



GWI

ENTERTAINMENT SUMMARY

GlobalWebIndex's bi-annual report on the latest trends in online entertainment

Q3 2016

Introduction

GWI Entertainment presents GlobalWebIndex's very latest figures for online entertainment behaviors and engagement levels across 34 markets.

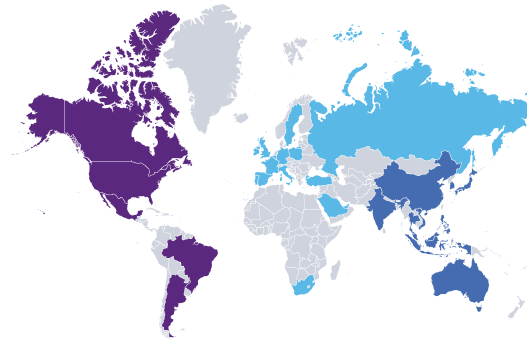
Drawing on data from our most recent wave of research among over 50,000 internet users aged 16-64, we highlight a range of trends and offer insights on:

- The numbers engaging with online entertainment, including music, video and games.
- The role that devices like PCs/laptops, mobiles, tablets are playing in online entertainment, as well as the popularity of smart TVs and streaming devices.
- The growing importance of video, including the rising popularity of YouTube and video on social media.
- The state of online music and video streaming, as well as which platforms are performing best.
- The popularity of PC, mobile and console gaming, the top console brands, and current levels of interest in virtual reality.
- The impact of entertainment on the consumer-brand relationship.

In this summary version, we present a selection of data and insights. For the full version, head over the [PRO platform](#)

Notes on Methodology

Each year, GWI interviews more than **200,000 internet users across 34 markets** – making it the largest on-going study into the digital consumer instigated to date.



AMERICAS: Argentina ▪ Brazil ▪ Canada ▪ Mexico ▪ USA

EMEA: Belgium ▪ France ▪ Germany ▪ Ireland ▪ Italy ▪ Netherlands ▪ Poland ▪ Portugal ▪ Russia ▪ Saudi Arabia ▪ South Africa ▪ Spain ▪ Sweden ▪ Turkey ▪ UAE ▪ UK

APAC: Australia ▪ China ▪ Hong Kong ▪ India ▪ Indonesia ▪ Japan ▪ Malaysia ▪ Philippines ▪ Singapore ▪ South Korea ▪ Taiwan ▪ Thailand ▪ Vietnam

Research is conducted in quarterly waves, with respondents completing an online questionnaire that uses stratified sampling techniques to ensure that they are representative of the internet population aged 16 to 64 in each country (with correct proportions in terms of gender, age and educational attainment). All of the data and behaviors tracked in this report are based on this self-reported data.

Related Content

To explore some of the topics covered in this report in more detail, please read the following reports:

- [GWI Device Flagship Report](#)
- [GWI Social Flagship Report](#)
- [GWI Commerce Flagship Report](#)
- [Online TV Insight Report](#)
- [Brand Discovery Insight Report](#)
- [Netflix Profile Report](#)
- [Spotify Profile Report](#)
- [YouTube Profile Report](#)
- [Second Screening Trend Report](#)
- [Ad-Blocking Trend Report](#)
- [Mobile Ad-Blocking Trend Report](#)
- [Streaming Devices Trend Report](#)
- [VPN and Proxy Servers Trend Report](#)
- [Digital Content Purchasers Infographic](#)
- [Netflix Users Infographic](#)
- [SoundCloud Users Infographic](#)
- [Spotify Users Infographic](#)
- [YouTube Users Infographic](#)

