The New Multi-Screen World
Understanding Cross-Platform Consumer Behavior

Majority of media consumption is screen-based

- 90% of all media interactions are screen-based
- 38% of our daily media interactions are on smartphones

Consumers move between multiple devices to accomplish their goals

- 90% of people use multiple screens sequentially
- Popular cross device activities:
  - Browsing the Internet: 81%
  - Shopping Online: 67%
  - Managing Finances: 46%
  - Planning a trip: 43%
- Search is the most common way consumers continue from one device to another

Television no longer commands our full attention

- 77% of the times that viewers watch TV, it is with another device
- 49% with a smartphone
- 34% with a PC/laptop

Online shopping is a multi-screen activity

- 67% of people have used multiple devices sequentially to shop online
- Smartphones’ accessibility enables spur of the moment shopping
  - 19% Planned
  - 81% Spontaneous

Source: Google/ipsos/Sterling, 2012