



THE FUTURE OF ENTERTAINMENT 2010



Who Are We?



- The world's largest video games and entertainment website
- 2.7 million unique users a month in the UK
- Category leader in user engagement on comScore



- A major global market research agency
- Entertainment, digital, media, telecoms and technology research experts
- Winner of numerous prestigious research awards for excellence and innovation
- Conducts the world renowned Harris Poll™


Readers are welcome to use and quote data contained within this report as long as the “**Future of Entertainment 2010**” report from **IGN.com** and **Harris Interactive** is attributed as the source

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The Future of Entertainment 2010

About this report

 commissioned Harris Interactive to shed light on the latest and upcoming technology trends facing the games, entertainment and media industries

This report looks at trends in video gaming, movies, 3D, Blu-ray, HD, mobile video and a host of other hot topics

In November-January 2009, we interviewed a random base of 1,262  UK users

For selected questions, we additionally interviewed a nationally representative base of 2,013 GB online consumers aged 16+, providing a national overview and for benchmarking to the  user base, with fieldwork in November 2009

The Future of Entertainment 2010

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Executive Summary and Highlights



AskMen UK



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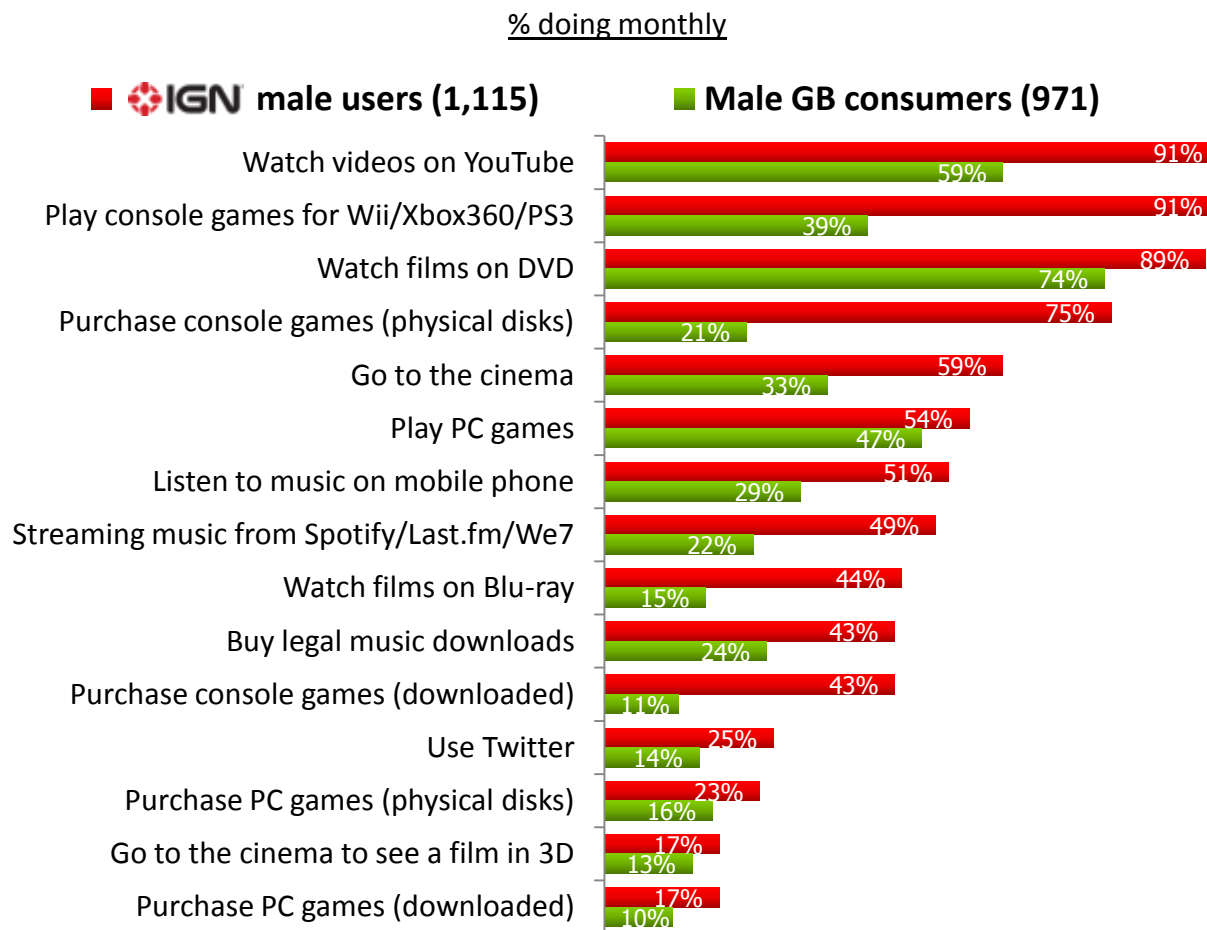


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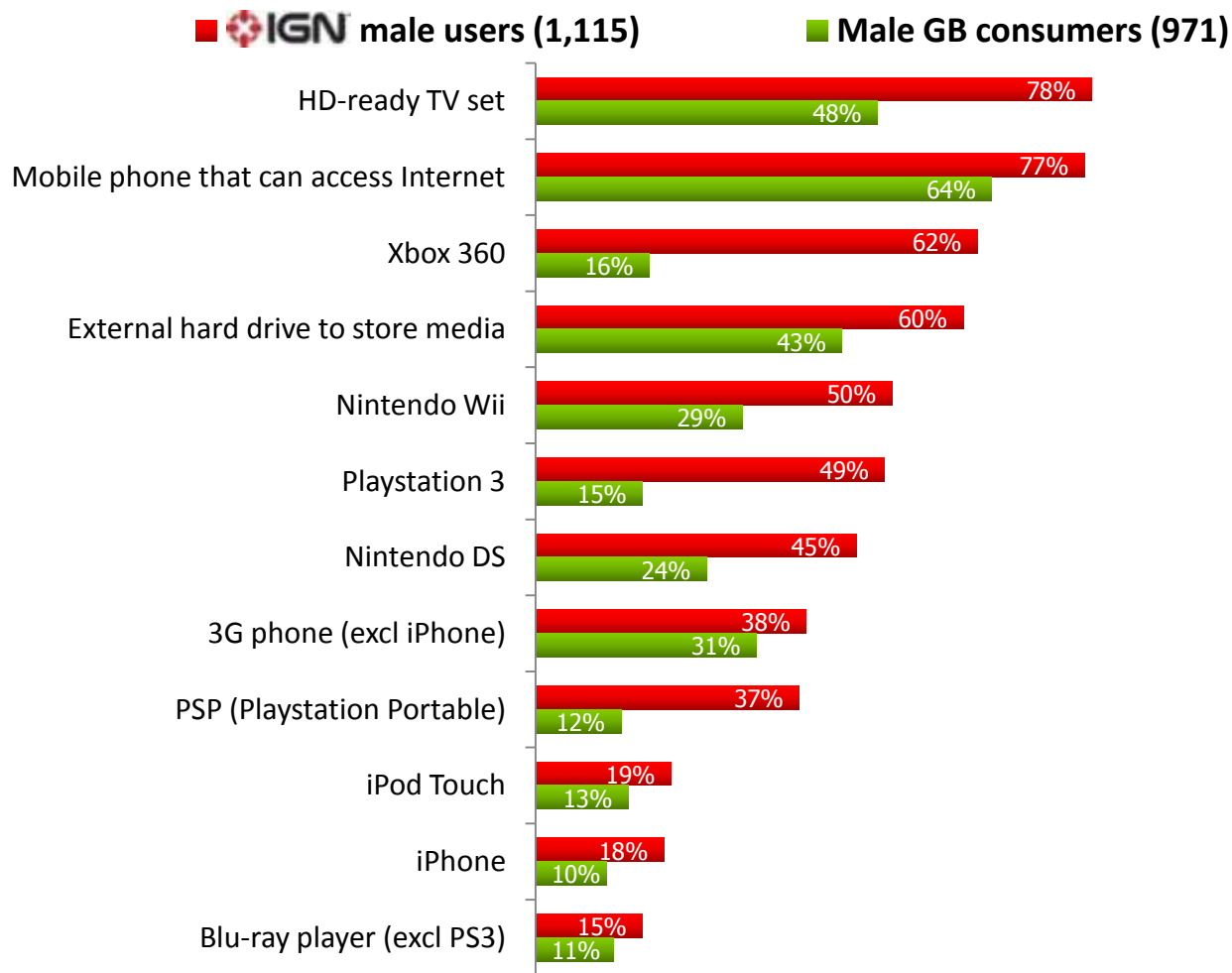
Entertainment Behaviour Overview

The Future of Entertainment survey reveals the depth and breadth of entertainment consumption in the UK. In each case we see IGN users are well ahead of the national curve.



Device Ownership Overview

High levels of entertainment consumption correlate with high levels of device ownership.

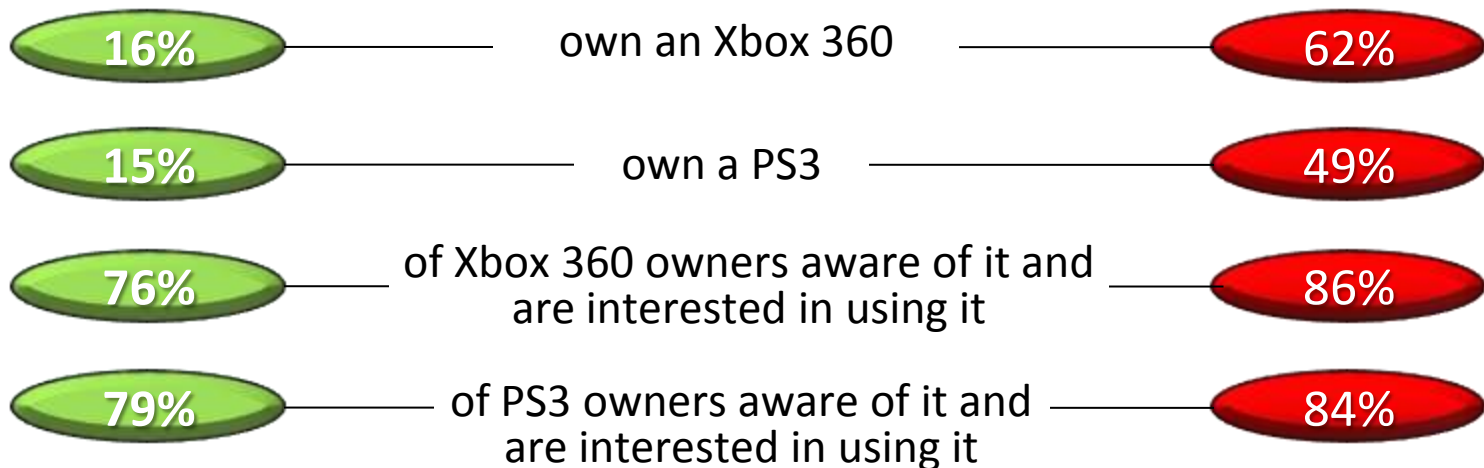


The Future of Motion Control

With Project Natal for Xbox 360 launching in 2010 and PlayStation motion control technology also in the pipeline, this year should see a major shift in the way the consumers interact with games.

Among male GB consumers

Among male IGN users



There is clear consumer interest in advanced motion control technology but more work needs to be done to ensure interest is converted to usage with demonstrably superior gameplay being the essential proof

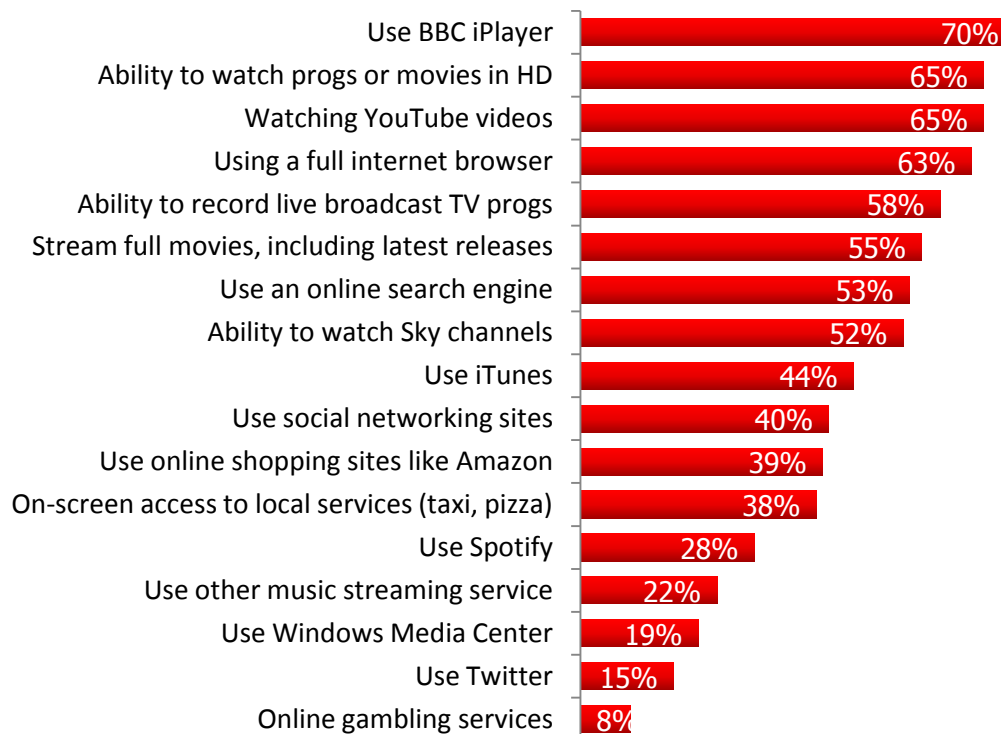
53% of IGN users that play games say “I need to be convinced that the gameplay would be superior to that I get with the traditional controller”

Console Media Hub Usage

Current-gen consoles have incredible multi-media potential and there is strong interest in using these devices for a variety of services.



% of console owners interested in service



Video is the key to unlocking the multi-media potential of consoles especially as they have been designed to play and stream high-definition content

Opening up consoles to broader online services is also very appealing to consumers which presents a huge opportunity for online retail services

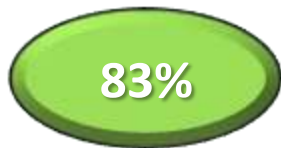
Downloadable Games Content

Demand is high for DLC (downloadable content) among consumers that play games, but there is a concern among many that sometimes they are being asked to pay too much.

**Among male GB consumers
public that play games**



are heavily into buying additional
gaming content



say they are concerned about paying
too much for additional content

**Among male  IGN users
that play games**



62%



91%

Clearly there is a challenge for publishers in ensuring that downloadable content offered, if charged, represents good value for money

3D Cinema Experience

3D movies drove substantial box-office revenues in 2009. This survey reveals current levels of consumption of 3D content at the cinema.

Among male GB consumers



have seen a 3D movie in
the cinema

Among male  IGN users



38% of IGN users say that films in 3D
make violent scenes more violent
because it is more realistic

3D Home Entertainment Experience

The 2010 CES (Consumer Electronics Show) was awash with 3D TV sets and Blu-ray players from leading manufacturers

The success of 3D in the living room will be as dependent on the availability of content as it is on the hardware, but we can already see a healthy level of demand among IGN users

Interest in watching 3D content on TV would be demonstrably heightened if consumers were able to dispense with the need for special glasses:

2010 may not be the year that the 3D home entertainment experience goes mainstream, but this survey highlights a healthy degree of early adopter anticipation

69% of IGN users agree with the statement "I am interested in seeing TV programmes in 3D"

Among male GB consumers

14% definitely interested in getting a new type of TV set that can display content in 3D **without the need** for special glasses

6% definitely interested in getting a new type of TV set that can display content in 3D but **will need** special glasses

Among male IGN users

46%

19%

3D Gaming Experience

3D gaming technology already exists but 3D gaming itself remains a niche activity even though there is clear interest and demand from early adopters and the general public.

Among male GB consumers
that play games

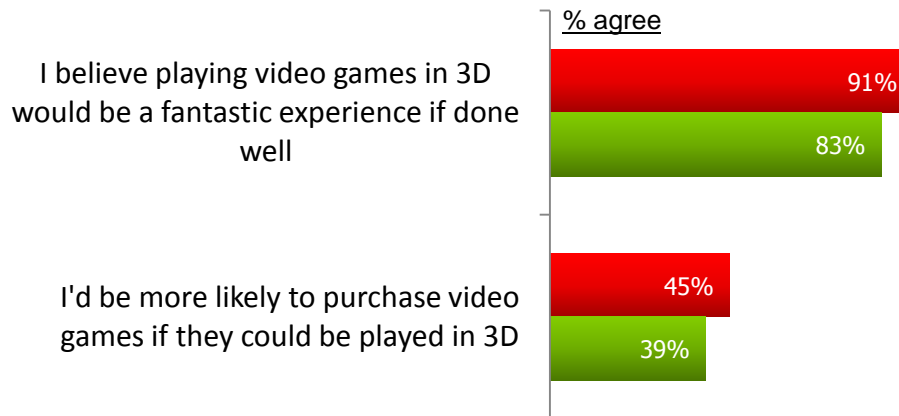


interested in getting glasses / software
for 3D gaming

Among male IGN users
that play games



■ IGN male gaming audience (1,104)
■ GB consumer male gaming audience(755)



Immersion of 3D Gaming

3D games clearly drive more immersion for the consumer across the general public and early adopter gaming audiences. IGN users however seem far less concerned with the impact this would have on violent 3D games than the general public.


Among male GB consumers
that play games



say 3D in video games would add greatly to realism & immersion



would be concerned about the realism of violent video games if they could be played in 3D

Among male  IGN users
that play games



81%



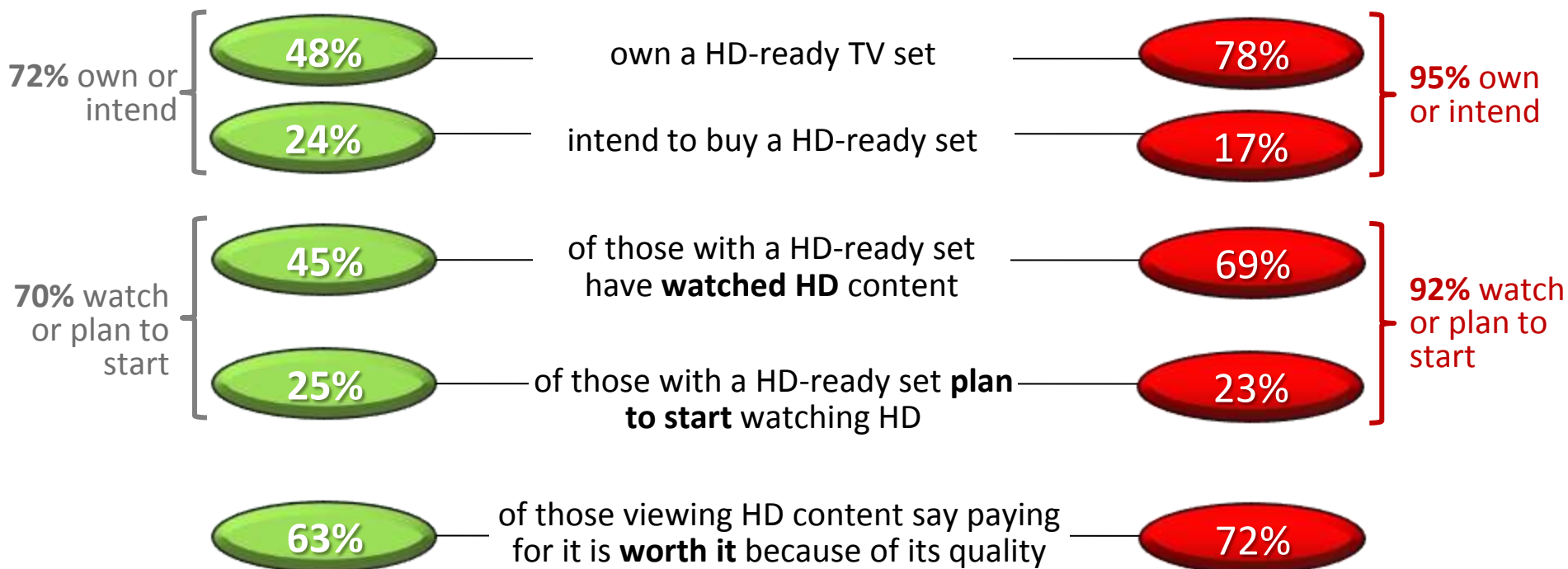
13%

High-Definition Home Entertainment

The majority of IGN users own a HD-ready TV and regularly consume high-definition content. The general public display a very low incidence of high-definition content consumption in the home.