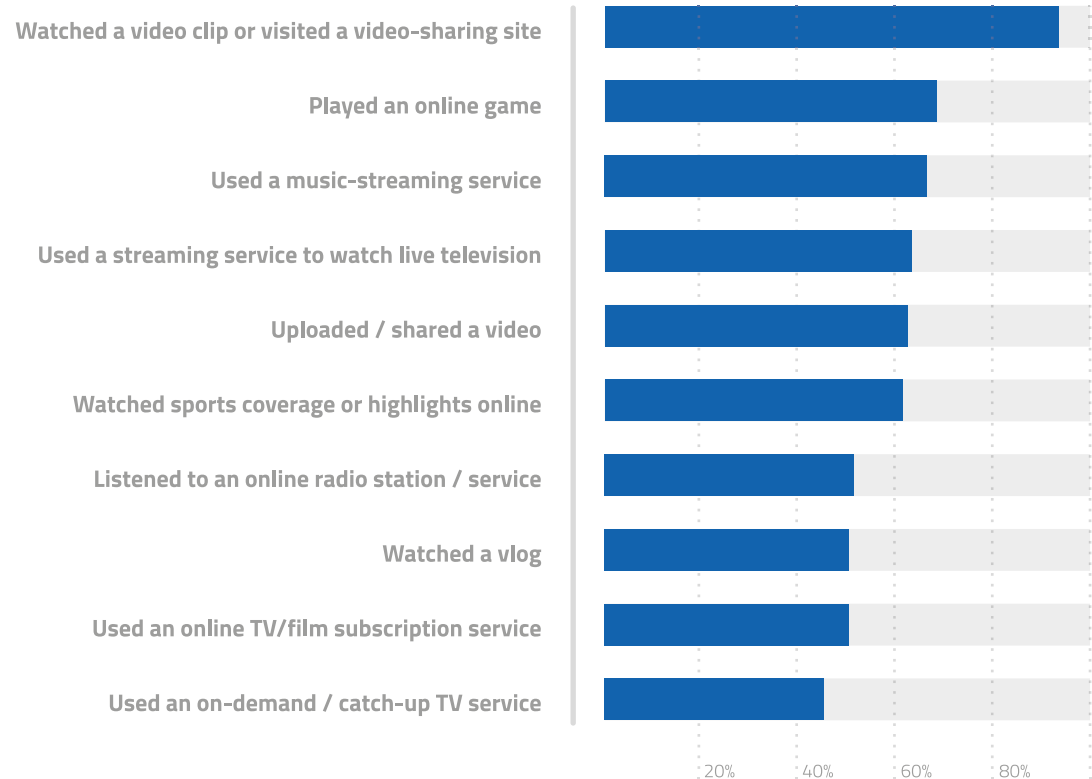
Online Entertainment and Devices

KEY HEADLINES

- **Virtually all internet users are watching video clips each month and half are using an online TV or film subscription service.** Music has an equally-important role in online behaviors: 2 in 3 are monthly users of a music streaming service.
- Across all of the online entertainment activities tracked by GWI, **internet users are more likely to be carrying them out on their PCs/laptops than on a mobile or tablet.** This is especially the case for video-based engagement, but usage of music streaming services tends to be more mobile-centric.
- **Some 38% of internet users say they own either a smart TV or streaming device.** Smart TVs have made some pretty good headway to date, with 1 in 3 internet users now owning one. 25-34s and the top income group are the most likely to have purchased one to date.
- **Time spent watching online TV is now approaching the 1 hour per day mark** – up from just over half an hour back in 2012. 16-24s are at the forefront of this, but even among this age group, online TV has some distance to cover before it can seriously challenge linear TV.

ONLINE ENTERTAINMENT ACTIVITIES

% who did the following online in the last month



Question: In the past month, which of the following things have you done on the internet via any device? **Source:** GlobalWebIndex Q2 2016 **Base:** Internet Users aged 16-64



Explore this data in PRO Platform // Click here: [Online Activities and Behaviors > Online Activities in Last Month > Activities via Any Device](#)

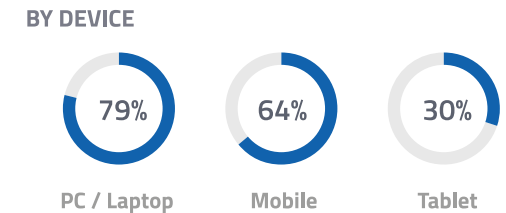
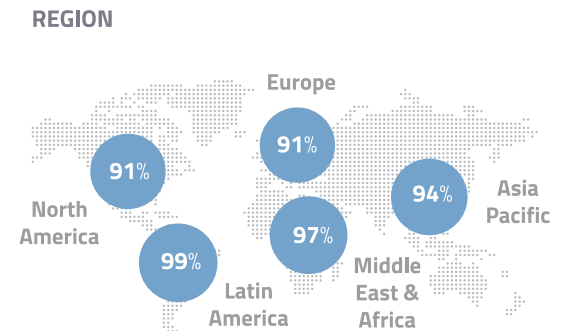
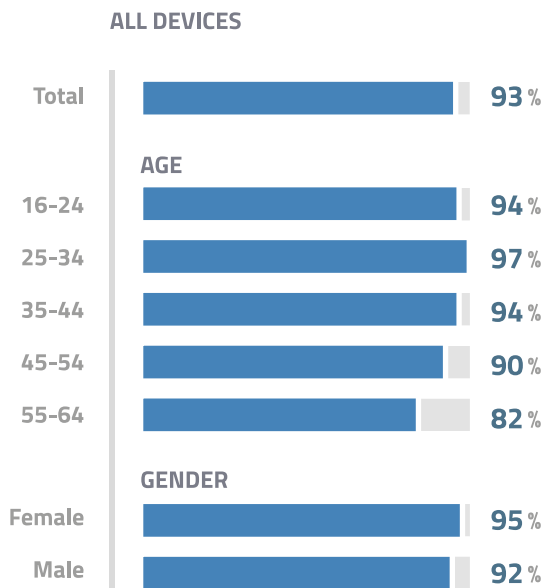
Video Engagement

