

NPD DisplaySearch: Online Content Viewing on TV Rises

Written by Marco Attard
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While PCs remain 1st choice when it comes to viewing online content, other devices are rapidly gaining ground-- according to NPD DisplaySearch 18% of consumers in 14 regions access online content on TVs daily.



The 14 regions the DisplaySearch survey covers include the UK, Italy, Germany, France, Russia and Turkey.

The choice of viewing device hinges on one main factor-- convenience. Modern TVs not only provide a comfortable social setting and a bigger screen, but also have either built-in connectivity or online connections via peripheral devices (Blu-ray players, STBs, consoles).

The result? According to the analyst 25% survey participants view online content on TVs "several times a week."

Convenience is also the chief reason why online video in general is so popular, of course.

Survey participants not viewing online content via TV either simply have no interest (44%) or lack the necessary devices (30%). From these respondents, only around 30% would view online content on TV given the chance.

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