Among male GB consumers

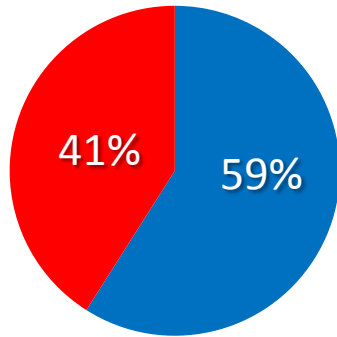
Among male IGN users



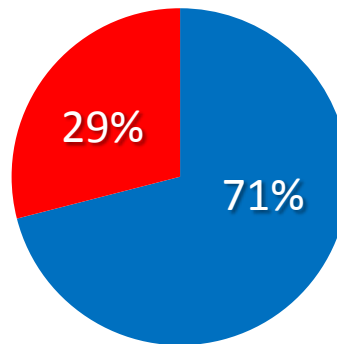
Blu-ray Home Entertainment

IGN users clearly feel that Blu-ray will deliver the most compelling home entertainment experience in the future.

Among  IGN users only:



- The future of watching movies in the living room is Blu-ray
- The future of watching movies in the living room is by streaming them in HD online



- I am still keen to have physical copies of movies to see them on my shelf
- I am more keen to have digital copies of movies to play without the need to insert a disk into a player

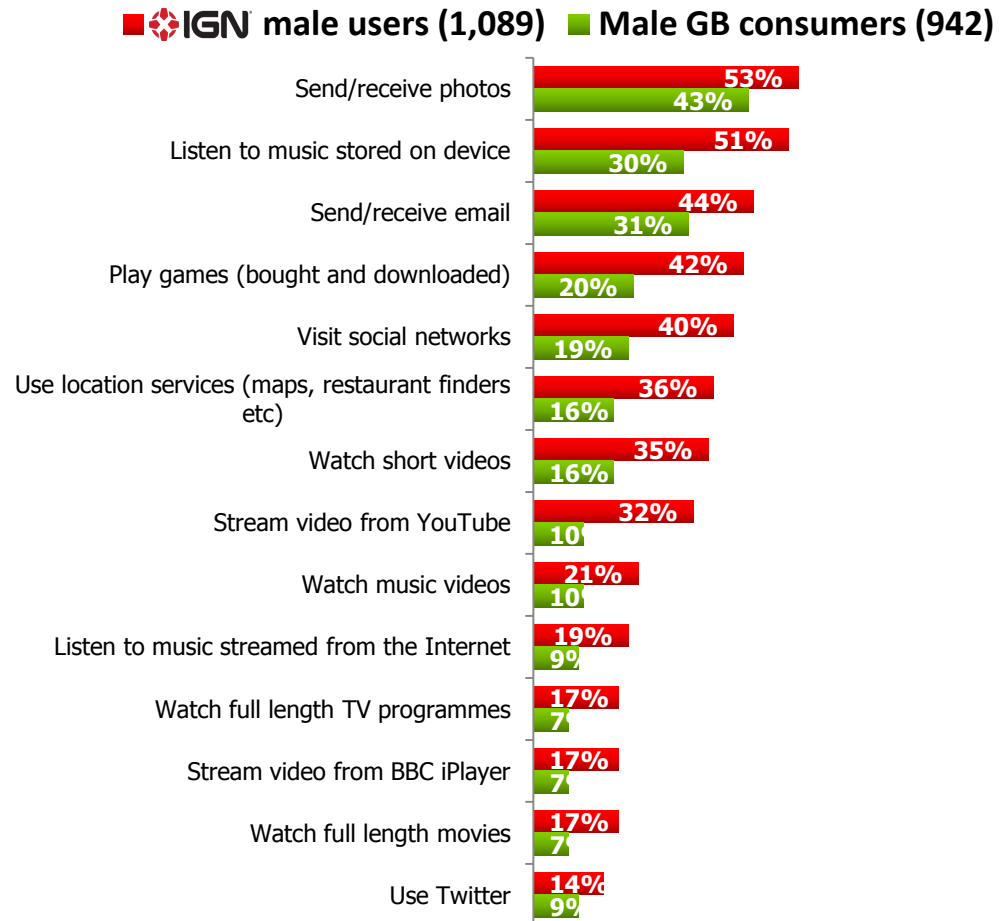
Mobile Media Consumption

Mobile phones increasingly being used for multi-media with music being the most prevalent form of entertainment on-the-go

Gaming is one of the most popular uses of mobile handsets even with general GB consumers

36% of IGN users with a mobile don't watch video because they are concerned that the screen is too small

% do regularly among mobile owners



Sample Profile



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Sample Profile - Demographics

 IGN User Sample	Unweighted Base Size
Total	1,262
Male	1,115
Female	147
16 to 24	584
25 to 34	443
35 to 44	169
45+	66

GB Nationally Representative Sample for Benchmarking	Unweighted Base size
Total	2,013
Male	971
Female	1,042
16 to 24	298
25 to 34	516
35 to 44	462
45 to 54	384
55+	353

This dataset was weighted to the online GB population

Overview of Entertainment Activities



AskMen UK



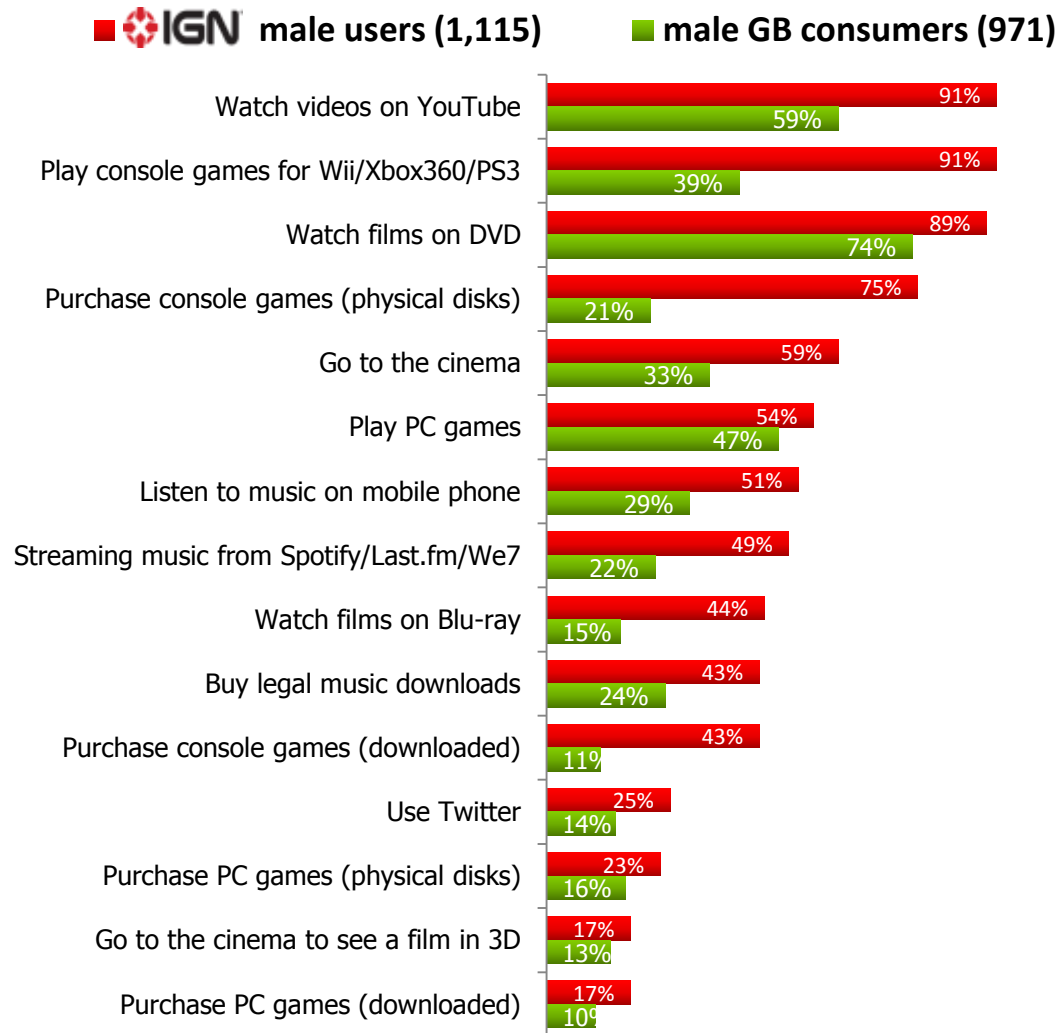
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Regular Entertainment Activities (% do monthly)



We reveal the depth of entertainment usage in the UK and we see just how engaged IGN users are.

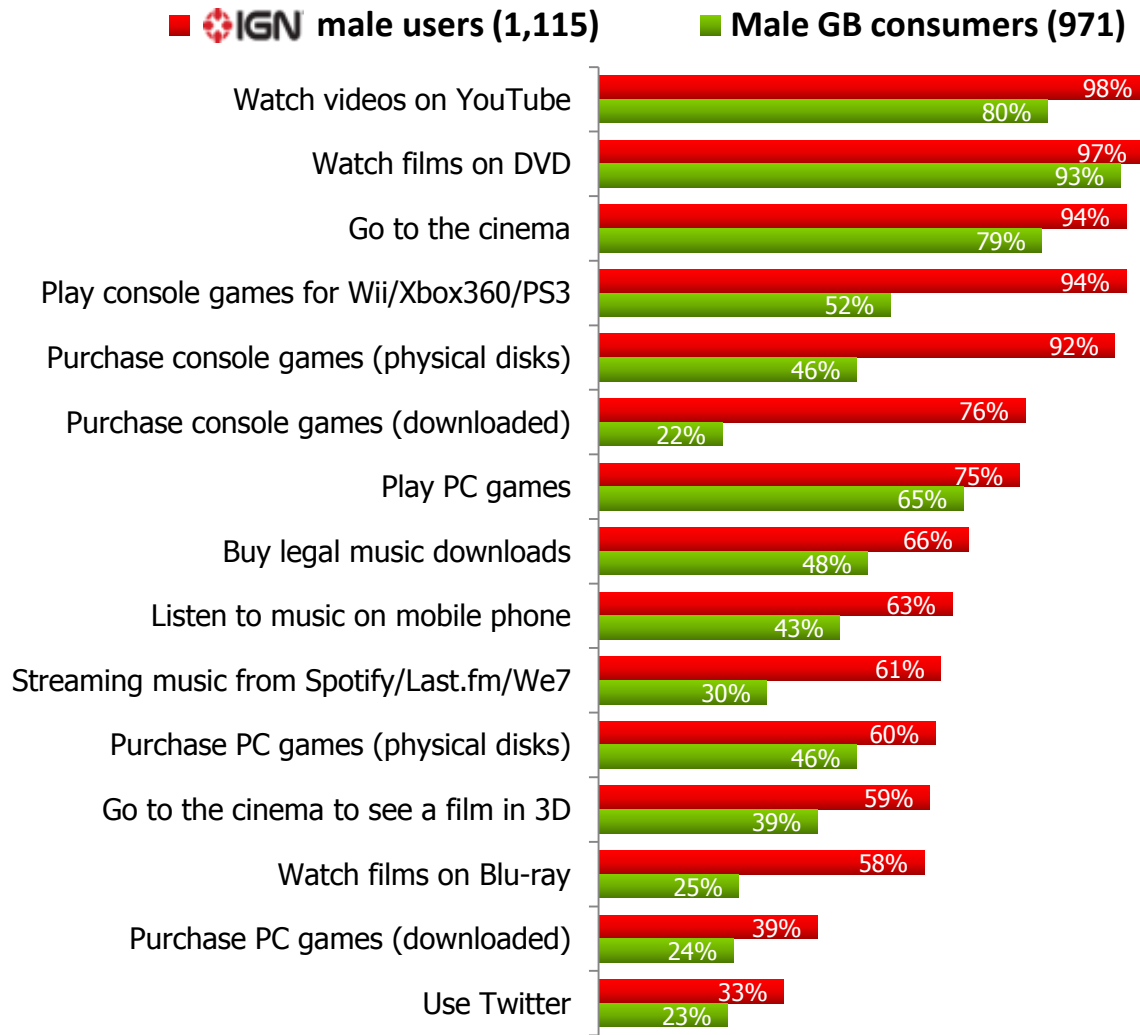
These figures show regular activity (monthly or more frequent).

Among general GB consumers, we see 1 in 2 consumers viewing videos on YouTube and 74% watching movies on DVD. 14% use Twitter, one of the most talked about applications of 2009.

In every case however, we see just how much more likely IGN users are to interact and engage with entertainment media. Whilst we would expect gaming based activities to be higher than general GB consumers, we see they are more engaged across the whole breadth of activity.

This data highlights the scope of entertainment activity in the country today.

Entertainment Activities (% have ever done)



We reveal the depth of entertainment usage in the UK and we see just how engaged IGN users are.

These figures show the list of activities measured in the survey that users state they have 'ever done'.

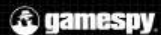
Again we see the breadth of entertainment activity in the country today.

We can also see just how much more active IGN users are compared to general GB consumers (and not just with gaming activity but with engagement with entertainment and modern media across the board).

Device Ownership and Intentions to Purchase



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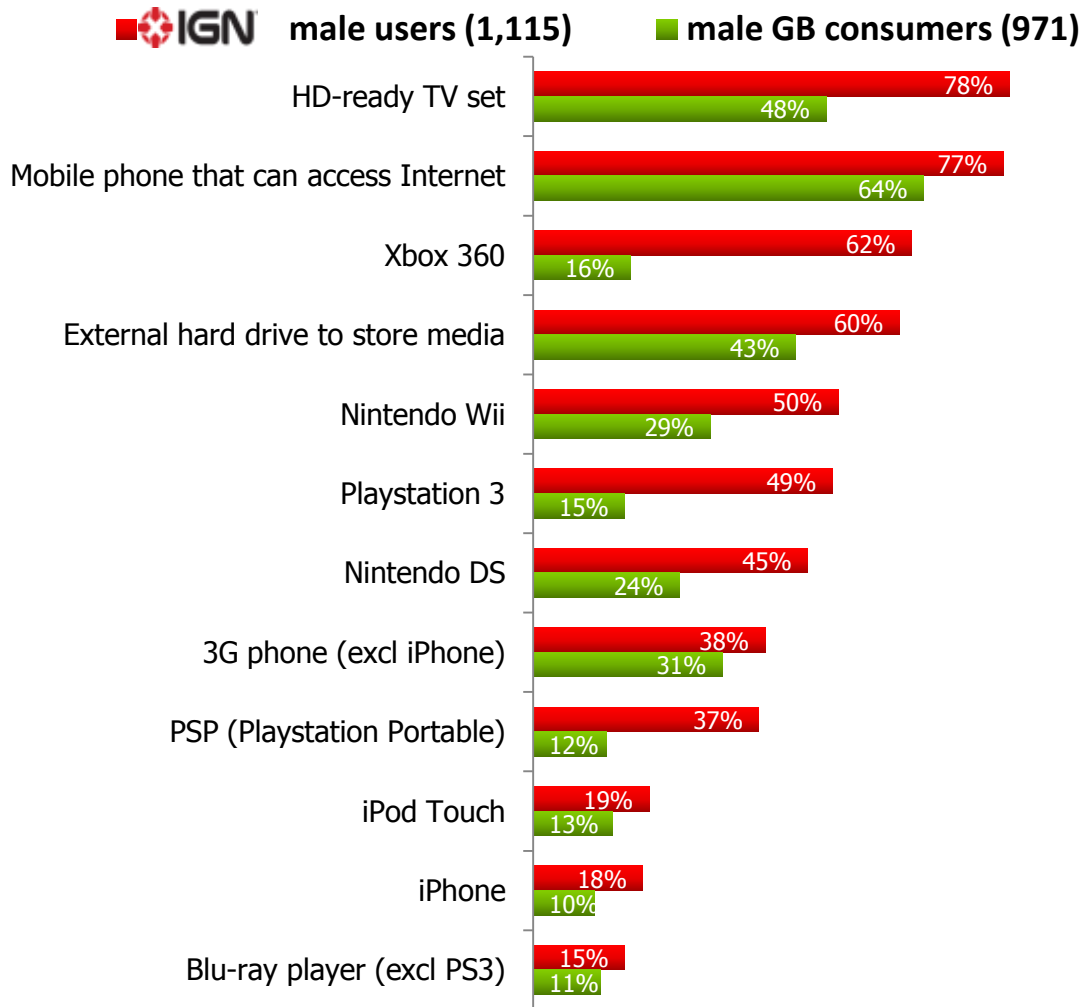
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Device Ownership

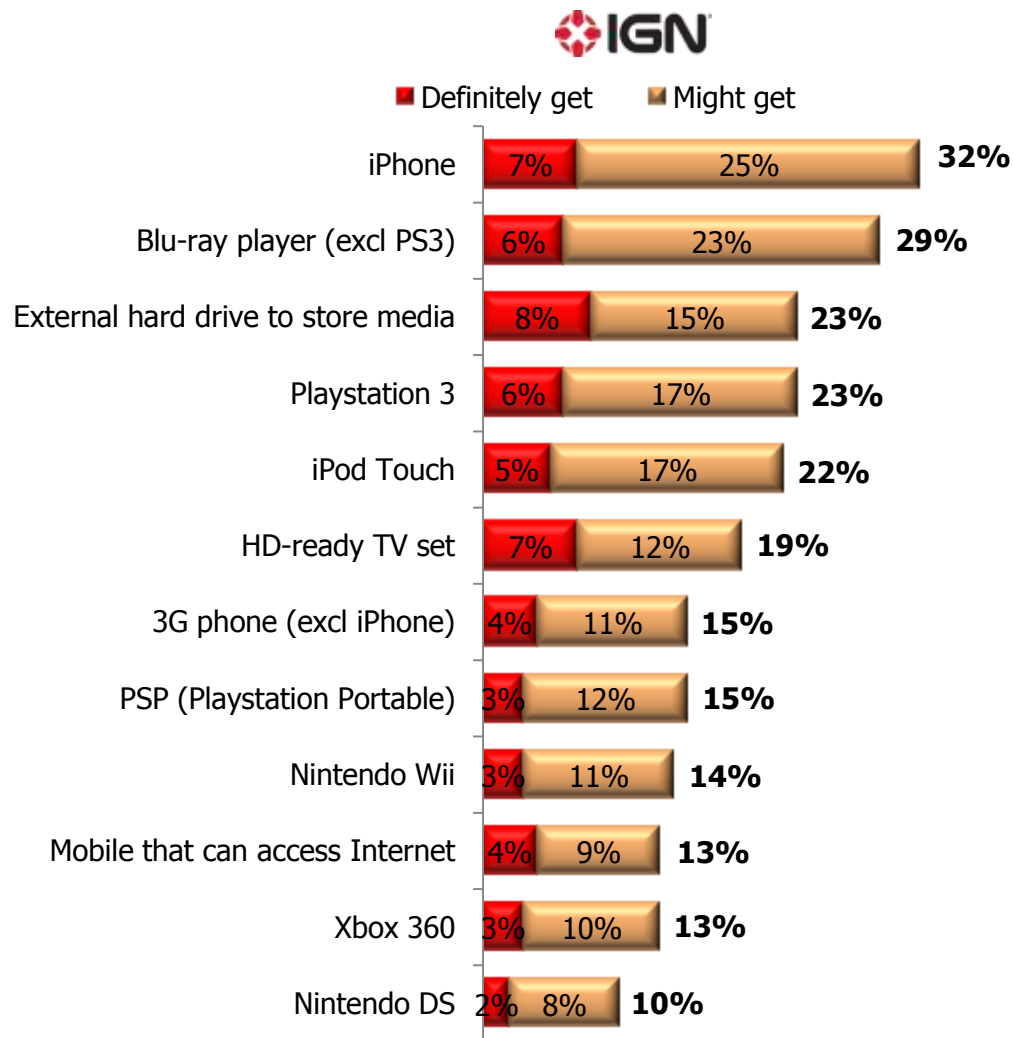


With all this media and entertainment being consumed, it's unsurprising to see high levels of device ownership – and IGN users are clearly exceptionally tech-savvy.