KEY HEADLINES

- Each month, a considerable **93% of internet users watch a video clip online** – a figure which remains consistently high across different demographics. Latin American and Middle Eastern internet users are the biggest video watchers.
- The growing popularity of video is a key reason why YouTube has been a great success story of recent years and continues to grow. Visitation has jumped by almost 10 percentage points over the past year to reach 87%.
- Watching videos on social networks has emerged as a mainstay activity on social media lately. **6 in 10 internet users can be classed as “Entertainment Networkers”** who use social media to find entertaining content like videos and articles. Facebook has the most potential here: 3 in 5 Facebookers watch videos on the platform each month.

VIDEO ENGAGEMENT

% who watched a video clip or visited a video-sharing site in the last month



Question: In the past month, which of the following things have you done on the internet via any device? // **Source:** GlobalWebIndex Q2 2016 // **Base:** Internet Users aged 16-64



Explore this data in PRO Platform // Click here: [Online Activities and Behaviors > Online Activities in Last Month > Activities via Any Device](#)

Music and Video Streaming

KEY HEADLINES

- 2 in 3 internet users might be using a music-streaming service each month, but it's a much smaller 13% who are paying for the privilege. It's a similar story for video streaming too: half are using a TV or film subscription service vs 14% who are paying for one.
- Netflix dominates the OTT video market, having 5x as many monthly users as Amazon Prime Video. In some markets, Netflix faces stiff competition from local OTT media services – BBC iPlayer is ahead of Netflix in the UK, for example, and SVT Play dominates in Sweden.
- Spotify tops the list when it comes to music streaming services -11% are monthly users, though this reaches much higher in Latin and North America.
- Despite Netflix's recent global expansion, a significant number of users will continue to use VPNs to access better content libraries in other official markets. 31% of internet users are VPN users – close to half of whom say they use VPNs to access better entertainment content.

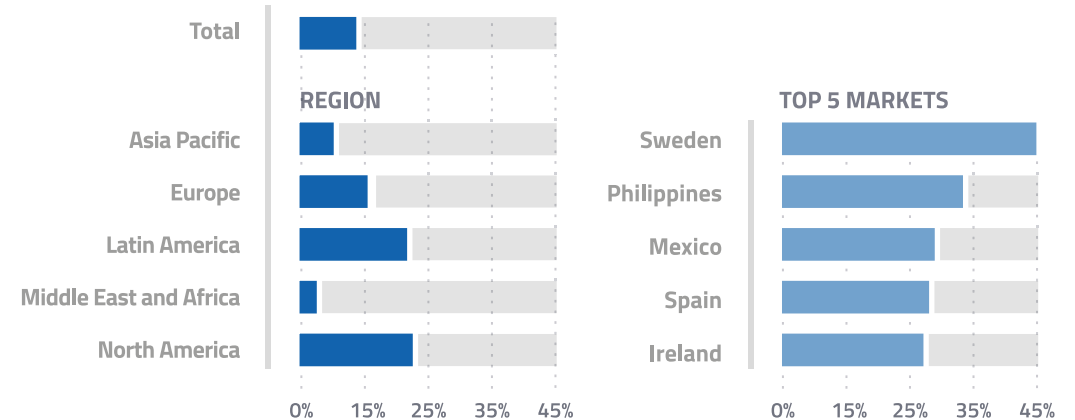
Question: Which of the following services have you used? // Source: GlobalWebIndex Q2 2016 // Base: Internet Users aged 16-64 // UK and US Internet Users aged 16-64



