Second Screening

86% of internet users use another device while watching TV

Second Screening by Device over Time

% of internet users who use these devices while watching TV

<table>
<thead>
<tr>
<th>Year</th>
<th>Mobile</th>
<th>Laptop/PC</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>51%</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td>2018</td>
<td>73%</td>
<td>73%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Types of TV Watched among Second-Screeners

- 76% TV
- 57% TV
- 53% PC/Laptop

Mobile second-screening has risen by 22 percentage points since 2013

Internet users in Europe are the least likely to be mobile second-screening

8 in 10 laptop Second-Screeners also use mobile devices

% of Second-Screeners who do the following at least weekly on any device

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Second-Screeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search engines</td>
<td>51%</td>
</tr>
<tr>
<td>Social networks</td>
<td>44%</td>
</tr>
<tr>
<td>Consumer reviews</td>
<td>37%</td>
</tr>
<tr>
<td>Product/brand sites</td>
<td>33%</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>29%</td>
</tr>
</tbody>
</table>

Types of Second-Screeners

- Socializers: Using social networks or messaging friends while watching TV
- Interactive Viewers: Sharing opinions, searching for information, or interacting with online content of the TV show
- Product Browsers: Searching for products to buy while watching TV
- News Readers: Reading the news online while watching TV

% of internet users who use the following while watching TV

- Search: 86%
- Social: 86%
- Consumer: 69%
- Product: 35%
- Mobile: 86%

% of internet users aged 16-64 who are Second-Screeners

- Gen Z: 50%
- Millennials: 45%
- Gen X: 35%
- Baby Boomers: 30%

% of internet users aged 16-64 who are using a mobile device while watching TV

- Gen Z: 77%
- Millennials: 71%
- Gen X: 64%
- Baby Boomers: 57%

% of internet users aged 16-64 who are using a laptop while watching TV

- Gen Z: 73%
- Millennials: 64%
- Gen X: 55%
- Baby Boomers: 51%

% of internet users aged 16-64 who are using a tablet while watching TV

- Gen Z: 73%
- Millennials: 64%
- Gen X: 55%
- Baby Boomers: 51%

% of internet users aged 16-64 who are using a social network while watching TV

- Gen Z: 73%
- Millennials: 64%
- Gen X: 55%
- Baby Boomers: 51%

% of internet users aged 16-64 who are using a search engine while watching TV

- Gen Z: 73%
- Millennials: 64%
- Gen X: 55%
- Baby Boomers: 51%

% of internet users aged 16-64 who are using a mobile app while watching TV

- Gen Z: 86%
- Millennials: 86%
- Gen X: 84%
- Baby Boomers: 84%

% of internet users aged 16-64 who are using a social network while watching TV

- Gen Z: 73%
- Millennials: 64%
- Gen X: 55%
- Baby Boomers: 51%

% of internet users aged 16-64 who are using a search engine while watching TV

- Gen Z: 73%
- Millennials: 64%
- Gen X: 55%
- Baby Boomers: 51%

% of internet users aged 16-64 who are using a mobile app while watching TV

- Gen Z: 86%
- Millennials: 86%
- Gen X: 84%
- Baby Boomers: 84%

% of internet users aged 16-64 who are using a social network while watching TV

- Gen Z: 73%
- Millennials: 64%
- Gen X: 55%
- Baby Boomers: 51%

% of internet users aged 16-64 who are using a search engine while watching TV

- Gen Z: 73%
- Millennials: 64%
- Gen X: 55%
- Baby Boomers: 51%

% of internet users aged 16-64 who are using a mobile app while watching TV

- Gen Z: 86%
- Millennials: 86%
- Gen X: 84%
- Baby Boomers: 84%