Mobile phones that can access the Internet and HD-ready sets are owned by the highest proportion of consumers in both datasets.

In every case, IGN users are much more likely to own these types of devices. It's evident they are highly technologically advanced and not only in the field of video gaming.

Purchase Intention (% of all respondents)



As a % of all respondents (total), we see iPhone is the most sought after device for IGN users.

HD-ready TV sets do not feature high up the list due to the high levels of existing ownership by IGN users.

Familiarity with and Interest in Hot Topics and Upcoming Tech Trends



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Familiarity with Trends

		Male GB Consumers
	Any awareness	Any awareness
HDMI	97%	66%
Sky Player	92%	72%
1080p	96%	54%
Home networking	93%	76%
Direct2Drive (gaming download service)	86%	20%
Availability of HD channels on Freeview later this year	81%	71%
Steam (gaming download service)	83%	33%
'Project Natal'	82%	14%
OLED/LED TV sets	79%	47%
Ability to play video games in 3D using special glasses	79%	40%
Spotify	70%	48%
New TV sets that show progs in 3D without need to wear special glasses	61%	37%
Cloud gaming technology like GaiKai/OnLive	56%	21%
Hulu	48%	17%
Ability to play video games in 3D but without need to use special glasses	46%	29%
Augmented reality applications for mobile devices	42%	20%

IGN users are again demonstrated to be tech savvy, having much greater familiarity of hot topics, terms and trends than the general GB consumer.

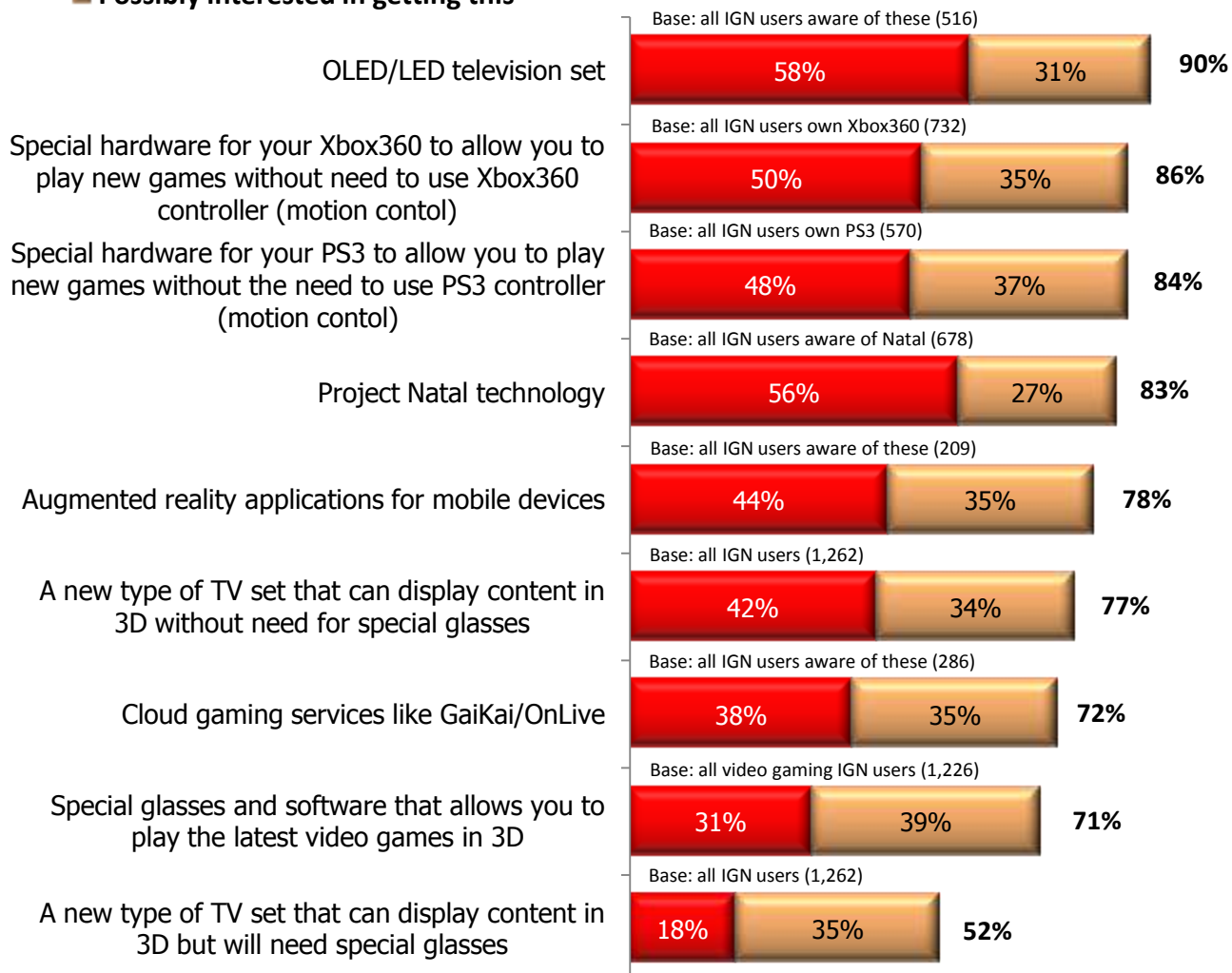
We asked both audiences whether they knew about or had simply heard of a range of topics, terms, devices and services.

Some of these include very hot topics such as 3D (with and without special glasses), OLED/LED, cloud gaming, motion control and augmented reality applications.

We see greatly boosted familiarity of these items among IGN users.

Interest in Emerging Technology

- Definitely interested in getting this
- Possibly interested in getting this



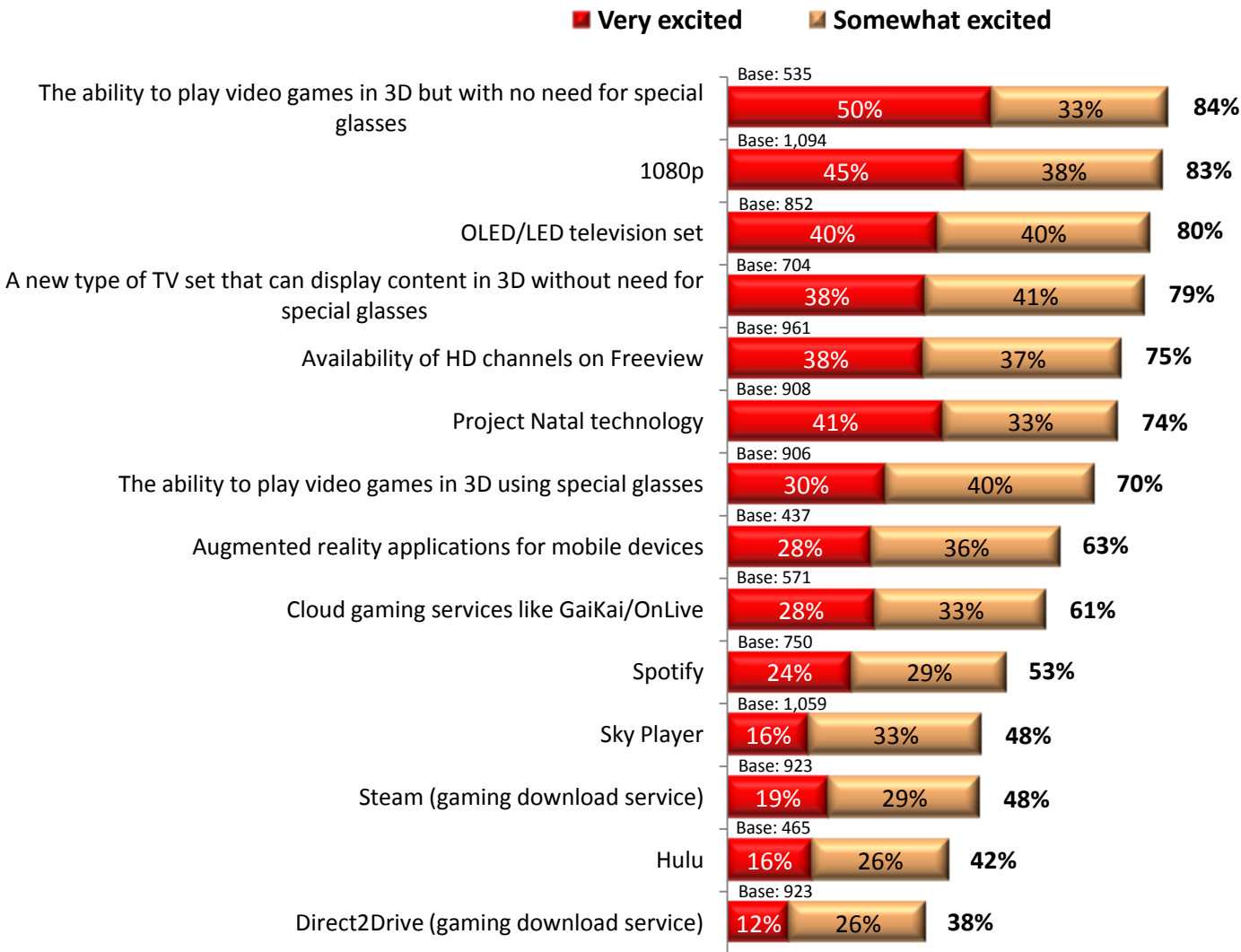
Among IGN users aware of various new technologies, purchase intent is strongest for OLED/LED TVs and motion control technology for consoles.

Please be aware that the base differs for each item as we only asked acquisition interest among those aware – and some items (like cloud gaming) are relatively weaker in terms of awareness.

Among those aware, acquisition interest is strong for all the items measured, but OLED/LED and motion control come out particularly strongly.

For 3D, we see a boosted interest for 3D technology that can dispense with the need to wear special glasses.

Excitement About Emerging Technology



3D and HD lead in terms of excitement generated among IGN users (among those aware of these items).

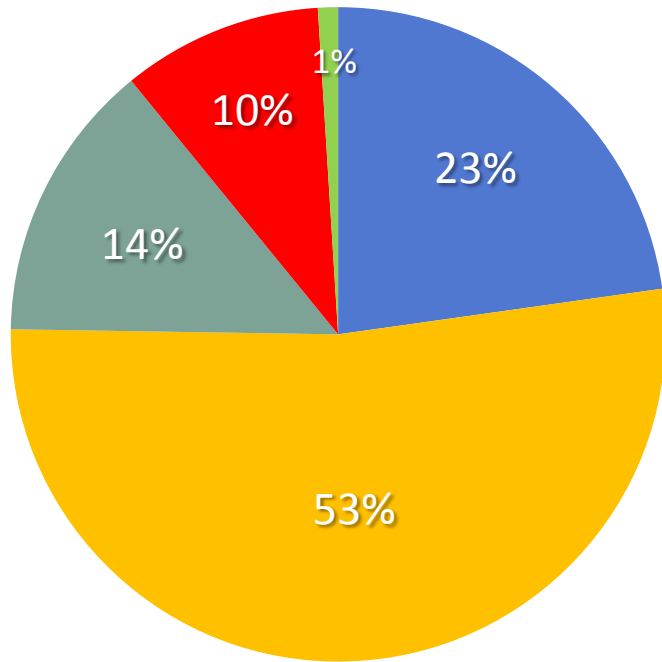
Top of the list is 3D video gaming, especially if it entails no need for special glasses.

HD too features strongly in terms of excitement, particularly 1080p and the availability of HD channels on Freeview later this year.

The Potential for Motion Control in Video Gaming

Advanced Motion Control

IGN Users



- I am excited to use new technologies like motion control for video games and I'd be quick to purchase it
- I am interested in these new technologies, but I need more to be convinced that the gameplay would be superior to that I get with the traditional controller
- I am not very interested in these new technologies, but if the gameplay was demonstrated to be superb then I might change my mind
- I prefer using the traditional controller and I doubt I will start using the motion control technology
- I don't really understand what is meant by motion control

Great potential for motion control on Xbox 360 and PS3 if gameplay is demonstrably superior.

We saw earlier that motion control is a much anticipated feature of console gaming (with the Wii having it as a core feature from launch).

Whilst there is excitement, we see here that work still needs to be done to convince the IGN console gaming audience. 53% say they still need to be convinced that gameplay would be superior to that attained with the traditional controller.

Despite this caveat, it's clear that there is great potential for motion control on the Xbox 360 and PS3. Only 10% say they doubt they will start using motion control technology.

Usage of Consoles as Connected Media Hubs



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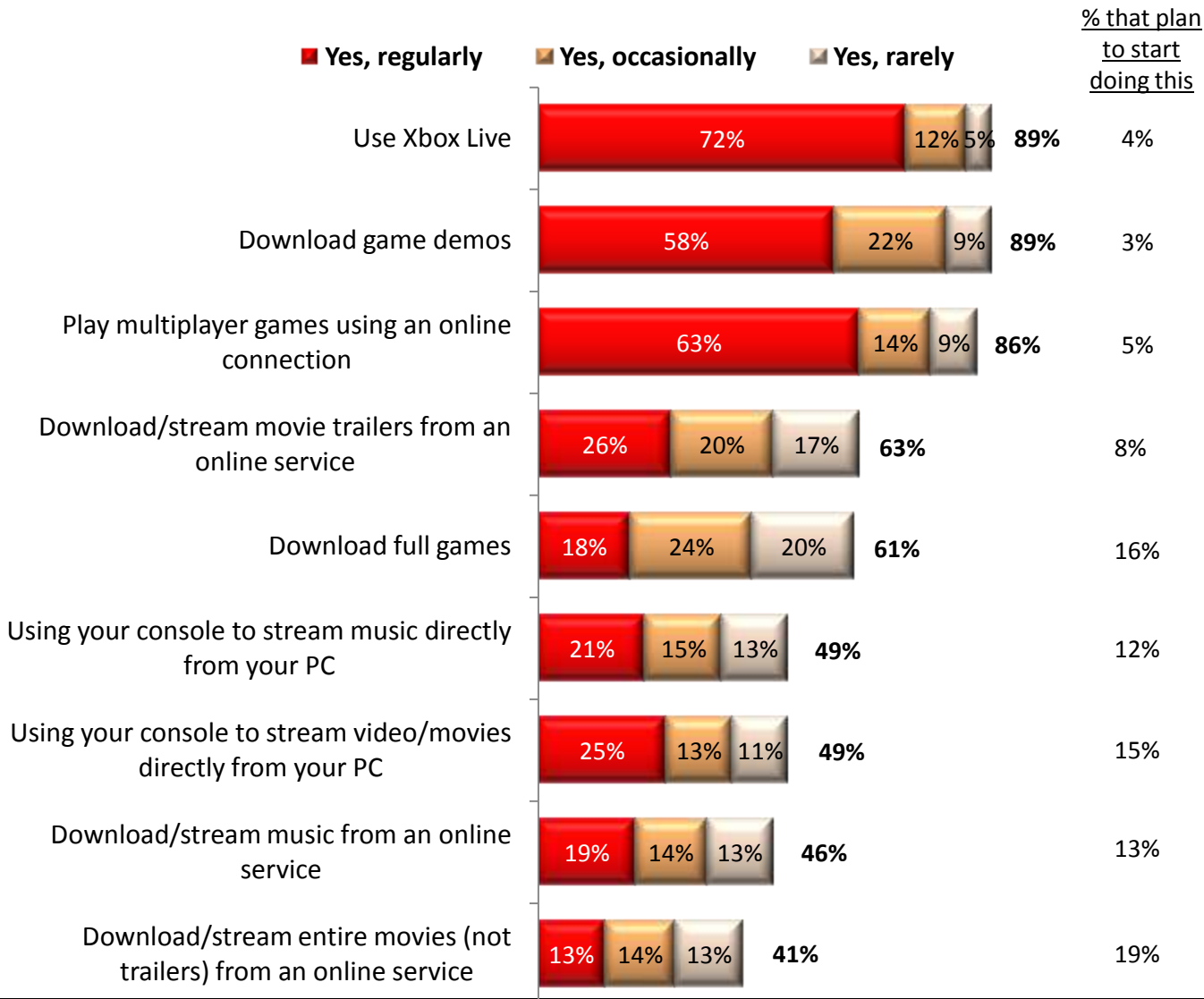
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Xbox 360 Media Hubs



The Xbox 360 is much more than a gaming device and its use as a connected media hub is demonstrated strongly in these figures.

