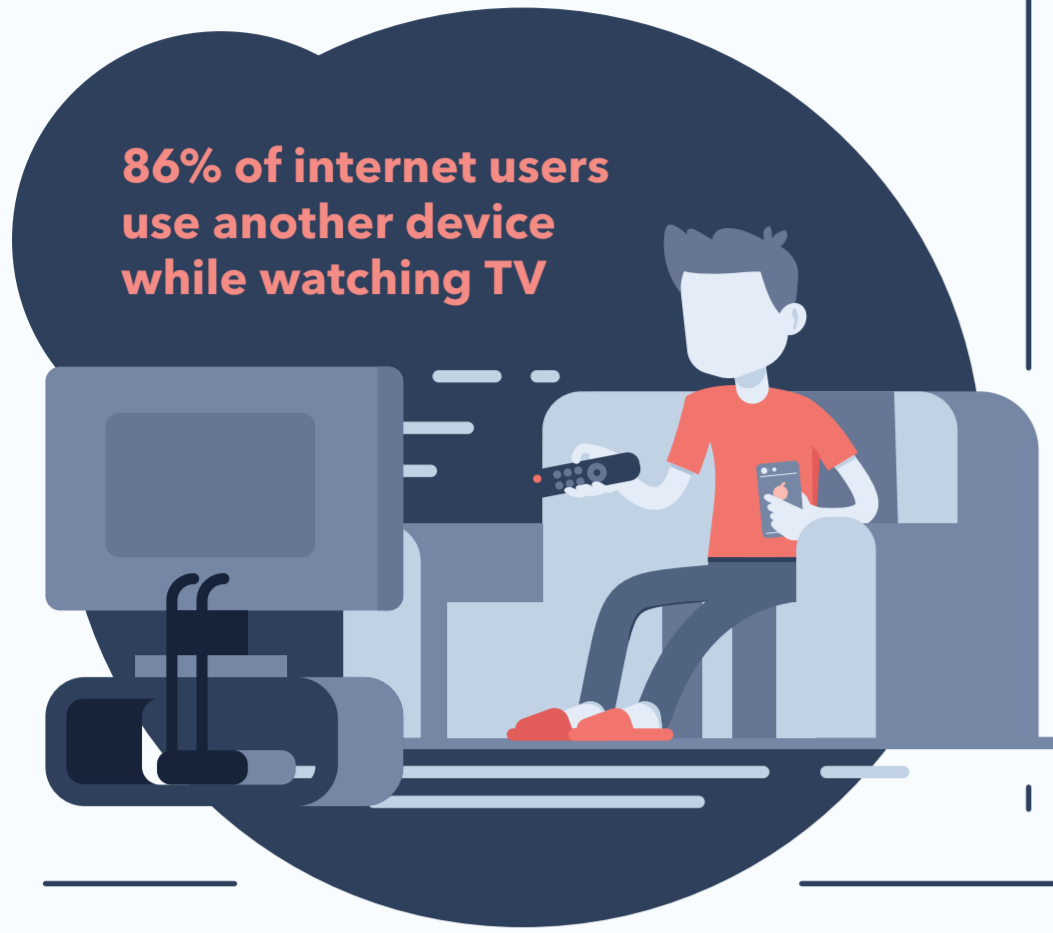
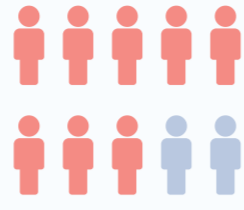


