

## More than 20% of U.S. Adults Are Interested in Watching Live TV On Cell Phones or Personal Digital Assistants

### --Interest is Higher When Mobile Devices Are Considered Source of “Entertainment”--

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**NEW YORK, NY, August 27, 2009**—Close to 21% of U.S. adults who have cell phones or personal digital assistants (PDA’s) are currently interested in watching live television on these mobile devices, according to the most recent data from Mediamark Research & Intelligence.

The mindset through which consumers view their cell phones greatly impacts this opinion, however. Nearly 47% of U.S. adults who “think of their mobile phone as a source of entertainment” report they are interested in watching live TV on mobile devices. Moreover, while 13.5% of the total adult population who have such devices say they would pay a monthly subscription fee to receive live TV on their cell or PDA, 34.5% of consumers who view their cells as “entertainment” say they would be willing to do so.

Presented with the statement, “Advertisements on cell phones and PDA’s are annoying,” 70.5% of adults agreed. Virtually the same percentage of consumers who view their cells as providing entertainment find ads annoying; 71.5% of this group agreed with this statement.

Asked whether they would accept ads in return for lower monthly bills for mobile devices, 25% of adults agreed that they would. Folks who view their devices as entertainment, however, were more likely to be receptive to viewing ads in exchange for lower monthly bills; 47.5% of this group was open to this exchange.

<b>Consumers’ “Mobile” Opinions</b>		
	<b>% Adults</b>	<b>% of Adults Who View Mobile Phone as a Source of Entertainment</b>
<b>Agree “Completely” or “Somewhat” With Statement</b>		
I am interested in watching live TV on my cell phone.	<b>20.6%</b>	<b>46.9%</b>
I would pay a monthly subscription fee to receive live TV on my cell phone or PDA.	<b>13.5%</b>	<b>34.5%</b>
Advertisements on cell phones or PDA’s are annoying.	<b>70.5%</b>	<b>71.5%</b>
I would be willing to receive ads in return for lower monthly costs.	<b>24.8%</b>	<b>47.5%</b>
<b>Source:</b> Spring 2009 MRI <i>Survey of the American Consumer</i> . Field dates: September 2008—April 2009. Based on Adults with Cell Phones/PDA’s.		

“These findings speak to the benefit of targeting consumers according to their psychographic mindsets rather than solely on their demographics,” said Anne Marie Kelly, SVP, Marketing and Strategic Planning, at MRI. “Although the current demand for live TV on mobile phones stands at 1 in 5 consumers, those who see their phones as a source of entertainment are clearly even more of a ‘sweet spot’ for this service. On the other hand, mobile advertising, which most forecasters agree will grow significantly in the coming years, will share the challenge all marketers face—how to engage ad-resistant viewers with their advertisements. This appears to be true regardless of how consumers view their cell phones.”

MRI includes extensive usage and attitudinal questions particular to cellular/mobile phones and PDA’s in its national *Survey of the American Consumer*.

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### **About MRI...**

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI. Because these interviews are structured as an area probability study, the results are projectable to the entire U.S. adult population.

MRI is part of GfK Group, Nuremberg, Germany. The GfK Group is the No. 4 market research organization worldwide. Its activities cover the three business sectors of Custom Research, Retail and Technology and Media. The Group has 115 companies covering more than 100 countries. Of a total of approximately 10,000 employees, more than 80% are based outside Germany.

For more information, please visit <http://www.mediamark.com/>.