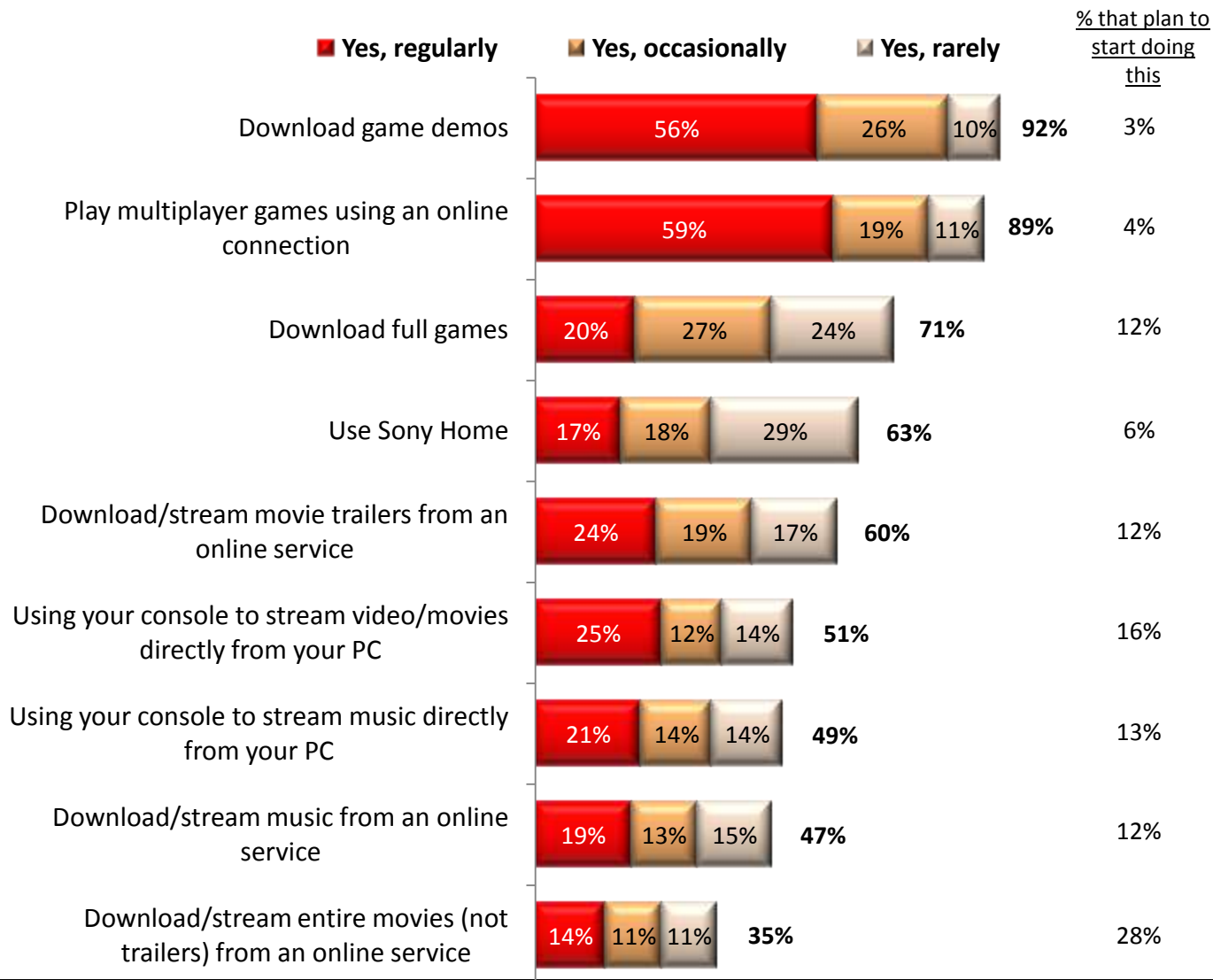
Gaming, of course, still features prominently with high incidence levels of downloading demos, full games and multiplayer.

Xbox Live is an essential part of the Xbox experience, with nearly 9 in 10 owners using it and 72% using regularly.

In terms of multi-media, 63% of IGN Xbox 360 owners have downloaded or streamed movie trailers and 49% have streamed music and video from their PC. The Windows Media Center experience makes this easy for Xbox 360 owners.

In terms of plans to start using multimedia, downloading and streaming movie trailers and full movies show the highest potential.

PS3 Media Hubs

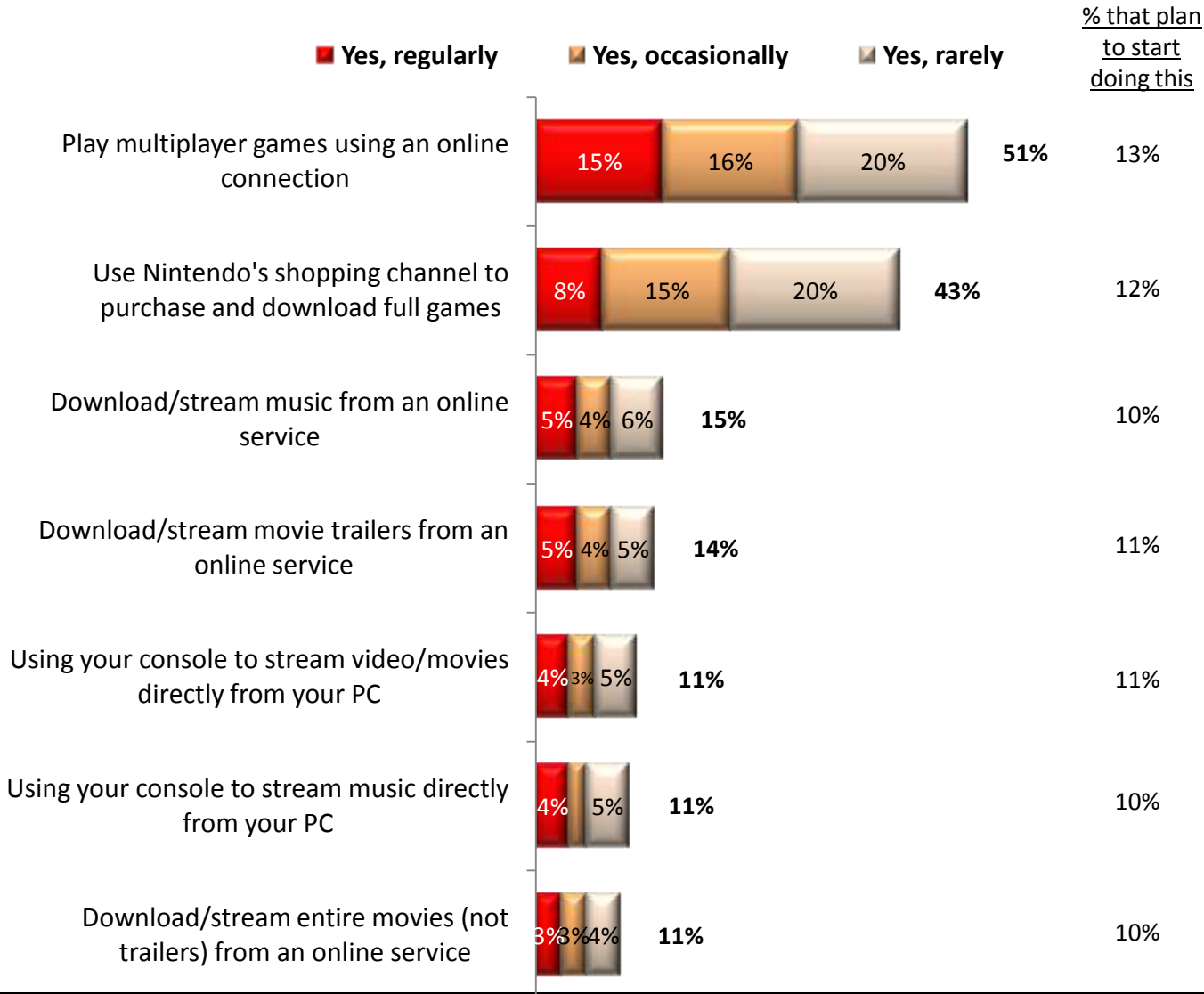


As with the Xbox 360, usage of the PS3 as a connected media hub is also clearly demonstrated.

The figures shown here are relatively similar to those seen for the Xbox 360 (a summary overview page is provided the page after next).

Usage of Sony Home is less than that of Xbox Live, but Xbox Live is critical to online play and for access to services (including multimedia downloading and PC streaming) on the Microsoft device.

Wii Media Hubs



Usage of the Wii as a media hub is much less prevalent compared to the other two consoles.


Whilst some features such as the BBC iPlayer channel have been integrated into the UI, it remains far more dedicated to gaming than it does for multimedia.

In addition, the Wii attracts a more casual gaming audience.

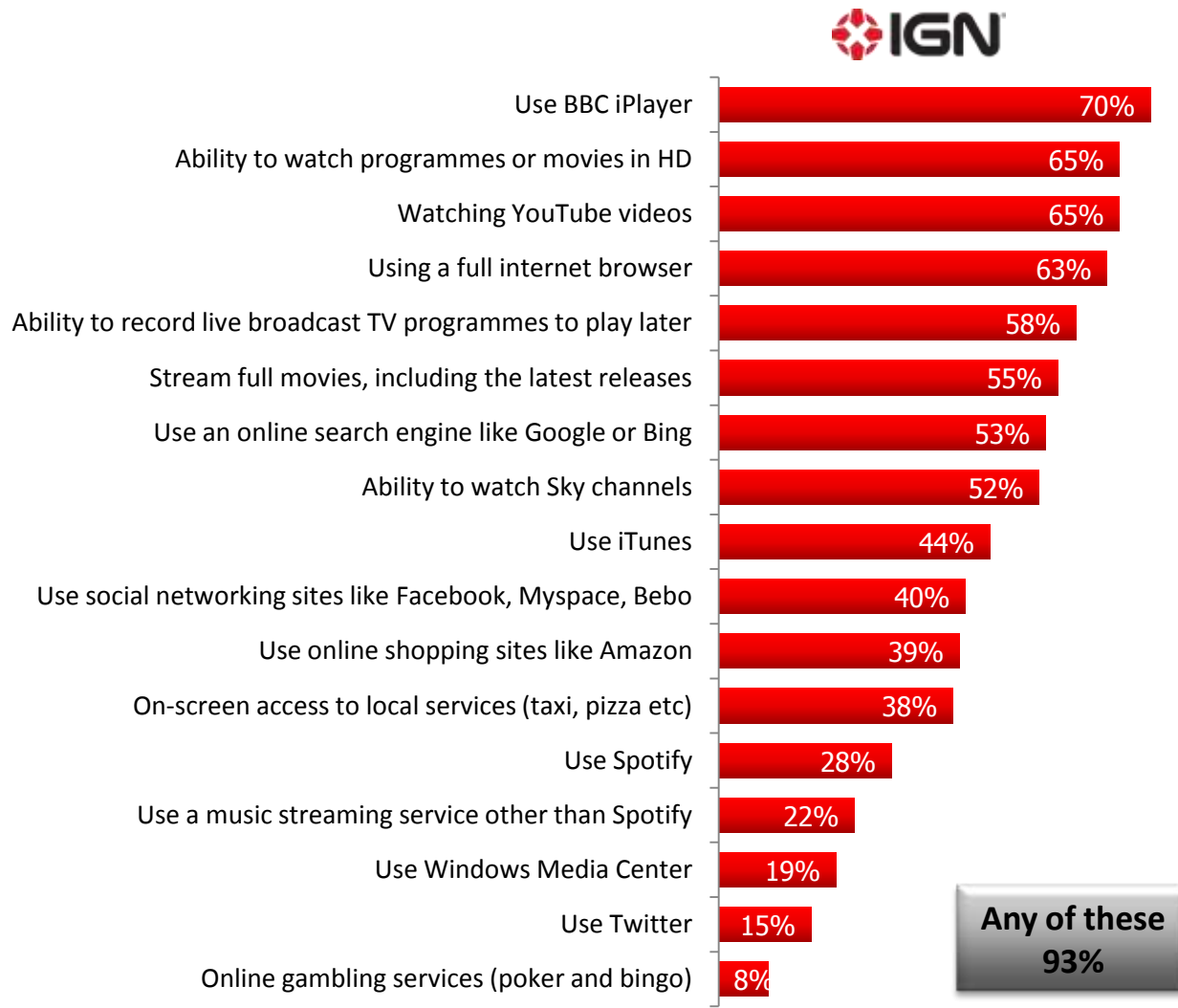
That said, some Wii owners still use the device to play media although some owners may have needed to “crack” their device to obtain some of this functionality.

Usage of online multiplayer on the Wii is much lower than that for the other consoles.

Console Media Hubs Summary

	Xbox 360 owners			PS3 owners			Wii owners		
	Regularly/ occasionally	Ever	Plan to start	Regularly/ occasionally	Ever	Plan to start	Regularly/ occasionally	Ever	Plan to start
Use Xbox Live	84%	89%	4%	n/a			n/a		
Download game demos	80%	89%	3%	82%	92%	3%	n/a		
Play online multiplayer	77%	86%	5%	78%	89%	4%	31%	51%	13%
Download/stream movie trailers	46%	63%	8%	43%	60%	12%	9%	14%	11%
Download full games	42%	61%	16%	48%	71%	12%	n/a		
Stream video from PC	38%	49%	15%	37%	51%	16%	7%	11%	11%
Stream music from PC	36%	49%	12%	35%	49%	13%	6%	11%	10%
Download/stream music	33%	46%	13%	32%	47%	12%	8%	15%	10%
Download/stream entire movies	27%	41%	19%	24%	35%	28%	7%	11%	10%
Use Sony Home	n/a			34%	63%	6%	n/a		
Use Nintendo Shopping Channel to download full games	n/a			n/a			23%	43%	12%

Interest in Non-Games Console Usage




Consumers are beginning to unlock their console's full potential and use them as connected media hubs.

We asked IGN console owners of their interest in using a variety of different services via their device. We can see there is a very high level of interest in using their console for non-gaming activities.

Video leads the list of most wanted services, with BBC iPlayer topping the list. HD, YouTube and DVR capabilities also feature strongly.

Opening up the console to online services, such as a browser, streaming services, search engines, social networking and shopping also create a great deal of interest.

Non-Games Entertainment by Platform

	Among Xbox 360 owners	Among PS3 owners	Among Wii owners
Use BBC iPlayer	71%	72%	68%
Ability to watch progs/movies in HD	66%	73%	65%
Watching YouTube videos	66%	68%	65%
Using a full internet browser	62%	69%	63%
Ability to record live TV to play later	58%	64%	56%
Stream full movies, including latest	54%	60%	53%
Use online search engine	51%	55%	53%
Ability to watch Sky channels	50%	59%	53%
Use iTunes	46%	48%	45%
Use social networking sites	39%	43%	41%
Use online shopping sites	38%	45%	43%
On-screen access to local services	39%	41%	39%
Use Spotify	29%	30%	30%
Use music streaming services other than Spotify	23%	25%	23%
Use Windows Media Center	29%	17%	19%
Use Twitter	19%	17%	16%
Online gambling service	9%	10%	9%
Any of these	95%	97%	91%

Base: all IGN users owning a Xbox 360 (732), PS3 (570), Wii (632)

Attitudes Towards DLC (Downloadable Content)

Attitudes to Downloadable Content

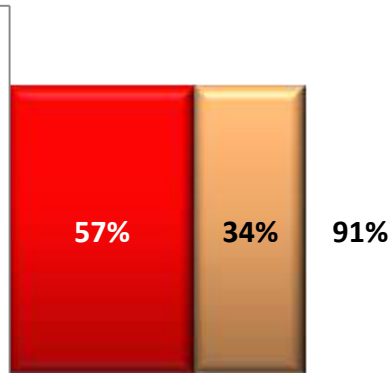
IGN male gaming users

■ Strongly agree ■ Agree

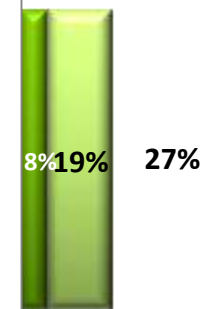
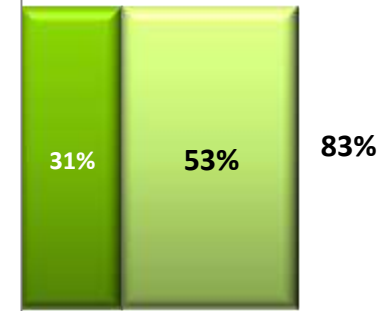
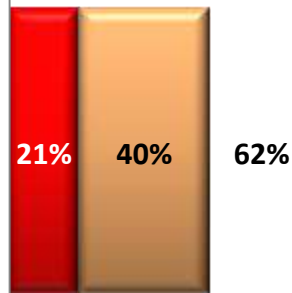
Male GB gaming consumers

■ Strongly agree ■ Agree

I get concerned that sometimes I am being asked to pay too much money for add'l content (like new levels, weapons, cars, maps) for games I already own



I am really into buying add'l content (like new levels, weapons, cars, maps) for games I already own



Demand for DLC is high, but some consumers are wary of the value proposition.

With online connectivity, games released for consoles and PC are making increasing use of downloadable content, episodic content and micro-transactions. Demand exists, with 62% of IGN users and 27% of general GB consumers being really into purchasing additional content.

9 in 10 IGN gaming users and 8 in 10 (83%) general GB gaming consumers say they are concerned about paying too much for more content for games they have already spent money on.

All this highlights demand for DLC but it also highlights that consumers are increasingly wary of paying over-the-odds for additional content.

Attitudes Towards 3D Gaming

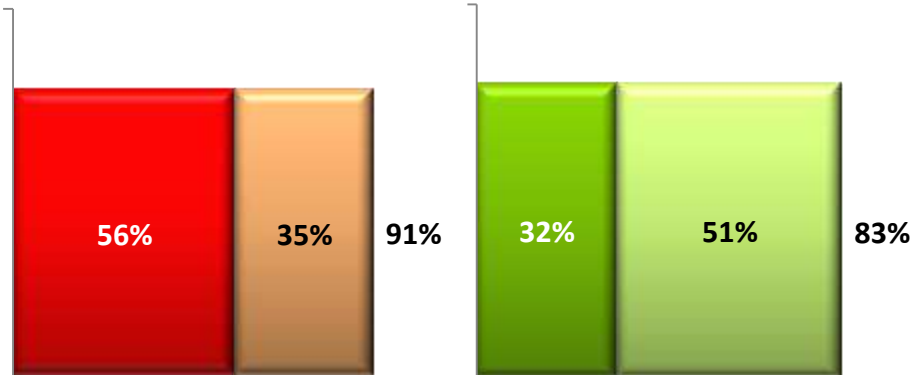
IGN male gaming users

Strongly agree Agree

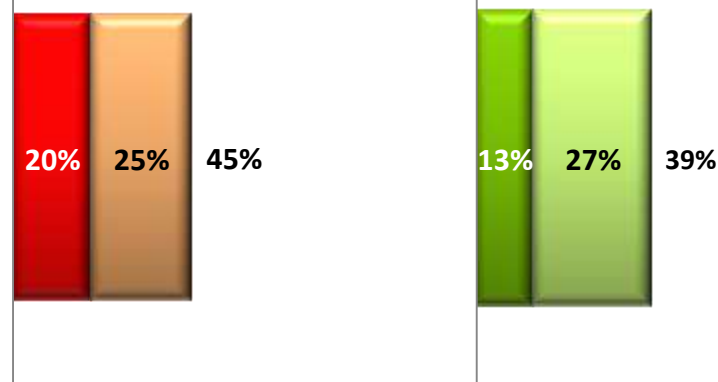
Male GB gaming consumers

Strongly agree Agree

I believe playing video games in 3D would be a fantastic experience if done well



I'd be more likely to purchase video games if they could be played in 3D



3D will receive a huge uplift in 2010 and here we see a great deal of support from consumers that play video games.