Second Screening



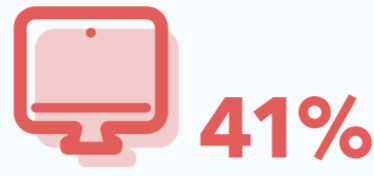
SECOND-SCREENING DEVICES



8 in 10
laptop Second-Screeners also use mobile devices



35%
of Second-Screeners share their smartphone with at least one other person

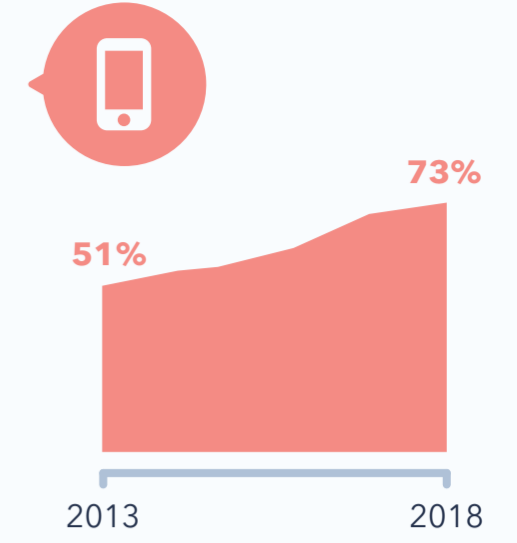
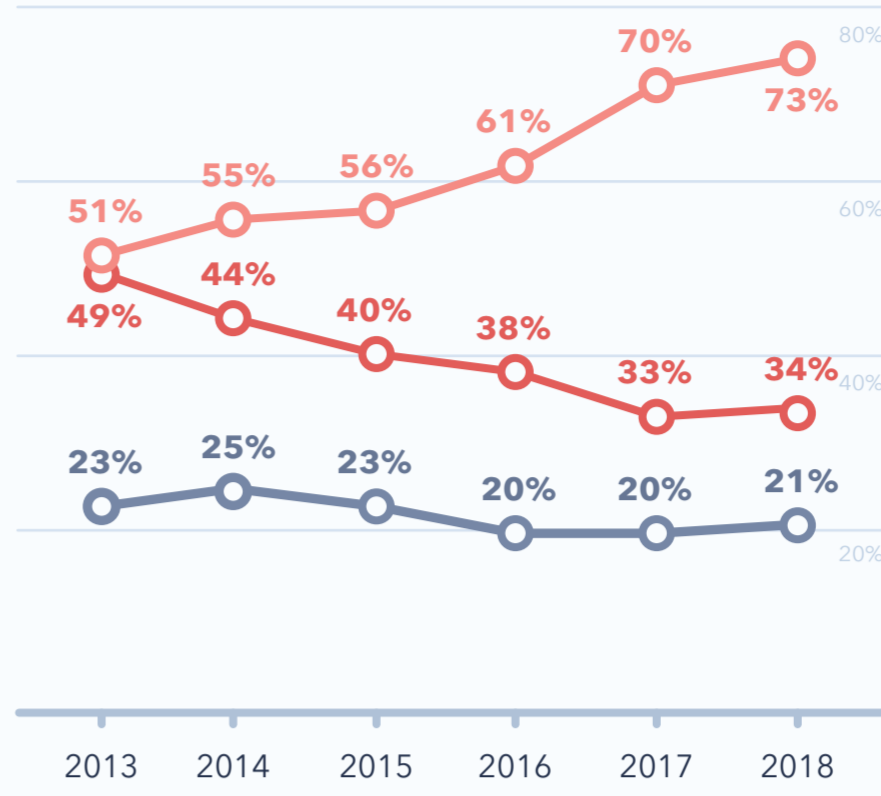


41%
share their laptop/PC with at least one other person

Second-Screening by Device over Time

% of internet users who use these devices while watching TV

Mobile Laptop PC Tablet



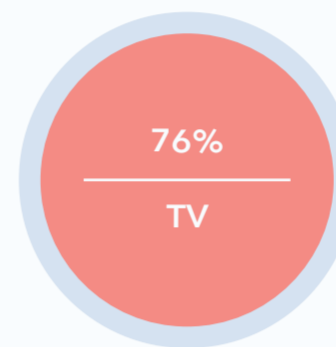
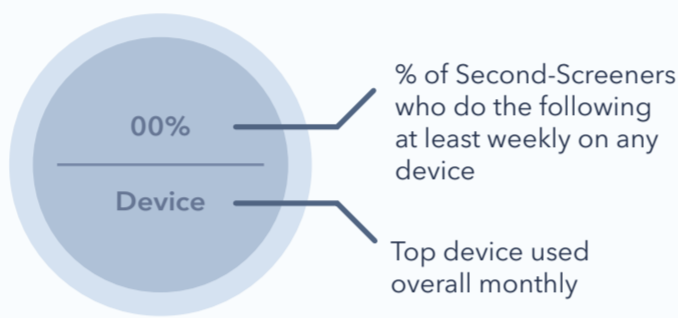
Mobile second-screening has risen by 22 percentage points since 2013

MEDIA ACTIVITIES & TYPES OF SECOND-SCREENING

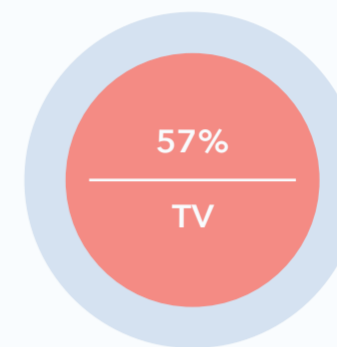
Social draws the attention of 16-24 year-old Second-Screeners, where 55-64s are most likely to be emailing while second-screening

Tablet Second-Screeners are the most likely to research products while watching TV (nearly 4 in 10 do)

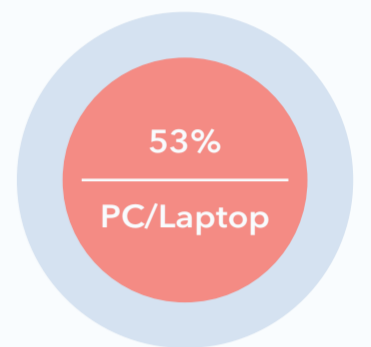
Types of TV Watched among Second-Screeners



