

Digital Video Viewing Hours 2016: Audiences Choose and Disrupters Rule

Market Research Report on the Digital Video Viewing Hours

RAIPUR, CHHATTISGARH, INDIA, October 27, 2017 /EINPresswire.com/ -- Report Sellers has added a new market research report "[Digital Video Viewing Hours 2016: Audiences Choose and Disrupters Rule](https://www.reportsellers.com/market-research-report/Digital-Video-Viewing-Hours-2016-Audiences-Choose-and-Disrupters-Rule)" to its offerings.

According to the report, Internet pure-plays Netflix and YouTube, combined, capture a 53.7% share of viewing hours. By contrast, cross-platform programmer Hulu owns a 4.8% share.

Internet-centric social audience platforms Facebook, Instagram, Snapchat and Twitter roll up another 24.7% share, with the remainder divvied up across some 200 internet sites, broadcast, cable TV and print brand extensions online.

Analyzed another way, aligning all internet TV-like (i.e.; with long-form content) services, destinations and channels generated 50.7 billion hours of viewing in 2016, while social media added another 29.7 billion hours of combined viewing.

Browse through the complete description and in-depth TOC on "Digital Video Viewing Hours" <https://www.reportsellers.com/market-research-report/Digital-Video-Viewing-Hours-2016-Audiences-Choose-and-Disrupters-Rule>

This research report, Digital Video Viewing Hours 2016: Audiences Choose and Disrupters Rule, indicates one of the most valuable outcomes for any producer/programmer today, brand loyalty, is rotating in and around the orbits of internet giants, from Netflix, Facebook, Instagram and Amazon, to Google/YouTube.

A key to this stage of the medium's leap to recognition is a hefty slice of viewing audiences embrace the internet for video entertainment--despite shortcomings (i.e.; library depth/choice, fragmented device compatibility, ad insertion bottlenecks, balky navigation and connectivity issues)—because it delivers better value per dollar.

Against the backdrop of declining multi-channel TV subscribers, the internet matches up well against linear TV counterparts, whether on price, ability to produce hit programming and offer slimmed down, customized programming packages that target more precisely viewer preferences to pay for what they actually use.

There may be a recurring generational wave of acceptance regarding internet as a primary viewing platform, however.

As younger audiences age and raise families, their entertainment choices may also evolve toward--or at least include--linear TV take-up, assuming a wholesale paradigm shift in way video programming is offered, priced and delivered doesn't of necessity take hold over the next decade.

This research package includes a full year 2016 database listing of sites, destinations, services, devices, total video views, minutes/hours of viewing, accesses by device type (desktop, mobile/tablet/OTT box).

Also included in the annual percentage share of viewing hours by each service, site, destination and channel; those that are ad-supported, subscription based, internet only and cross-platform in nature.

Request Sample here: <https://www.reportsellers.com/market-research-report/Digital-Video-Viewing-Hours-2016-Audiences-Choose-and-Disrupters-Rule>

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