We asked the gaming audience about their interest and attitudes towards 3D in video gaming.

Firstly we see very strong levels of anticipation with 91% of IGN users saying it could be “a fantastic experience” if done well.

3D has provided a boost to cinema box office takings in recent months and there is evidence here too that it could boost gaming revenues, with 45% of IGN users (39% of general GB consumers) saying they'd be more likely to purchase games in 3D.

Realism and Immersion of 3D Gaming

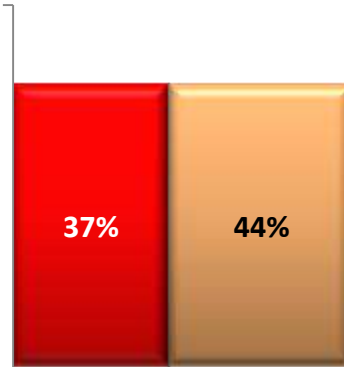
IGN male gaming users

Male GB gaming consumers

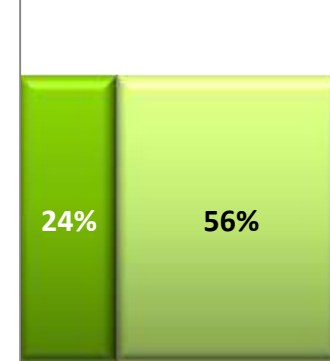
■ Strongly agree ■ Agree

■ Strongly agree ■ Agree

I believe playing video games in 3D would add greatly to realism and immersion

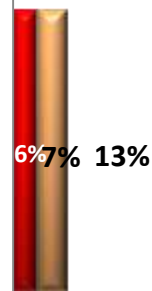


81%

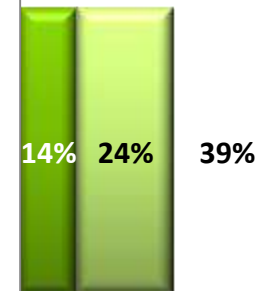


80%

I'd be concerned about the realism of violent video games if they could be played in 3D



13%



39%

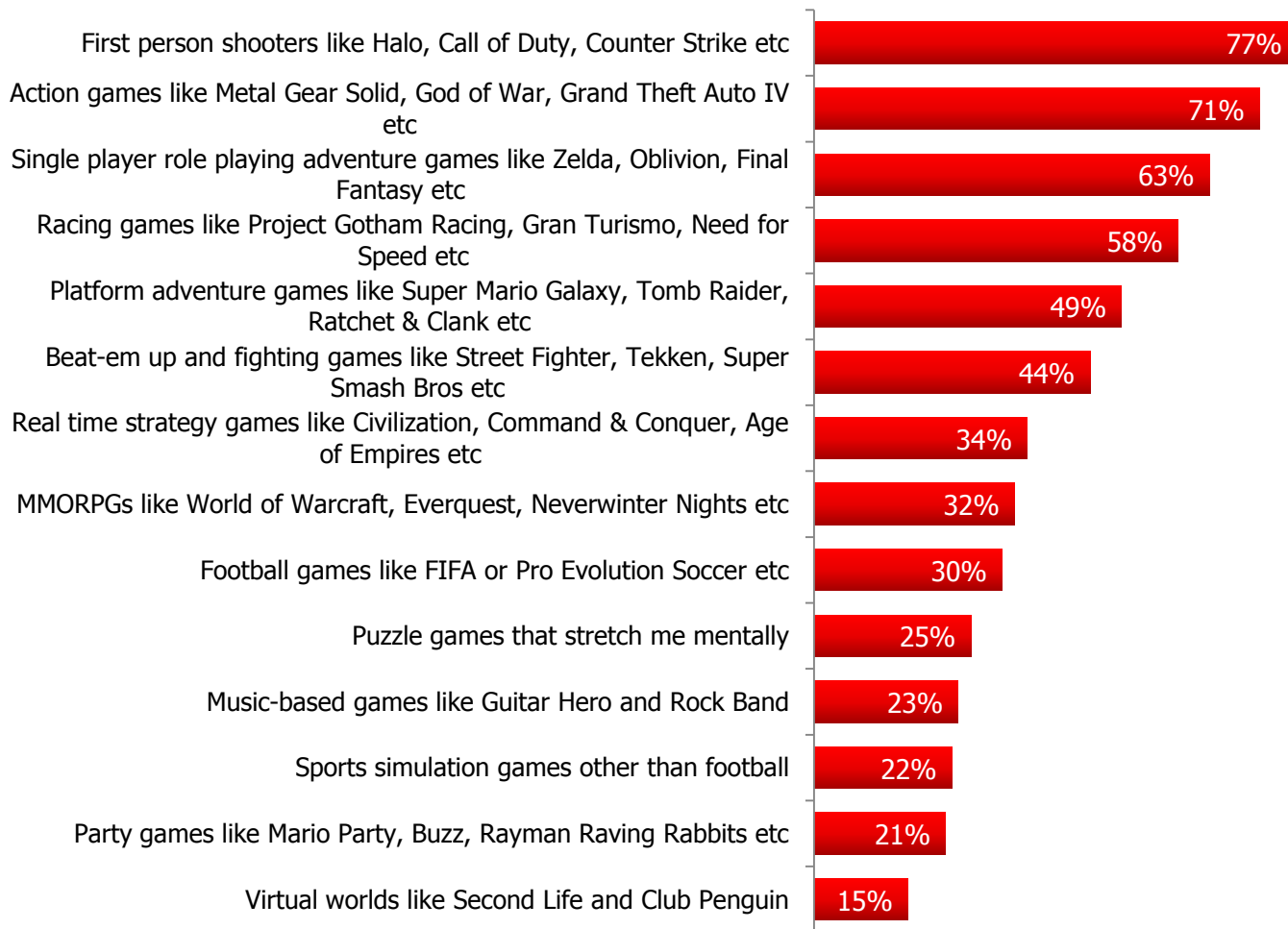
3D is perceived to enhance realism and immersion

81% of IGN users and 80% of general GB consumers say that 3D would add to realism and immersion.

Only 13% of IGN users, however, would be concerned about the added realism this would add to violent games, as opposed to 39% of general GB consumers.

Demand for 3D Games (Genres)

IGN users that play games



FPS and action games lead the list of genres most in demand for 3D treatment.

These genres are usually the most popular amongst 2D titles so you would expect to see a similar trend for 3D games.

This parity with natural demand indicates that most genres can benefit from 3D treatment and that there is demand across the board from the gaming audience.

Attitudes Towards 3D Movies

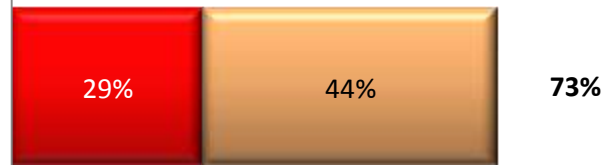
 **IGN Users**

 **Strongly agree**  **Agree**

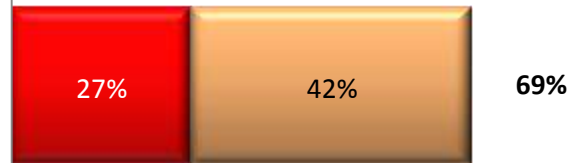
I plan to see a 3D film in the cinema in the next 12 months



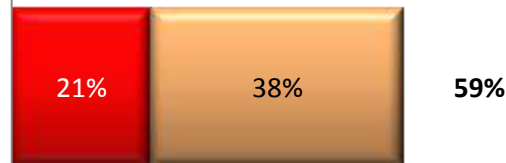
I really enjoy viewing movies in 3D



I am interested in seeing TV programmes in 3D



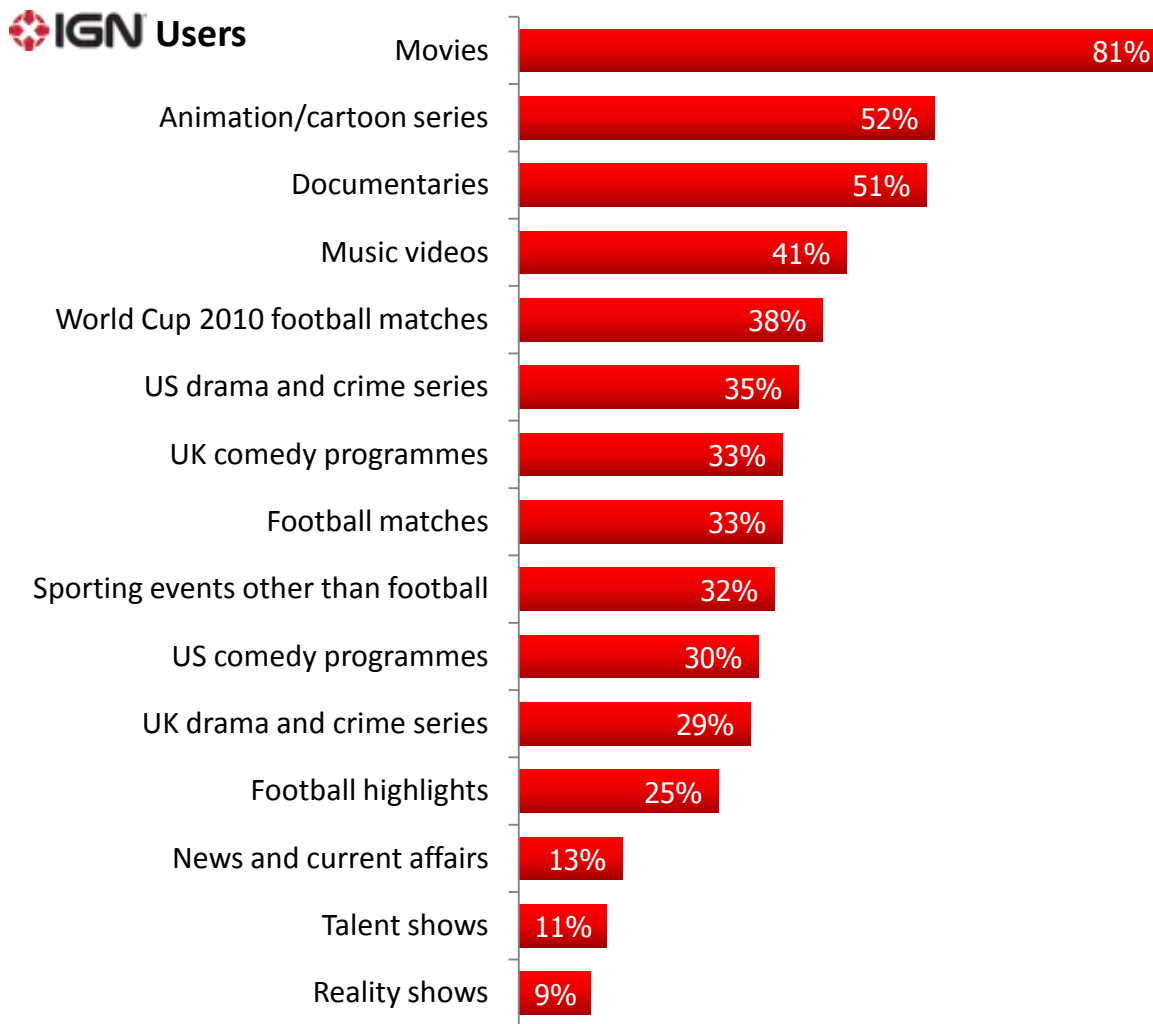
3D greatly adds to the realism of a film



As seen for 3D in gaming, we see a great potential for 3D in movies/TV with 77% of IGN users planning to see a 3D film in the next 12 months and 69% interested in seeing TV programmes in 3D.

Similarly with gaming, IGN users also perceive 3D to add to the realism of a film.

Demand for 3D TV Content



Movies, by far, lead consumer demand for 3D home entertainment content.

This year's CES show in Las Vegas was awash with 3D capable TV sets and Blu-ray players for the living room.

We saw on the previous page that 69% of IGN users are interested in 3D content on TV, here we see that movies, animation, documentaries, music videos and World Cup matches are most in demand.

Potential and Appreciation of Blu-ray/HD Content



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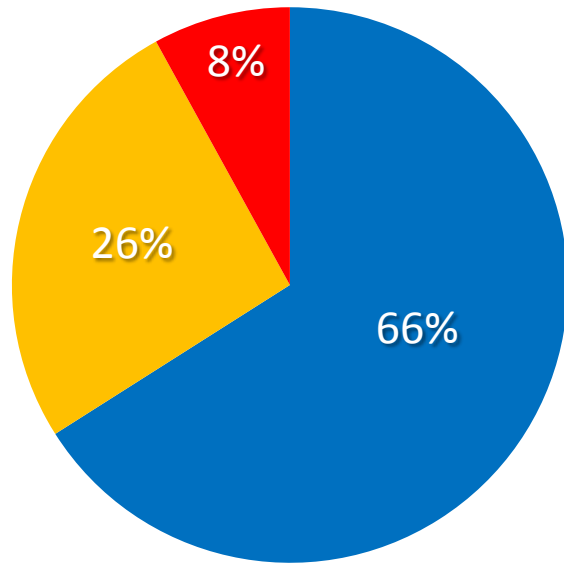


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Physical vs Digital

IGN Users



- I am still keen to have physical copies of movies to seem them on my shelf
- I am more keen to have digital copies of movies to play without the need to insert a disk into a player
- Not sure

We saw earlier that there is clear consumer preference for Blu-ray over streaming HD content, and the preference for physical over digital more generally addressed here.

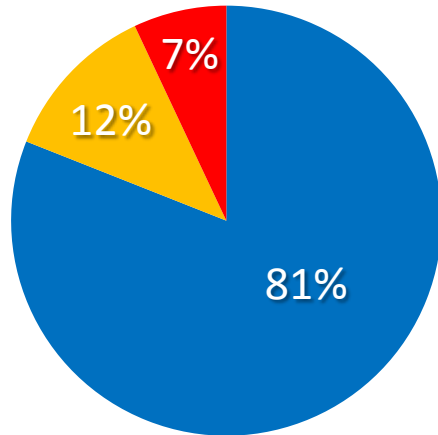
We forced IGN users to choose between a preference for physical copies of a movie and digital. Of course, both can co-exist but we forced a choice regardless.

There is a strong preference shown here for physical over digital (66% compared to 26%).

That said, other than piracy, there are few purely digital movie services available at present, but that is very likely to change going forward.

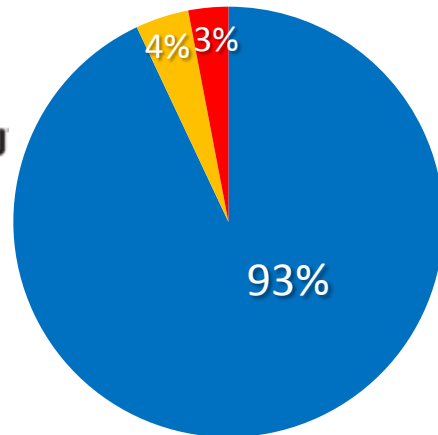
Understanding of HD Terminology

Among all
IGN users



- I understand the jargon that goes with HD (like HDMI and 1080p)
- I do not understand the jargon that goes with HD (like HDMI and 1080p)
- Not sure

Among all
IGN
users already
viewing HD



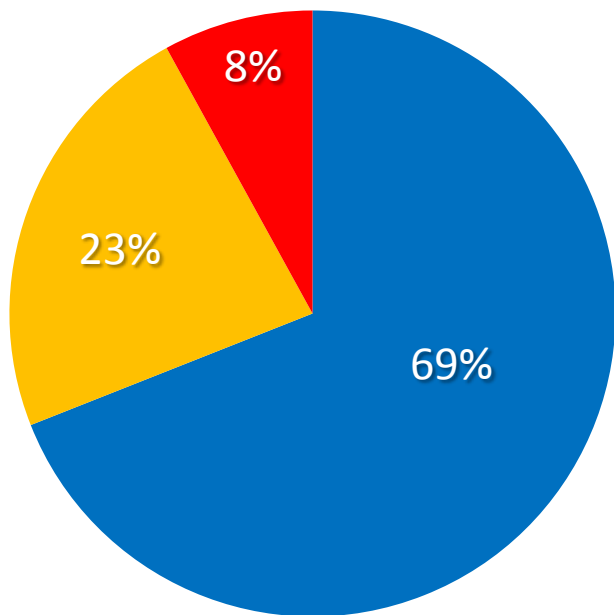
HD comes with a lot of technical terms (1080p, 1080i, 720p, HDMI etc) but IGN users are largely familiar with HD jargon.

Of course, those IGN users that are already viewing HD content are even more familiar.

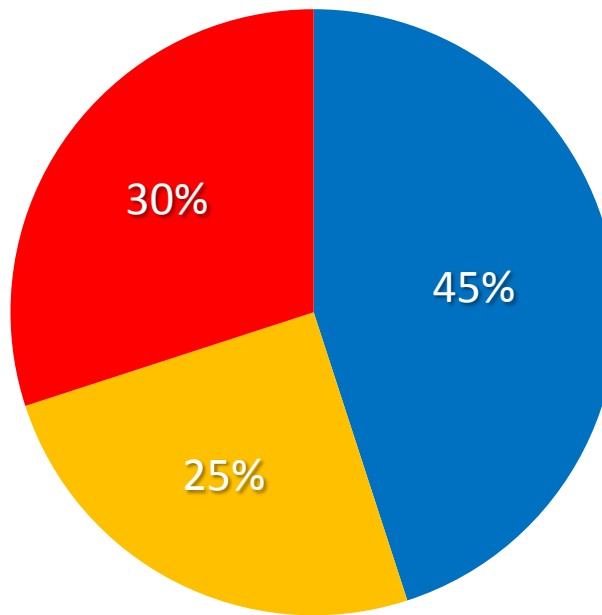
Consumption of HD Content

- Yes, viewing HD content
- No, but plan to start in next 6 months
- No and no plans to start in next 6 months

 male IGN users owning a HD-ready TV



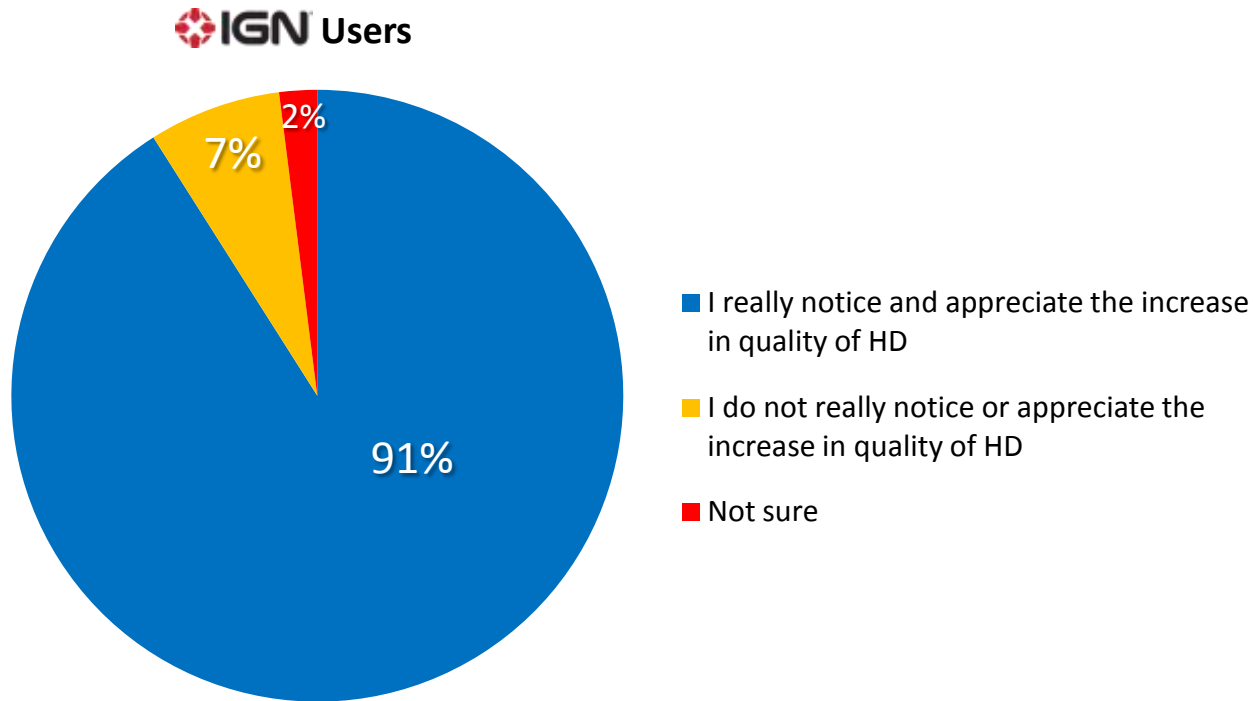
Male GB Consumers owning a HD-ready TV



Only 45% of general GB consumers own a HD-ready set have watched HD content compared to 69% of IGN users.

