



MULTI-SCREEN – A PEEK INTO THE LIVING ROOM



A photograph of a family in a living room. A woman is sitting on the left, looking towards a man on the right who is holding a smartphone. In the background, a young child is standing near a television mounted on the wall. The TV displays a green landscape. A laptop is open on a table in the foreground.

MULTI-SCREEN – A PEEK INTO THE LIVING ROOM

ETHNOGRAPHIC MULTI-SCREEN STUDY

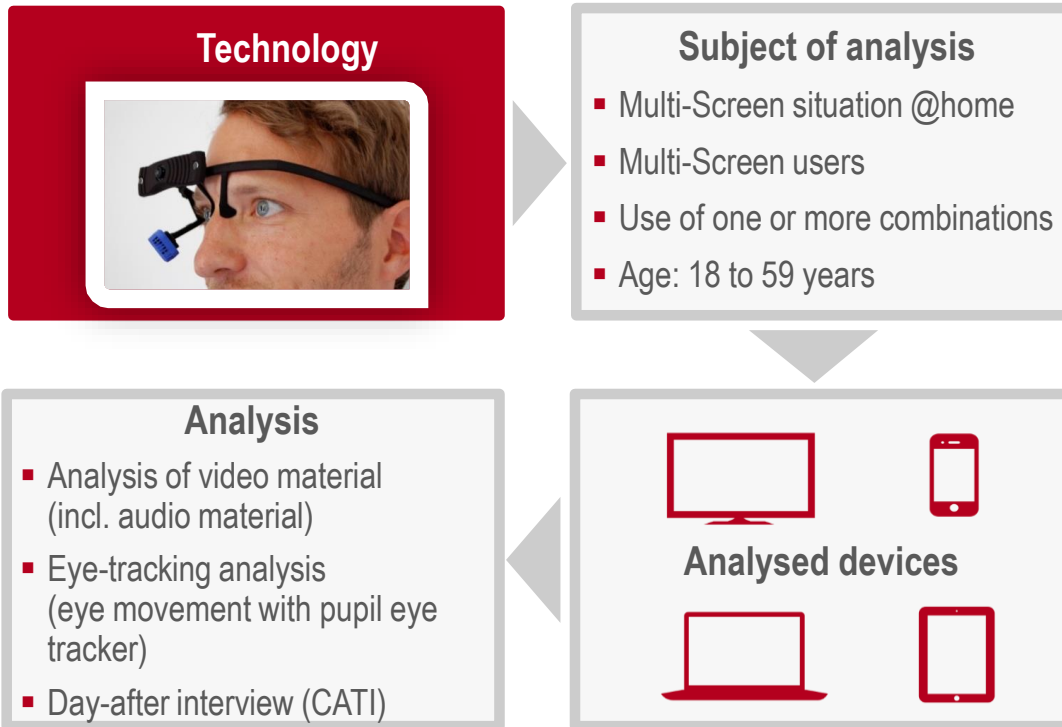
20 HOUSEHOLDS IN APRIL/MAY 2014 IN BERLIN

2 HOURS OF MEDIA CONSUMPTION

OWN AT LEAST 2 DEVICES IN ADDITION TO TV

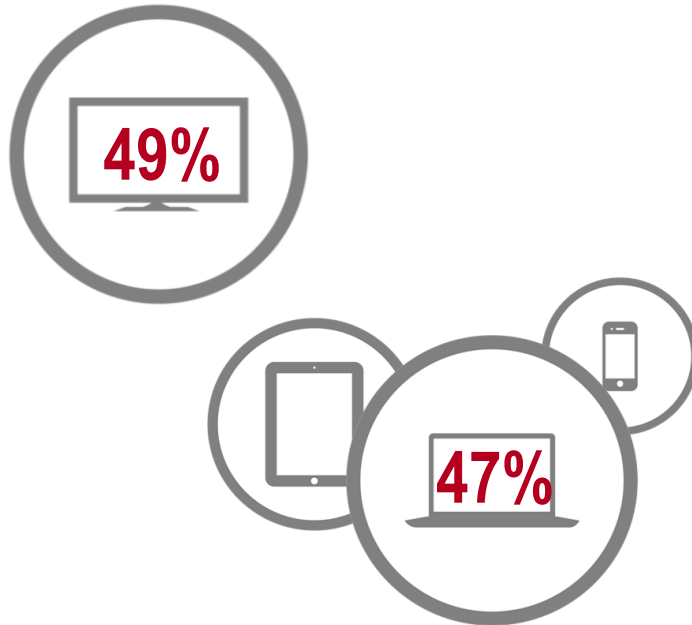
Winner in the category MULTI-SCREEN:



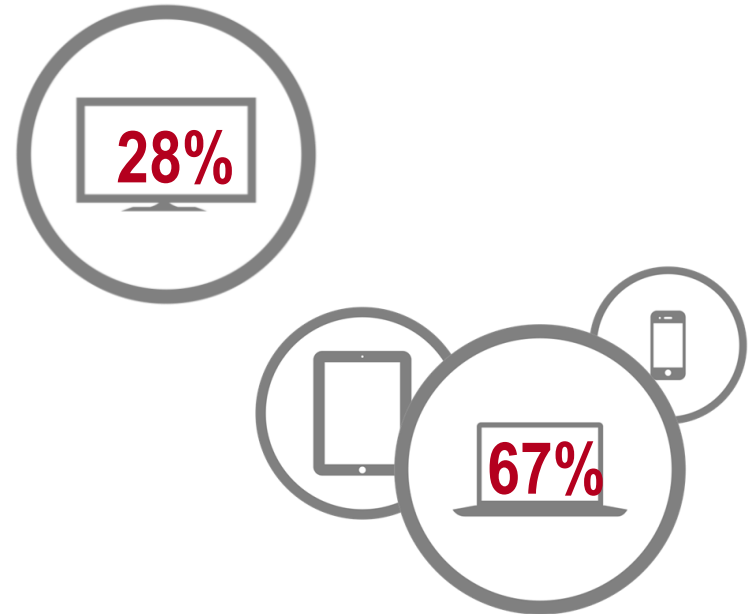


Significantly more intensive use of digital screens during commercial breaks

Avg. distribution of attention to total devices



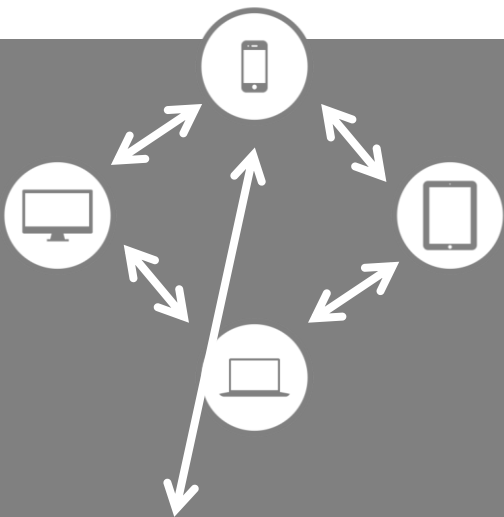
Avg. distribution of attention to devices during TV commercial break



