits and found in the first two phases that cord-cutting is less likely than the industry may have thought and that entertainment consumption can take up almost as much time as working and sleeping. Phase three findings suggest the age-old idea of TV watchers being wedded to the couch has officially come to an end.

Globally, nearly two thirds (60 percent) of respondents said they frequently stream content in their car or on public transportation, 29 percent of respondents said they view content while at work and 24 percent said they view content in the car. Participants in India were found to be more likely to stream content equally in all three places, while those in China showed a slight propensity toward streaming alone at the kitchen table. In the U.S., respondents reported streaming slightly more often in the car, and in Japan, while standing in line.

“Given the revelations from the first two study phases of just how tightly bonded viewers are with their entertainment, it comes as no surprise that the practice of watching TV and streaming content has liberated viewers from having to spend hours on the couch,” said Michael Hawkey senior vice president and general manager of discovery, Rovi. “It stands to reason that new trends in entertainment discovery and consumption have as much to do with the prevalence of smart mobile devices as it does with the explosion of new and compelling content and service platforms. Watching shows on-the-go also means viewers have less time to find programs they might like,

which makes Rovi's entertainment discovery solutions that much more valuable. At work and on the road, viewers want immediate, resonant guidance on the entertainment that will keep them engaged."

In addition to insight on preferred viewing locations, the survey uncovered data on the importance of sound entertainment search and recommendations:

- 51 percent of global respondents said their providers should focus on improving the ability to search for entertainment content to make it easier and more effective
- 70 percent of all respondents said they would prefer to find programs on-platform versus watching something their friends and family recommended
- Among all respondents who reported that they do not frequently use recommendation capabilities, more than a quarter said it is because the recommendations are not tailored to the content they like (28 percent) or are irrelevant to them (25 percent)
- One third of respondents from Germany (32 percent) and France (32 percent) believed providers should focus on recommendations
- 58 percent of global respondents said they would be open to anonymously sharing information about what they like to watch

The survey also shed light on the most popular sources for TV and streaming entertainment:

- 77 percent of all respondents said they currently subscribe to alternative TV or video content providers, such as Netflix or Hulu – more so in the U.S. and Europe compared to Asia Pacific
- Millennials (84 percent) and parents (81 percent) were more likely to subscribe to alternative TV or video content providers
- 48 percent of global respondents said they watch live TV most often, followed by On Demand (30 percent) and via their DVR (17 percent)
- 37 percent of European respondents said they watch On Demand content most often
- Baby boomers and older respondents were found more likely to say they watch live TV or television content more often than On Demand or recorded content, while Gen X and Millennial participants were found more likely to view content On Demand.

Findings were the result of an online survey of 4,000 pay-TV and OTT subscribers across seven countries with 1,000 interviews completed in the U.S., and 500 interviews completed each in the U.K., France, Germany, China, Japan and India¹.

About Rovi Corporation

Rovi Corporation (NASDAQ: ROVI) is creating personalized and data-driven ways for viewers to discover the right entertainment and for providers to discover the right audiences. Chosen by top brands in entertainment content, services and devices, Rovi touches the lives of hundreds of millions of consumers by providing comprehensive solutions, customizable products and technology licensing to make discovery simple, seamless and personal. Learn how Rovi is advancing entertainment and audience discovery at rovicorp.com, or follow us on Twitter @[rovicorp.com](https://twitter.com/rovicorp).

¹ About the Survey Methodology

- A total of 4,000 online surveys were completed spread across seven countries worldwide – 1,000 interviews were completed in the U.S. while 500 interviews were completed within each of the following countries – U.K., Germany, France, China, Japan and India.
- Participants had to be a pay-TV subscriber, subscribe to other TV or video content providers, or use online streaming devices.
- The total sample was weighted so each country represented the same number of interviews. Additionally, the country samples were stratified and the data was weighted slightly by regions, age, gender, education, and income in order to reflect a proportional, representative sample.
- The U.S. survey has a margin of error of +/-3 percentage points for the full sample. The other countries have a margin of error of +/-4.4 percentage points for their full samples. The margin of error is higher for subgroups within each sample.

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