Intentions to start viewing HD are very strong (which is good news for Blu-ray manufacturers and HD channels). Around a quarter of each audience express an intention to start in the next 6 months. Clearly HD has a great deal more potential to un-tap in 2010.

Appreciation of HD Quality



Over 9 in 10 IGN users that view HD notice and appreciate the increase in quality.

And as we will see on the next page, this appreciation of the quality of HD goes a long way to justifying its expense.

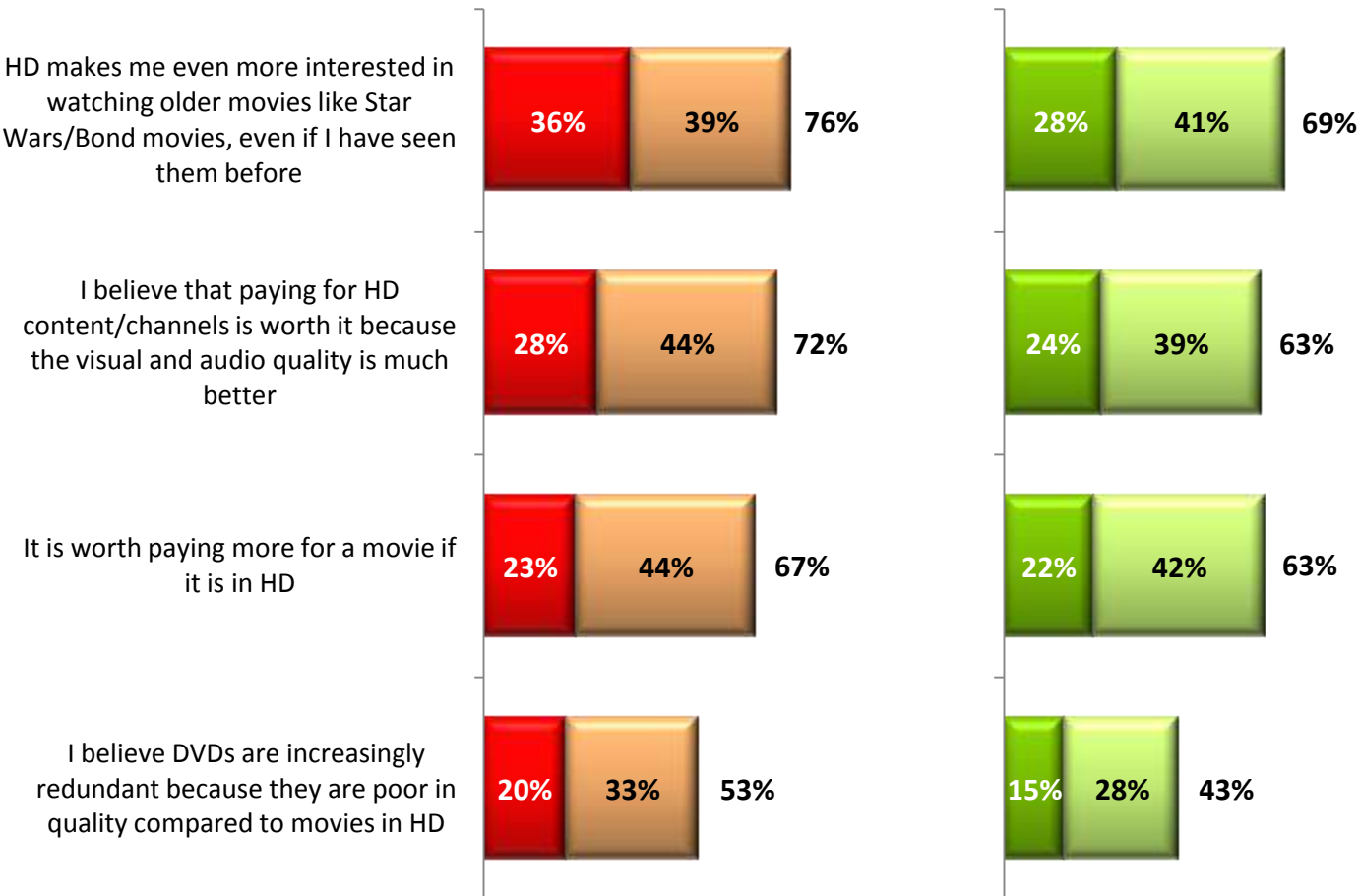
Attitudes to HD

 **IGN Users**

 **Strongly agree**  **Agree**

GB Consumers

 **Strongly agree**  **Agree**



Among those watching HD content, there is strong evidence here of capitalising on catalogue and justifying the expense on HD quality.

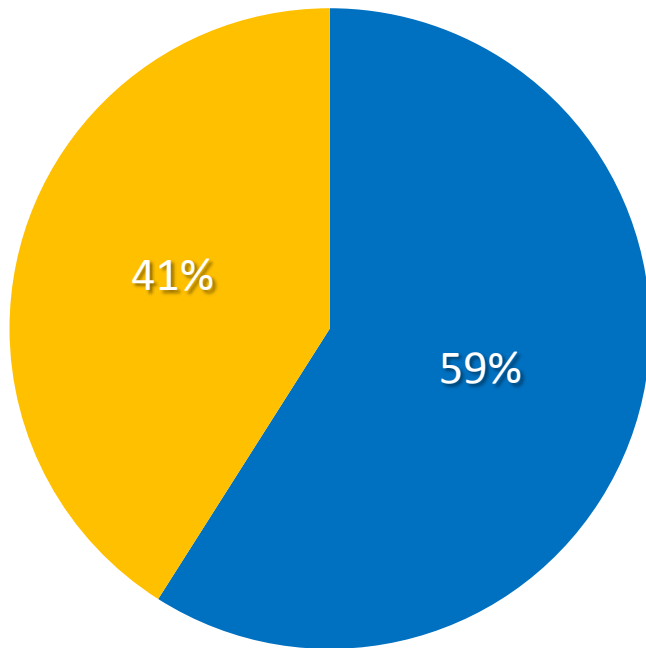
We saw earlier that consumers value the HD experience so the justification of higher spend for the resultant jump in quality is to be expected.

We also see that consumers are interested in catalogue (the long tail) as a result of seeing the movies in a fresh HD light.

43% of general GB consumers (53% of IGN users) already viewing HD go as far to say that DVDs are increasingly redundant for them because of their comparison to the quality of HD.

The Future of Home Entertainment

IGN Users



- The future of watching movies in the living room is Blu-ray
- The future of watching movies in the living room is by streaming them in HD online

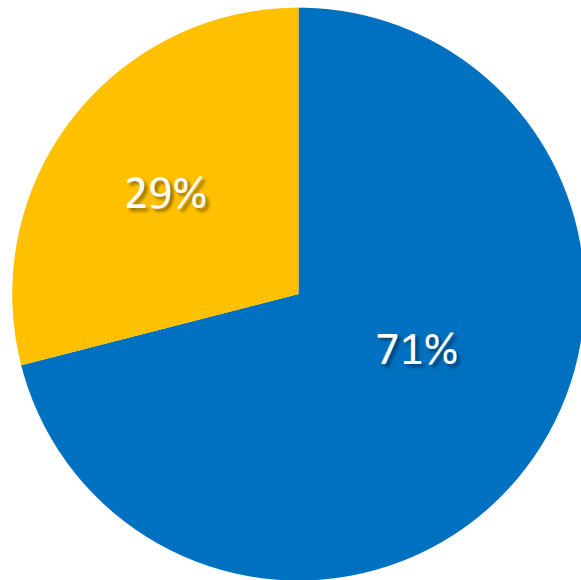
Arguably in the future, streaming HD will become the preferred method by which most consumers get their HD content, but for the time being the majority of IGN users see the future of HD movies being Blu-ray.

These attitudes to Blu-ray as the future of home entertainment are further exaggerated when removing respondents that are 'Not Sure'.

This gives a clearer indication in IGN user preference between Blu-ray and streaming.

Movie Format Preferences

IGN Users



- Given the choice, I would rather buy a movie in Blu-ray format
- Given the choice, I would rather buy a movie in DVD format

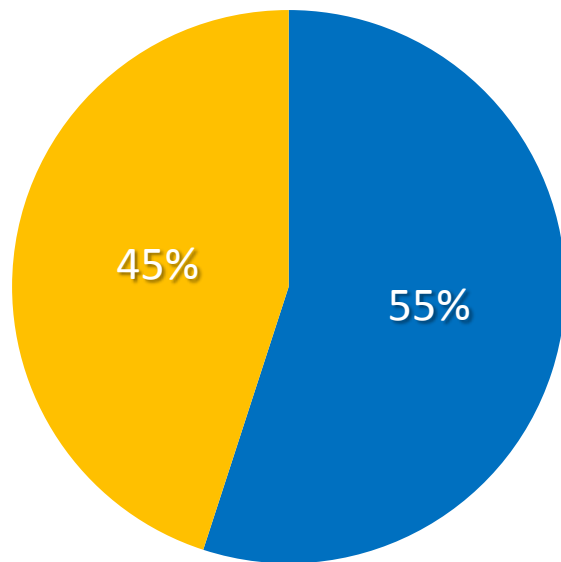
The preference for Blu-ray over DVD as a format is very clear, especially of course with those most familiar with the Blu-ray experience.

These attitudes to Blu-ray preference are further exaggerated when removing respondents that are 'Not Sure'.

This gives a clearer indication in IGN user preference between Blu-ray and DVD.

Perceived Value of Blu-ray Bonus Content

IGN Users



- I'm excited by the ability for Blu-ray disks to have interactive content as well as just the movie
- I am not that interested in interactive content on Blu-ray disks

Blu-ray offers much greater potential for interactivity – and this is appreciated by the majority of IGN users.

These attitudes to interactive content on Blu-ray are further exaggerated when removing respondents that are 'Not Sure'.

This gives a clearer indication in IGN user engagement with bonus content.

Multimedia on Mobile



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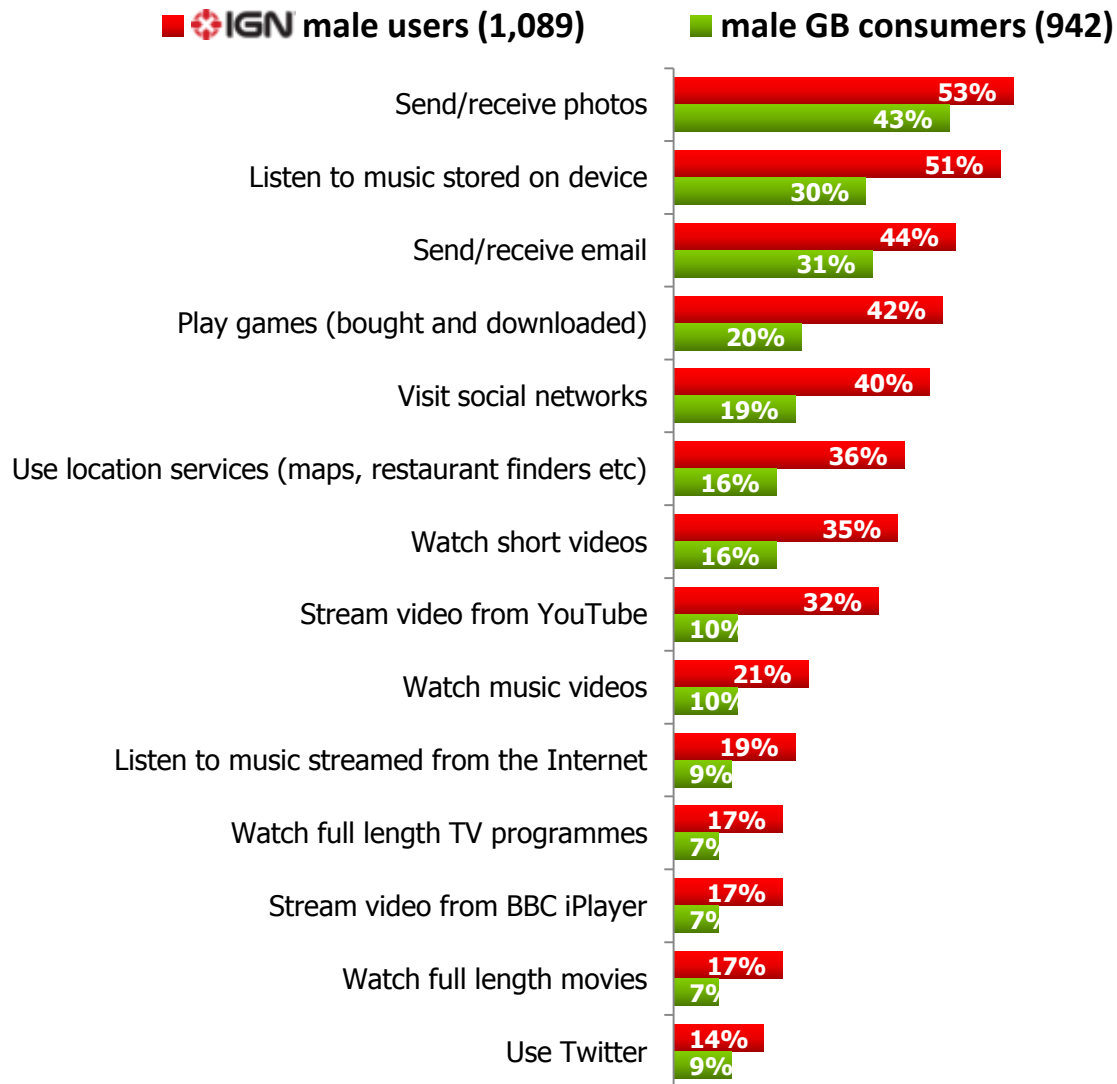
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Mobile Usage



The mobile phone for many consumers is a multi-media connected device and IGN users are way ahead of the curve in terms of mobile media usage

In terms of entertainment content consumed on the phone, games tops the list with 42% of IGN users 20% of GB consumers playing them on their mobile.

Social networking is prominent and video shows a lot of room for growth.

In every case, IGN users are ahead of the GB consumer public.

Mobile Content Purchase Intention

■ IGN male users (978) ■ male GB consumers (594)



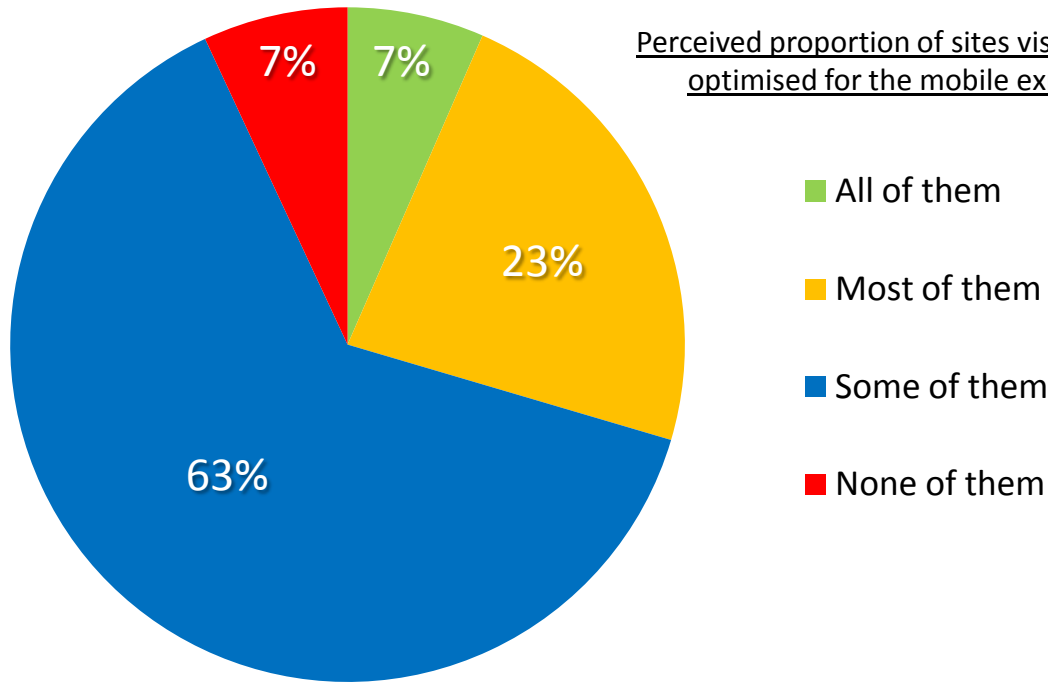
There is undoubtedly great potential in mobile video as an increasing number of services are launched to the consumer.

We asked those with mobiles able to play video what type of content they would consider purchasing to view on their device.

We see movies, music videos and comedy programmes featuring most strongly among IGN users and the general GB consumer. Of course, gaming videos also featuring strongly for IGN users.

Again we see a much greater hunger for mobile video content from the more tech savvy IGN users compared to the general GB consumer.