Changes between devices almost 3 times as high during TV ads

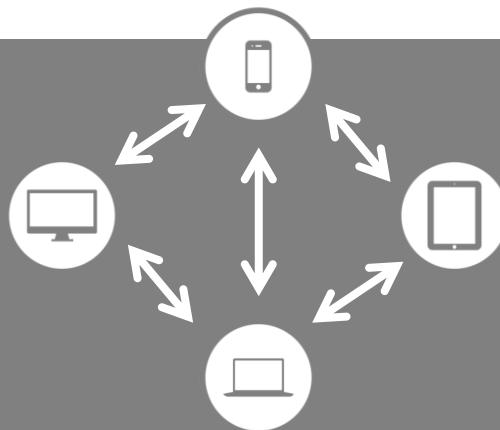
TV content

**Avg. 1.5
changes per minute**

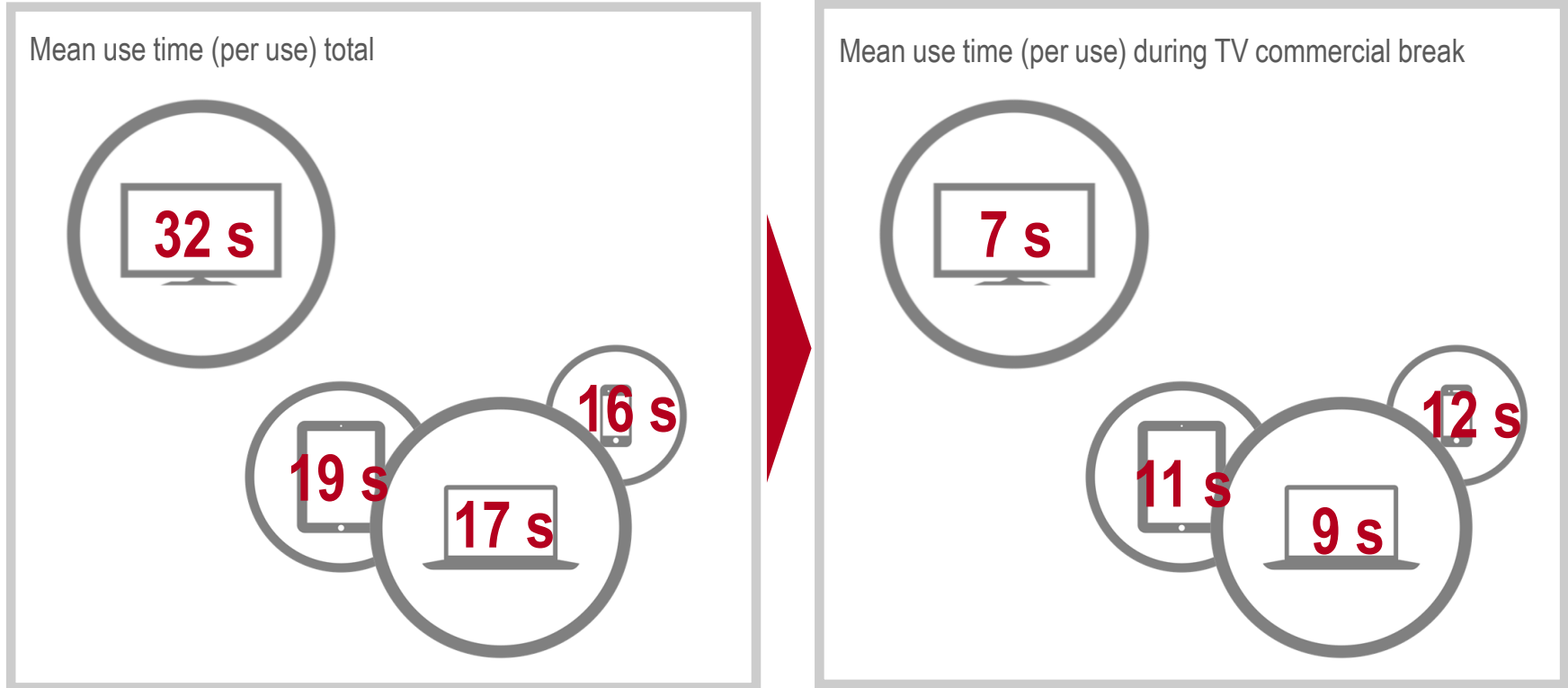


TV commercial break

**Avg. 4.1
changes per minute**



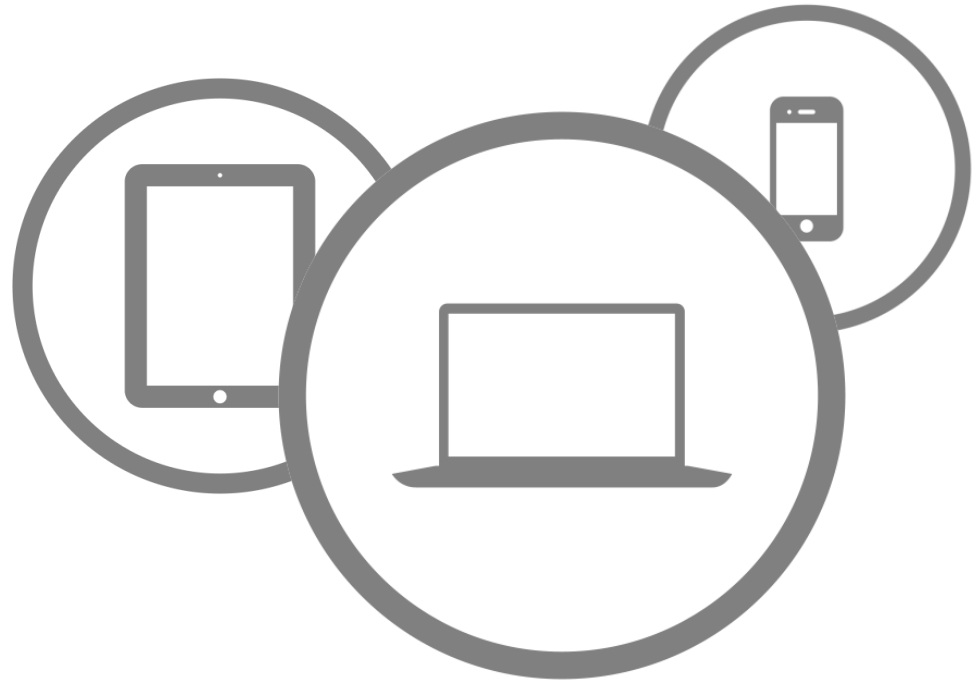
Use time per use is shorter overall during TV commercial break



Significantly more advertising contacts on TV than on digital screens

