



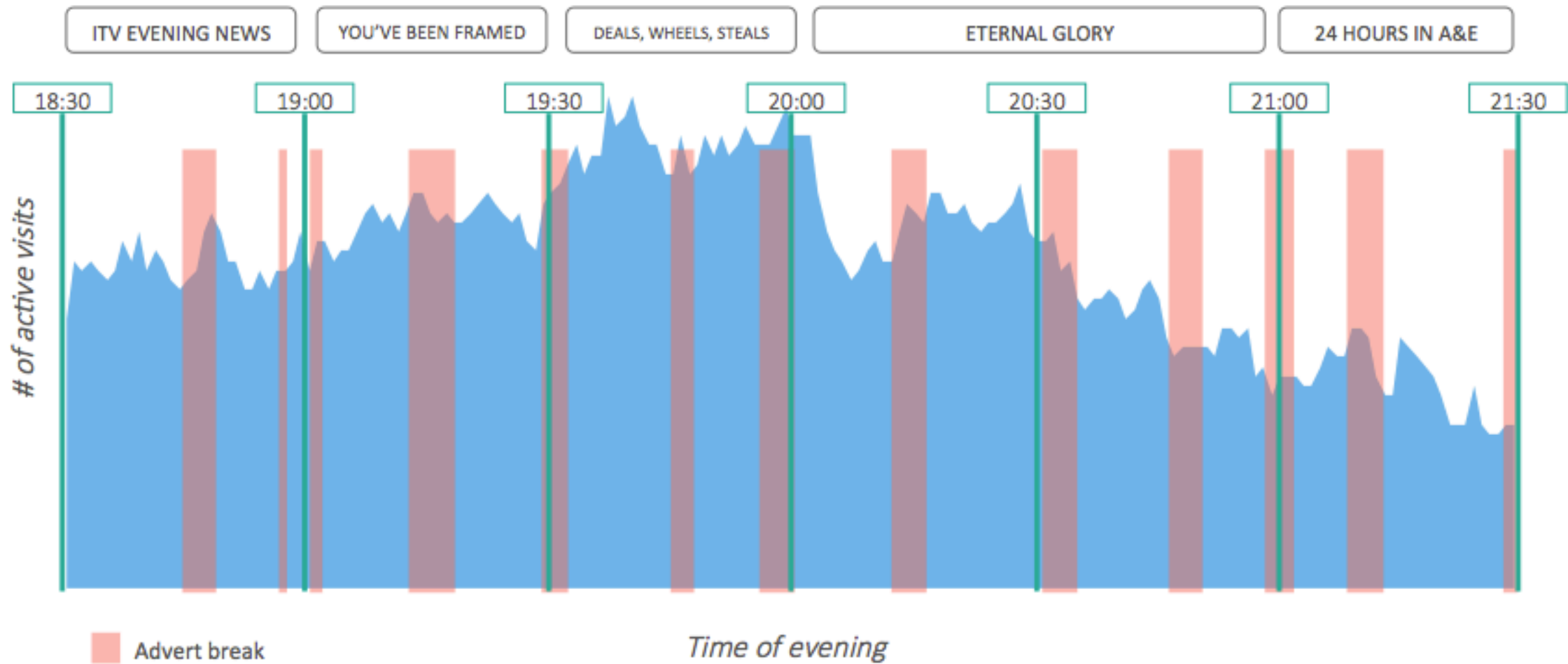
Internet
Advertising
Bureau
UK

Real_Living Research



Key findings: this unique data shows for the first time that ad breaks don't necessarily correlate with device usage