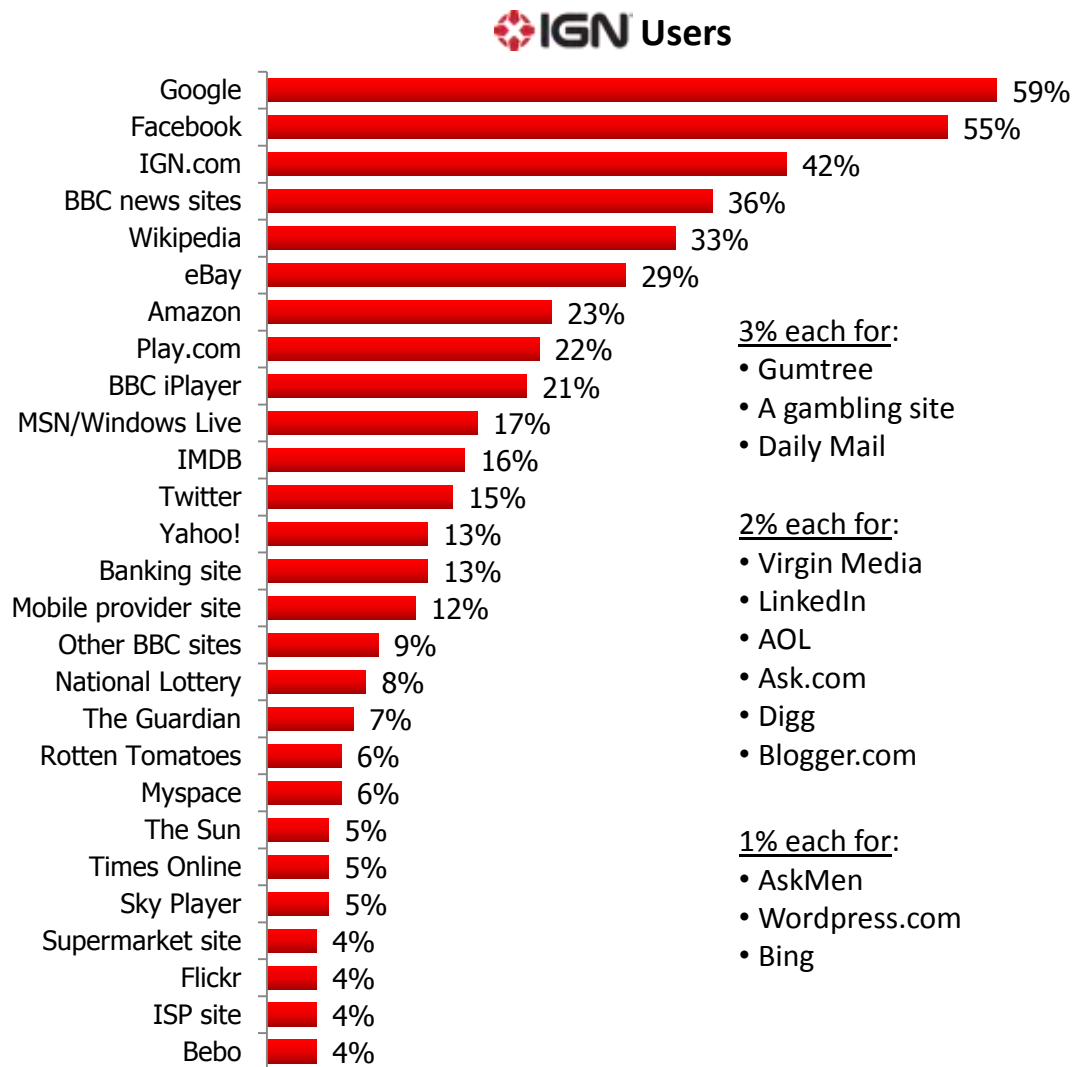
Mobile Internet Usage



3 in 4 IGN users have a mobile that can access the Internet, but only a minority say the sites they visit are optimised for the mobile experience.

Clearly with so many mobile devices now available there is an urgent need for site owners to ensure their site is optimised for the mobile experience.

Website Visitation on Mobile



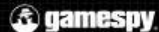
Here are the sites visited regularly by IGN users that use their mobile to browse the Internet.

IGN users clearly visit a broad cross-section of media sources, although IGN is clearly the most favoured destination given the dedicated nature of the IGN reader.

Video Streaming Preferences and Attitudes to Advertising



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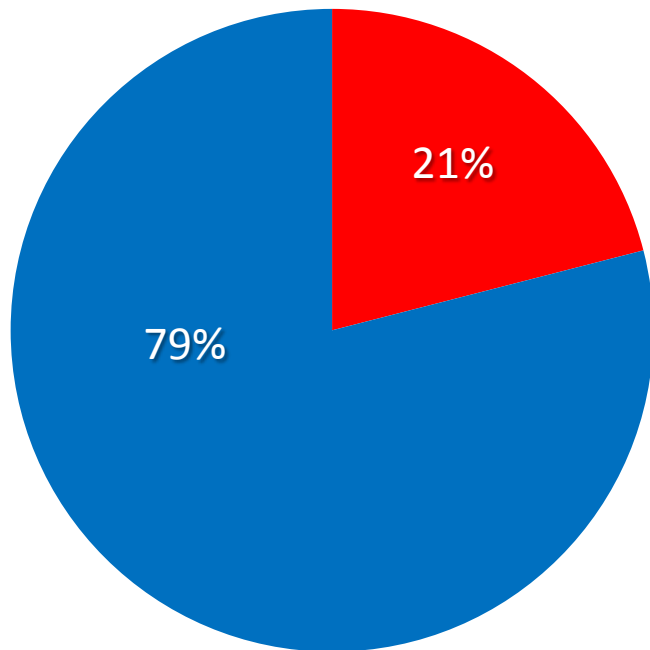
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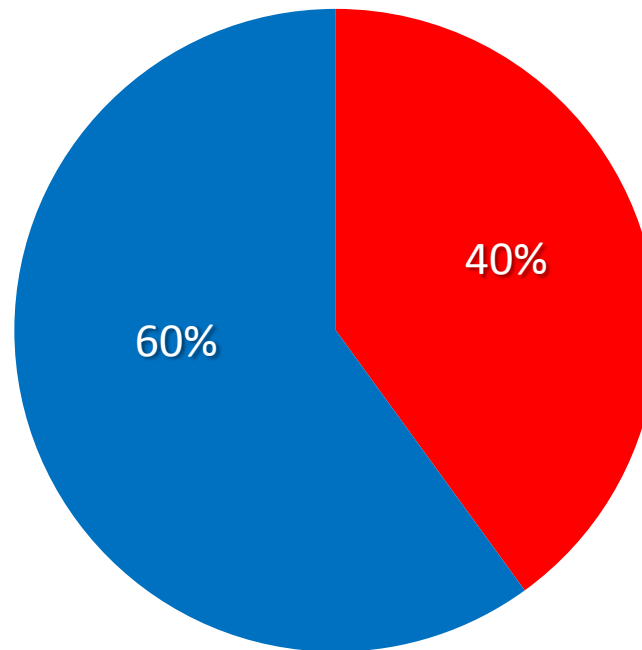
Long Form vs Short Form

- Short videos (each less than 10 minutes) across a huge range of subject areas and with no advertising interrupting your viewing
- Full-length videos showing premium, broadcast-quality TV shows, updated on a weekly basis, but with short advertisements at the start of the video that you could not skip past

IGN Users



GB Consumers



The preference for long-form content seen previously is further exaggerated when removing respondents that prefer to watch both forms.

This gives a clear indication in preference between short and long form content and user willingness to accept advertising to gain access to consume.

Again, IGN user choices skew much further in the direction of long-form, demonstrating that the emerging trend in general GB consumer consumption is much more mature within early adopter audiences.

Appendix

GB National Sample Results



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Regular Entertainment Activities (% do monthly)

GB national sample

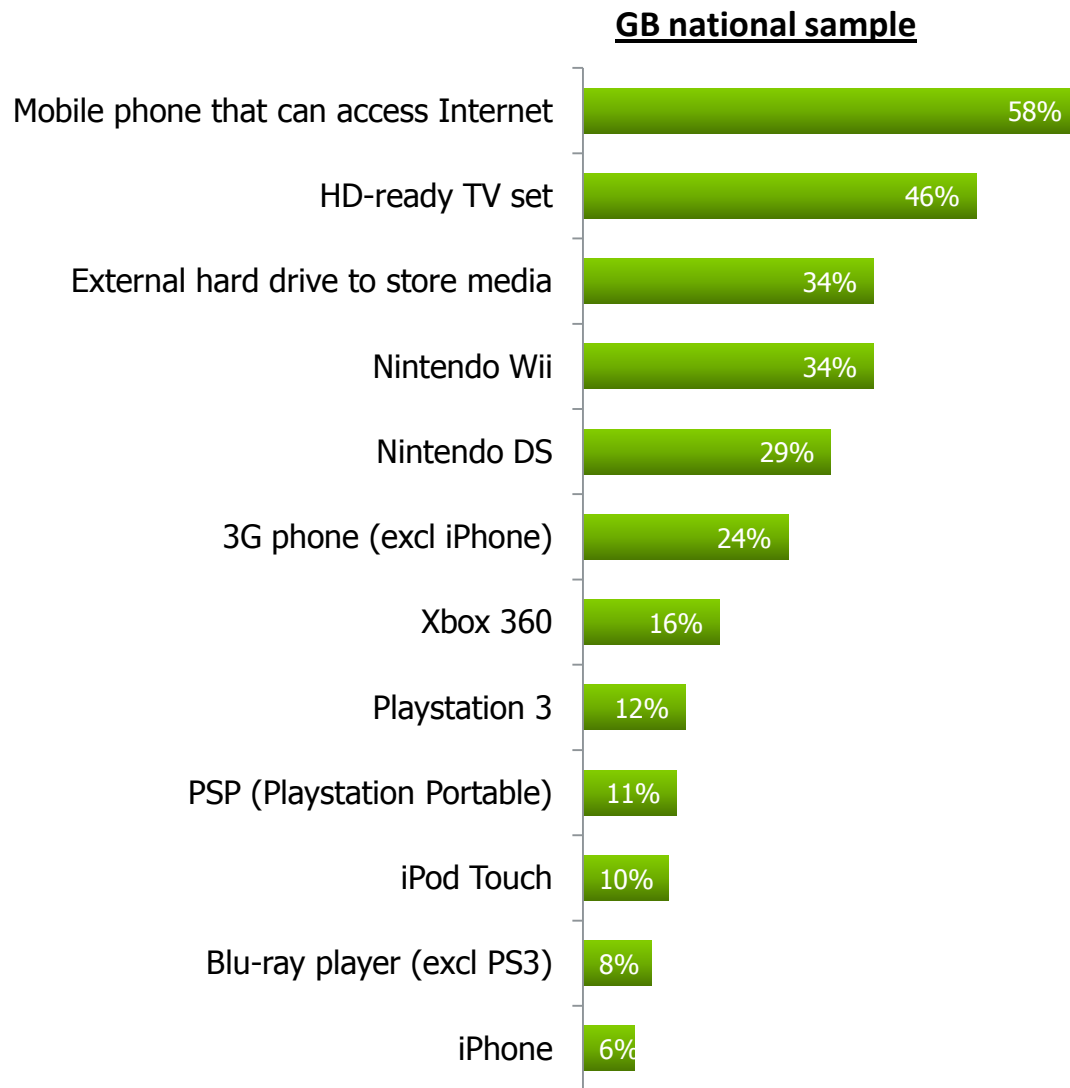


Entertainment Activities (% have ever done)

GB national sample

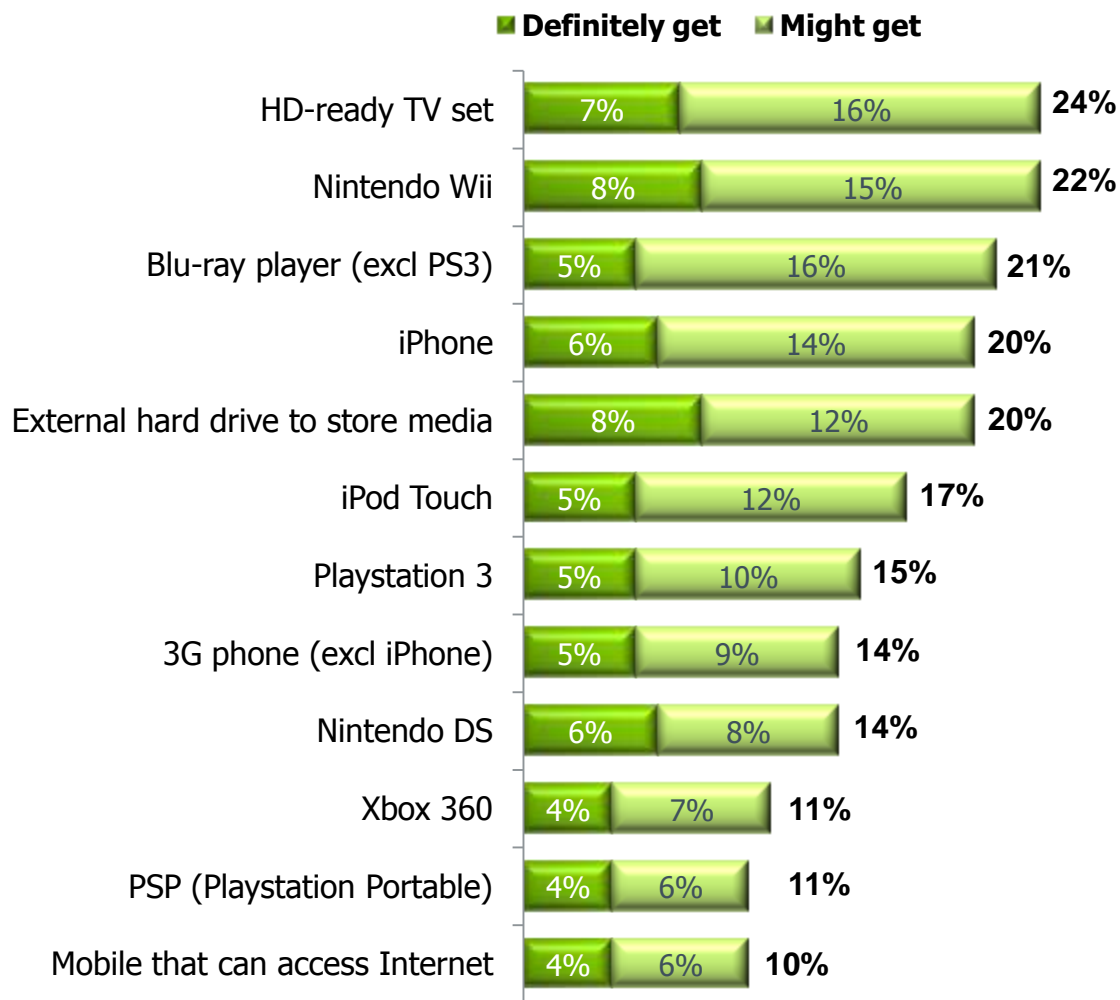


Device Ownership



Purchase Intention (% of all respondents)