Watch television live as it is broadcast on a TV channel



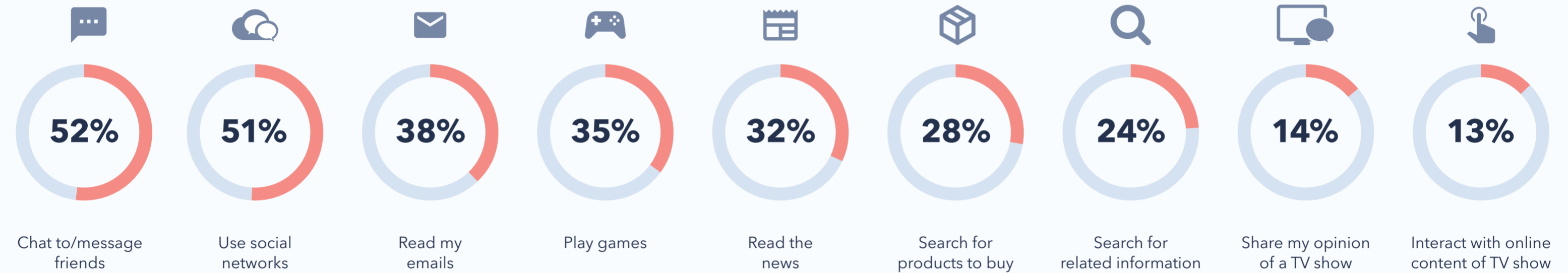
Watch a TV channel's catch-up/on-demand service



Watch subscription services such as Netflix

Second-Screen Activities

% of Second-Screeners who say they often do the following on another device at the same time

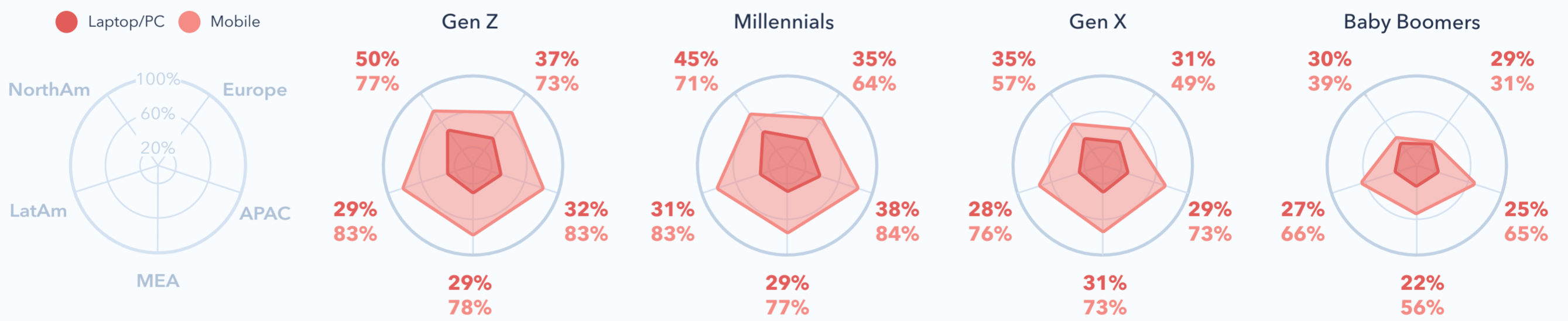


DEVICES BY REGION

% of internet users who use the following while watching TV

Laptop/PC Mobile

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



TYPES OF SECOND-SCREENERS

Socializers	Interactive Viewers	Product Browsers	News Readers
Using social networks or messaging friends while watching TV	Sharing opinions, searching for information, or interacting with online content of the TV show	Searching for products to buy while watching TV	Reading the news online while watching TV
90% Mobile, 41% Laptop	89% Mobile, 50% Laptop	89% Mobile, 51% Laptop	86% Mobile, 86% Laptop
30% MORE likely to discover brands via recommendations/comments on social networks	73% MORE likely to have posted an online opinion about television in the past month	69% MORE likely to discover new brands, products or service through deals on group-buying websites	35% MORE likely to have seen an online article, video or news story from BBC News in the past month
1 in 2 use social networks as a method for product/brand research	1 in 3 discover brands via ads seen before an online video or TV show starts to play	1 in 3 use price comparison websites as a source of product/brand research	1 in 4 discover new brands, products, services through articles or magazine's website

BRAND RESEARCH

% of Second-Screeners who use the following to research brands and products



Unless otherwise stated, all figures are taken from Global-WebIndex's Q2 2018 wave of online research among 111,899 internet users aged 16-64 across 44 countries. Among this cohort, there were 93,394 Second-Screeners - defined as those who say that when they last watched TV they were using one of the following devices at the same time: desktop PC, e-reader, laptop PC, mobile phone or tablet device. The cohort included 65,673 Socializers, 27,650 Interactive Viewers, 25,983 Product Browsers, and 29,570 News Readers, aged 16-64.