Pink	Ad breaks
Blue	Device usage

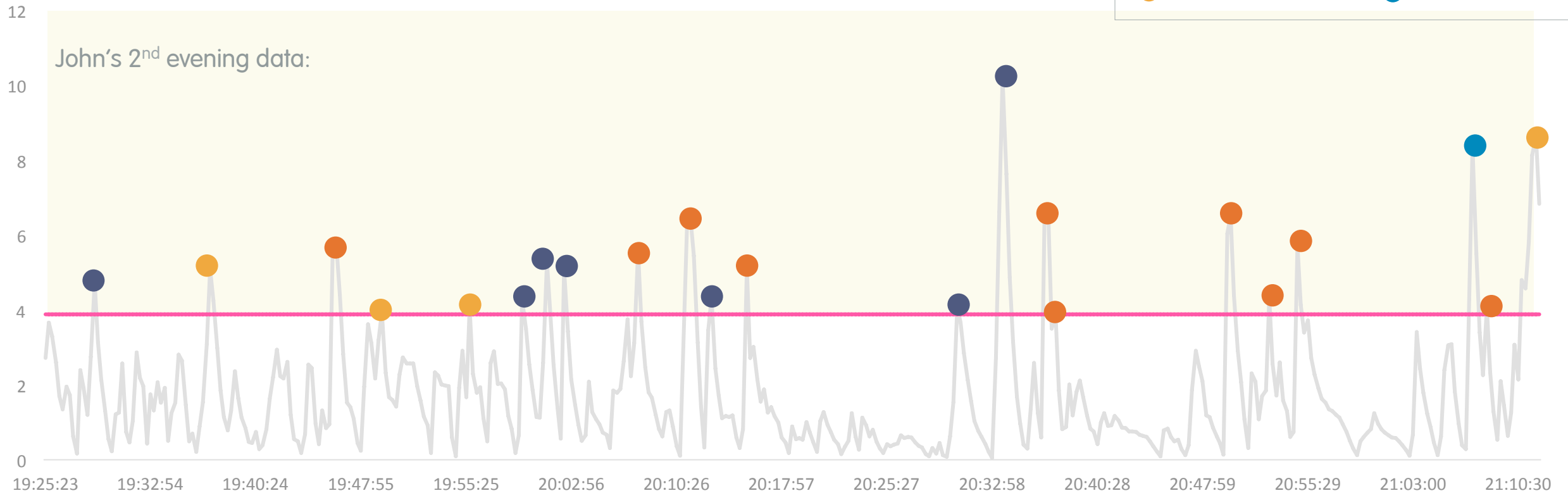
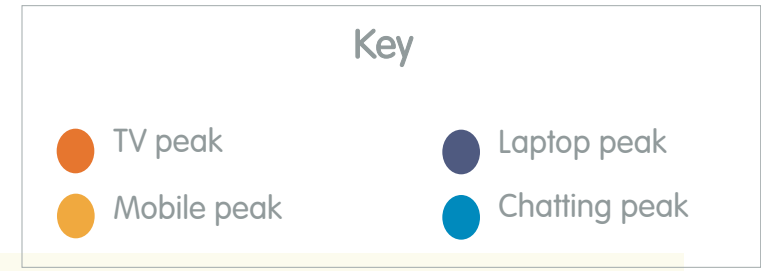




It turns out that peak moments of attention come from different sources



By cross-referencing the EDA data with video footage of the family, we were able to map what respondents were doing at a particular time.



• Source: Biometric Monitoring Data, Male Participant, London, Friday 23rd October 2015 (19:25-21:12)



Key findings: there are 5 active screens in the living room of this family of 4

A selection of press coverage

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The internet ad industry thinks the term 'second-screening' should be replaced with 'switch-screening' because TV is no longer dominant

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How to pass the time during your commute: One in three Britons watch TV while commuting, with Doctor Who and The Office most popular shows

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11 FEBRUARY 2016 - 6:40PM | POSTED BY RONAN SHIELDS

IAB study claims 'TV is no longer the dominant screen'

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IAB report proves people are making less tea

Posted 11 February, 2016 by Matt Hill & filed under Advertising, Digital TV, Media, Technology, TV.

BUSINESS INSIDER UK TECH

The internet ad industry thinks the term 'second-screening' should be replaced with 'switch-screening' because TV is no longer dominant

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TV loses hold over living rooms

11 February 2016



A selection of press coverage

The collage features several overlapping news snippets:

- mediatel newsline:** "Cross-screens media usage: The facts" and "TV the dominant living room screen? It's a myth, says IAB".
- MediaPost:** "Goodbye, guesswork. Hello, money." and "LondonBlog: Couch Surfers As Keen On MCommerce As Their Soap's Plot Line".
- campaign:** "IAB says 70% use mobile device when watching TV".
- BizReport:** "The internet ad industry thinks the term 'second-screening' should be replaced with 'switch-screening' because TV is no longer dominant".
- MobileMarketing:** "TV No Longer the First Screen, says IAB Study".
- THE MEDIUM:** "IAB study shows TV has lost its dominance of the living room amidst device proliferation".
- HALYARD* Surgical:** "Goodbye second-screening, hello switch-screening".



A selection of tweets

IAB UK @IABUK · Feb 26

The most popular activity when TV ads come on is using a connected device - po.st/UDOWP6 #iabfactfri

10 5

This illustration shows a living room with a large TV on a stand. A woman in a yellow top is sitting on the floor using a smartphone. A man in a purple shirt is sitting on a sofa using a tablet. A woman in a pink top is sitting on the sofa using a laptop. A boy in a red shirt is kneeling on the floor using a laptop. The TV is on, but no one is watching it. The room has a window with a city view, a potted plant, and some framed pictures on the wall.

IAB UK @IABUK · Feb 11

IAB study shows the decline of the TV centric living room - po.st/UDOWP6

11 5

This illustration is identical to the one in the first tweet, showing a living room where people are using various devices (phone, laptop, tablet) instead of watching TV. The TV is on, but no one is watching it. The room has a window with a city view, a potted plant, and some framed pictures on the wall.