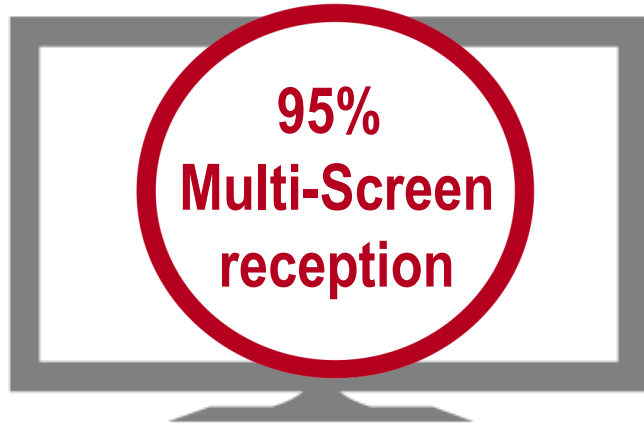


625 contacts

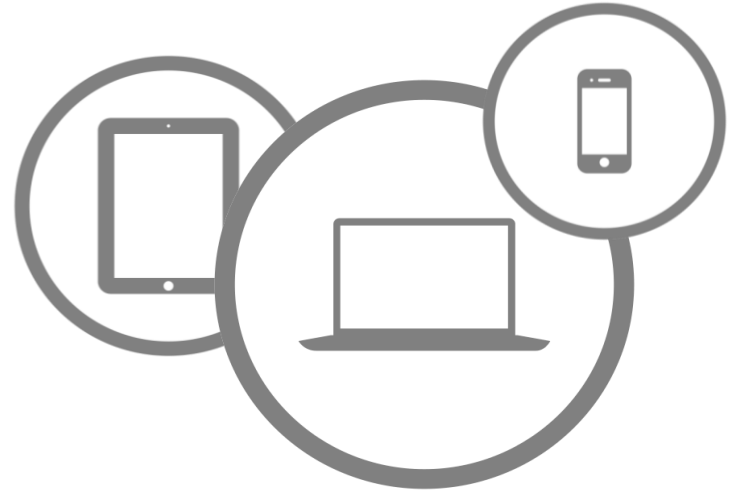


136 contacts

Hardly any TV contacts occur during mono-screen situation



5% exclusive viewing of TV screen during presentation of advertising (Mono-Screen reception)



Use of additional screens during TV commercial break

N = 625 TV advertising contacts

Thank you for your attention!



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