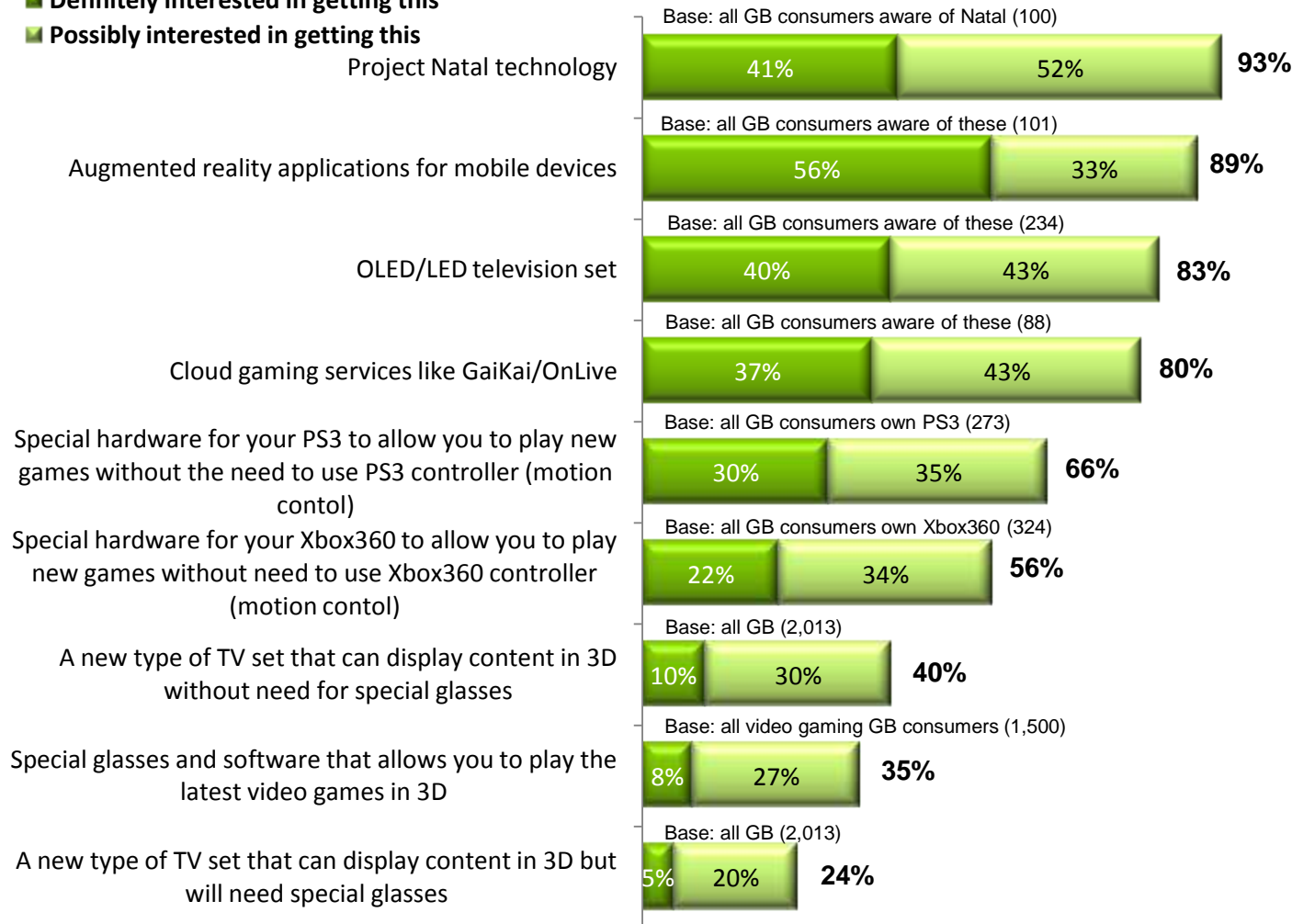
GB national sample



Interest in Emerging Technology

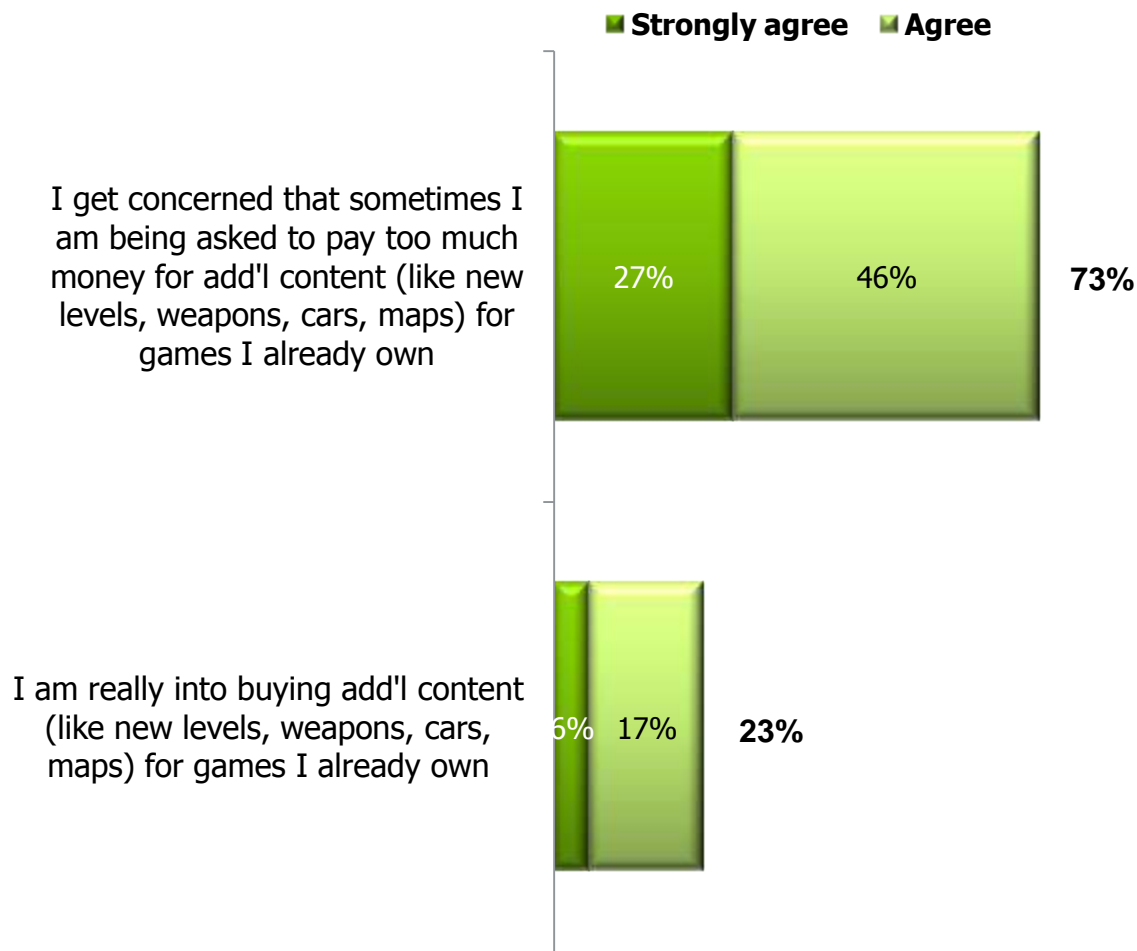
GB national sample

- Definitely interested in getting this
- Possibly interested in getting this



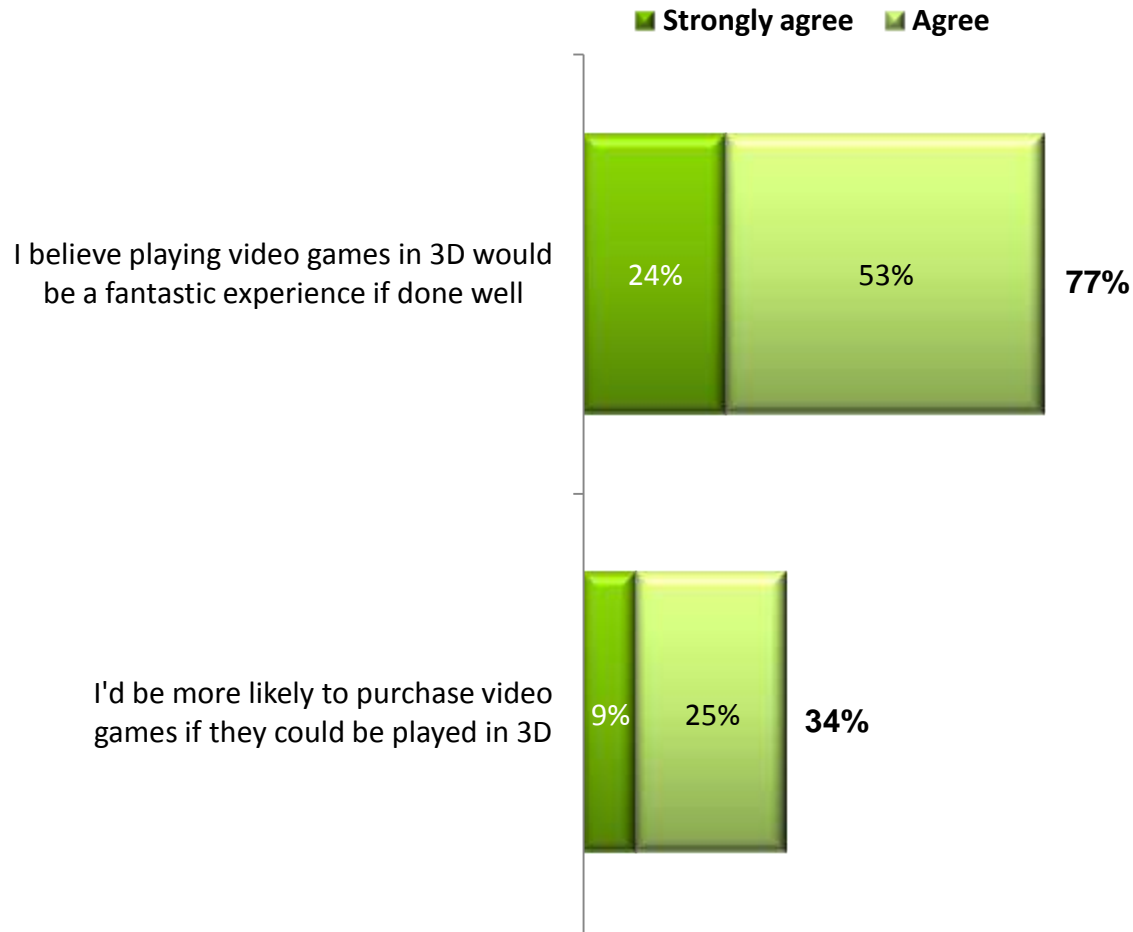
Attitudes to Downloadable Content

GB national sample
(consumers that play games)



Attitudes Towards 3D Gaming

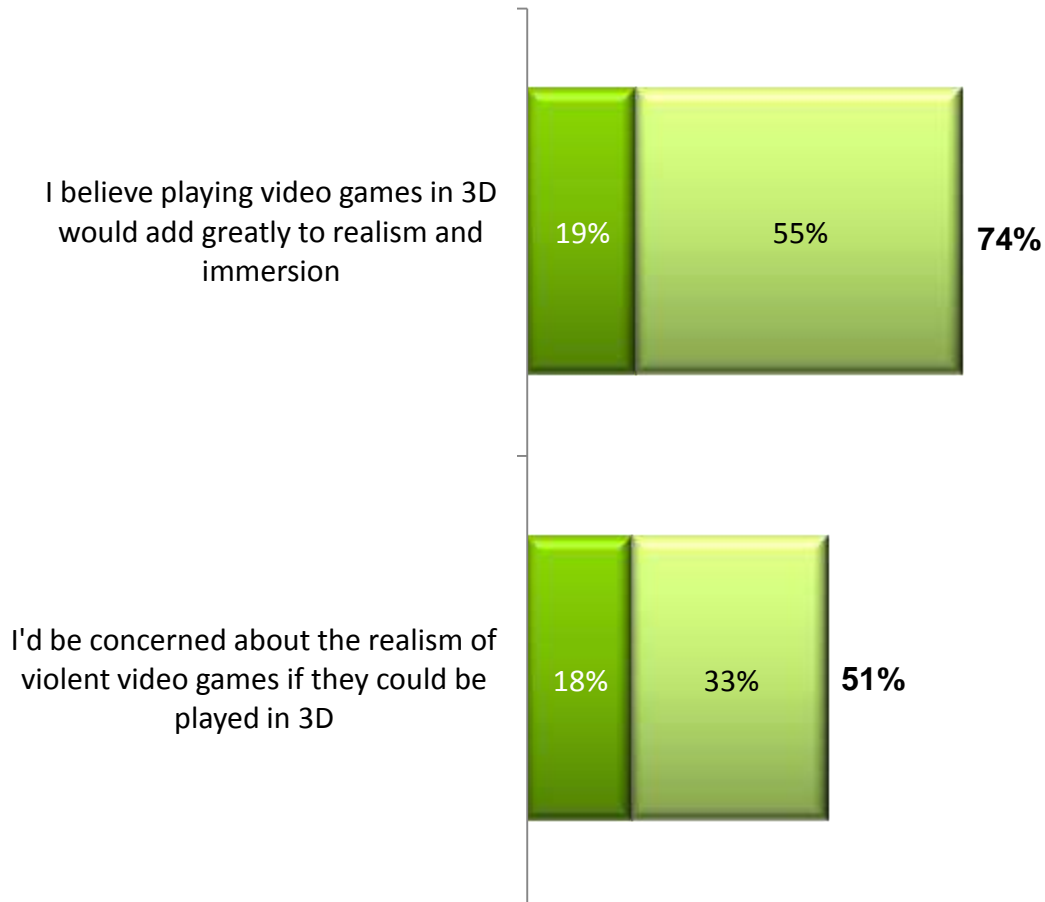
GB national sample
(consumers that play games)



Realism and Immersion of 3D Gaming

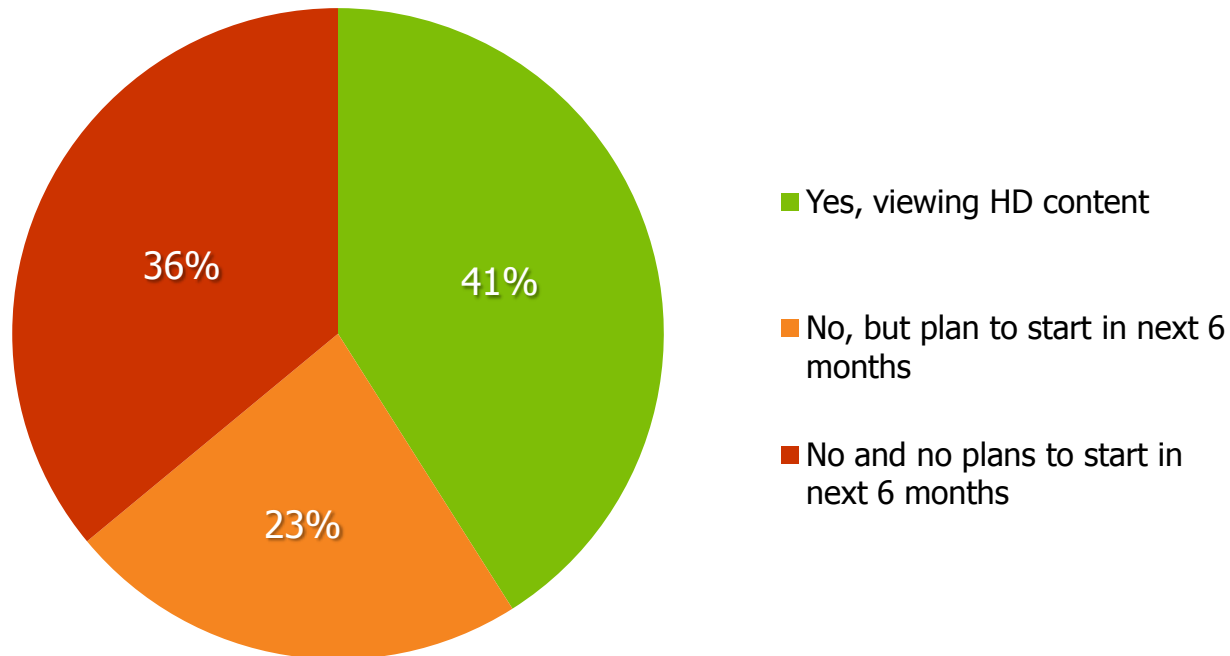
GB national sample
(consumers that play games)

■ Strongly agree ■ Agree



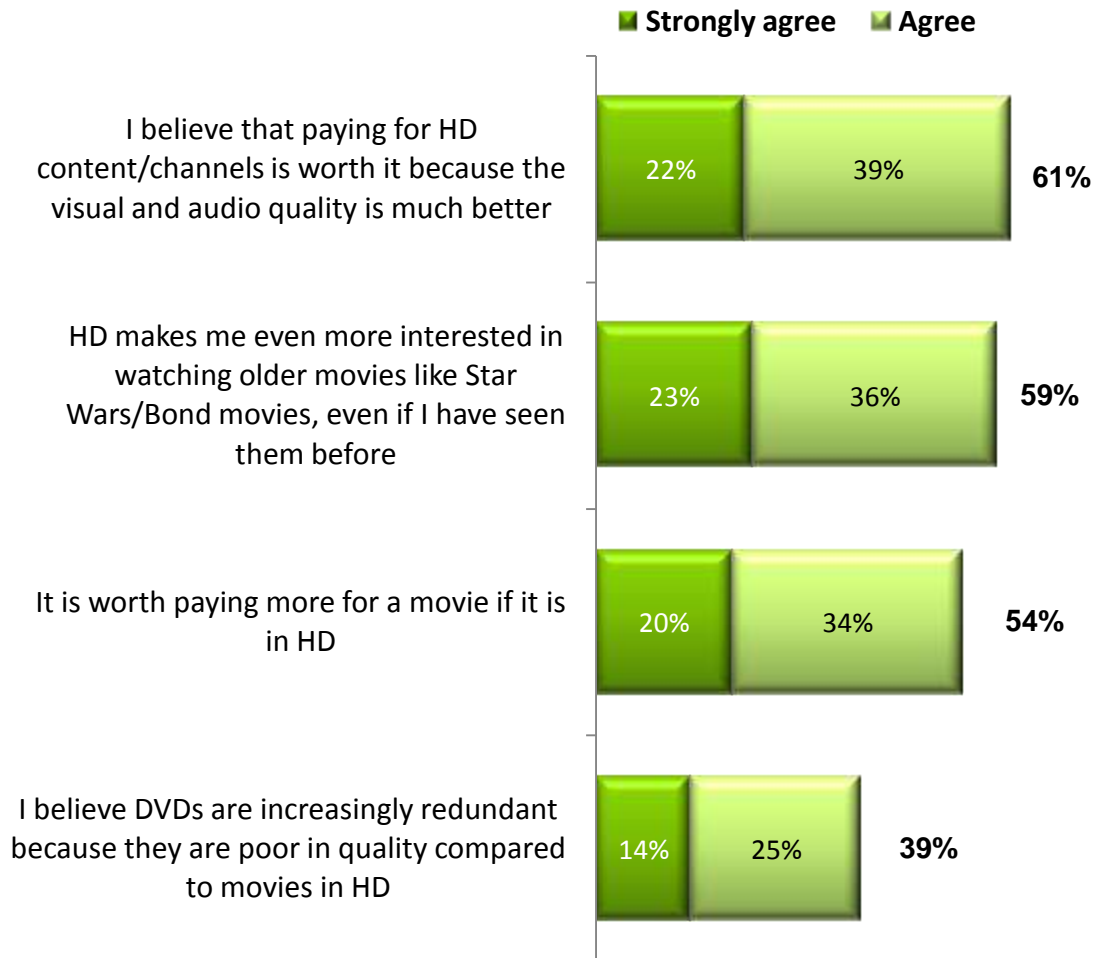
Consumption of HD Content

GB national sample
(all consumers owning HD set)



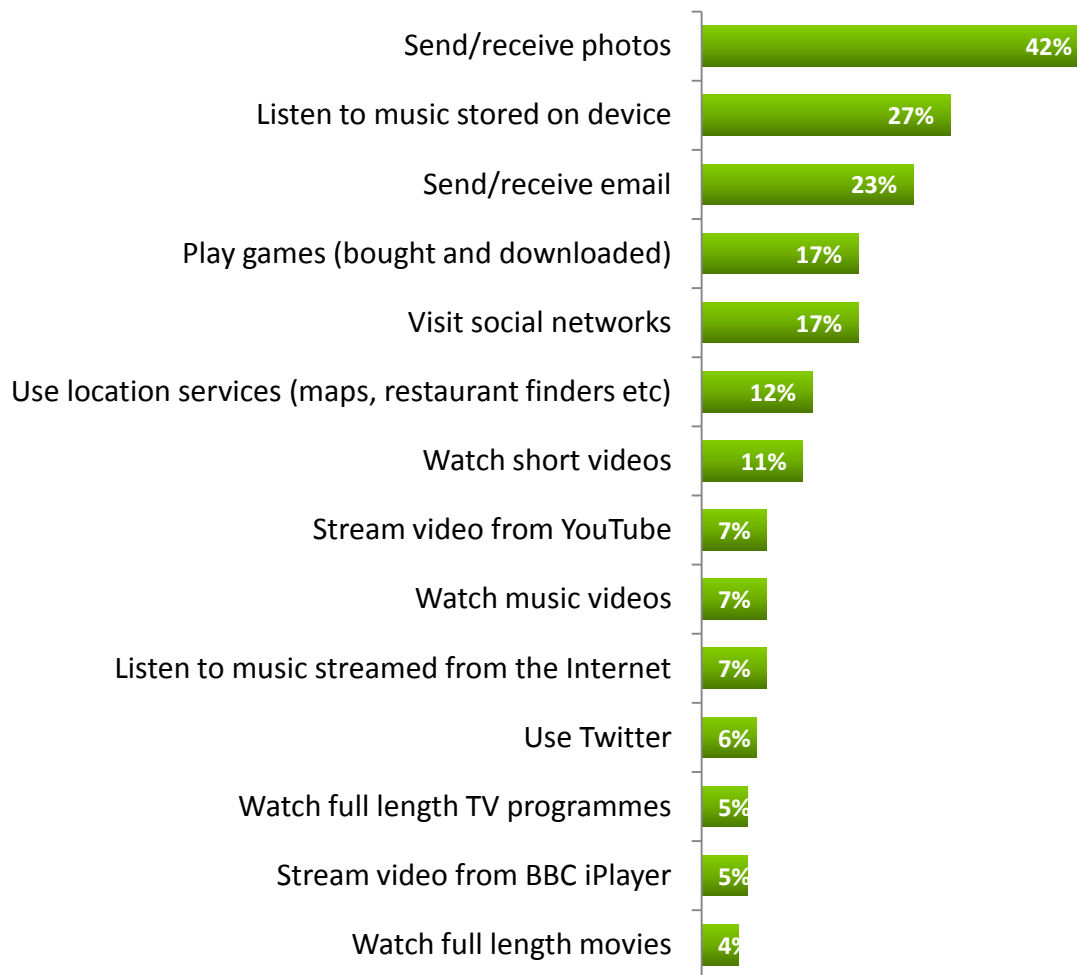
Attitudes to HD

GB national sample (consumers viewing HD content)



Mobile Video Consumption

GB national sample (consumers that own a mobile)



Mobile Content Purchase Intention

GB national sample
(consumers that own a mobile able to play video)