Explore this data in PRO Platform
 // Click here: [Media Consumption](#)
 > Content Services

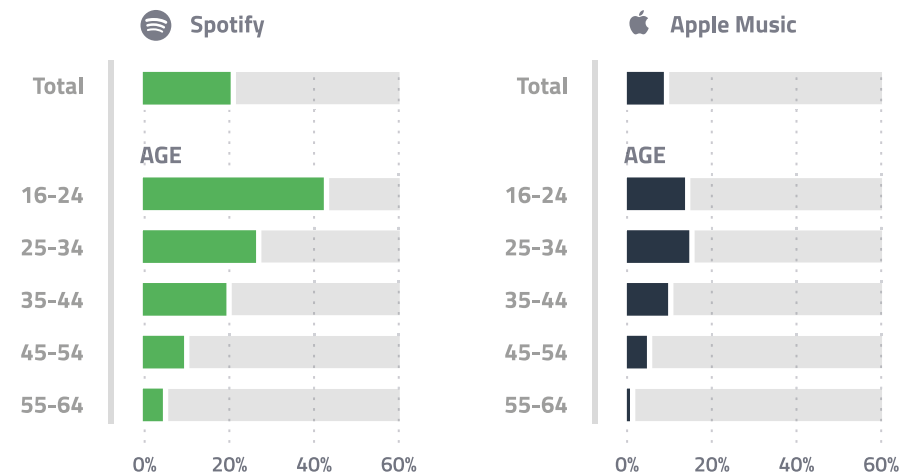
SPOTIFY AROUND THE WORLD

% who used Spotify last month



APPLE MUSIC VS SPOTIFY IN THE UK AND USA

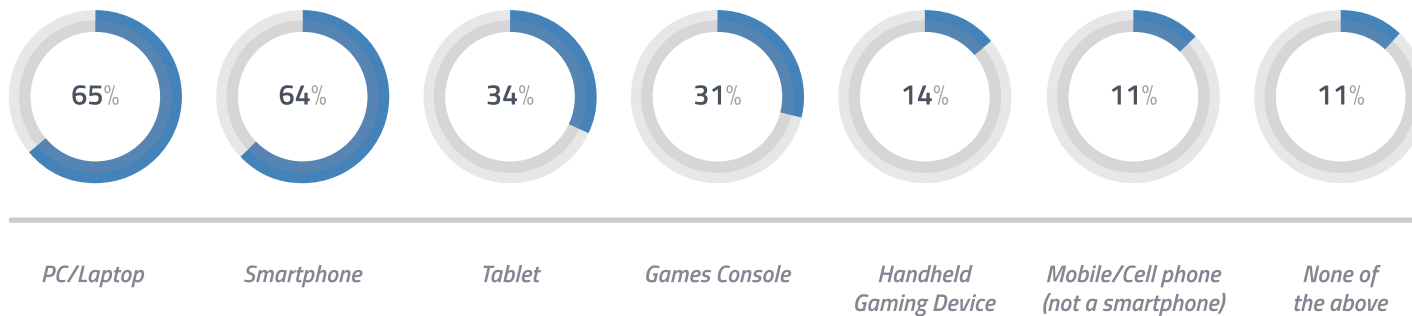
% of UK/US internet users who used the following last month



Gaming

GAMING DEVICES

% who use the following devices to play games



Question: Thinking about the devices listed below, can you tell us which you have at home and have used to play games? // **Source:** GlobalWebIndex Q2 2016 // **Base:** Internet Users aged 16-64



Explore this data in PRO Platform
// Click here:
**Media Consumption > Gaming
Devices > Devices Used for
Gaming**

KEY HEADLINES

- **PCs/laptops and mobiles are the most popular gaming devices.** 16-34s are more likely to be gaming on a smartphone, but older internet users remain more wedded to their PCs/laptops for gaming. Women are as likely as men to be smartphone gamers.

- **3 in 10 are gaming on a console.** Last-gen consoles outscore their next-gen counterparts for current ownership but the PlayStation 4 is the more desired console – 3 in 10 are potentially in the market for one of these.

- Gaming as a spectator sport is beginning to make an impact – **close to a fifth of internet users have a Twitch account.**

- A sizable **4 in 10 internet users express interest in using VR headsets in the future**, with younger internet users and men leading the charge.

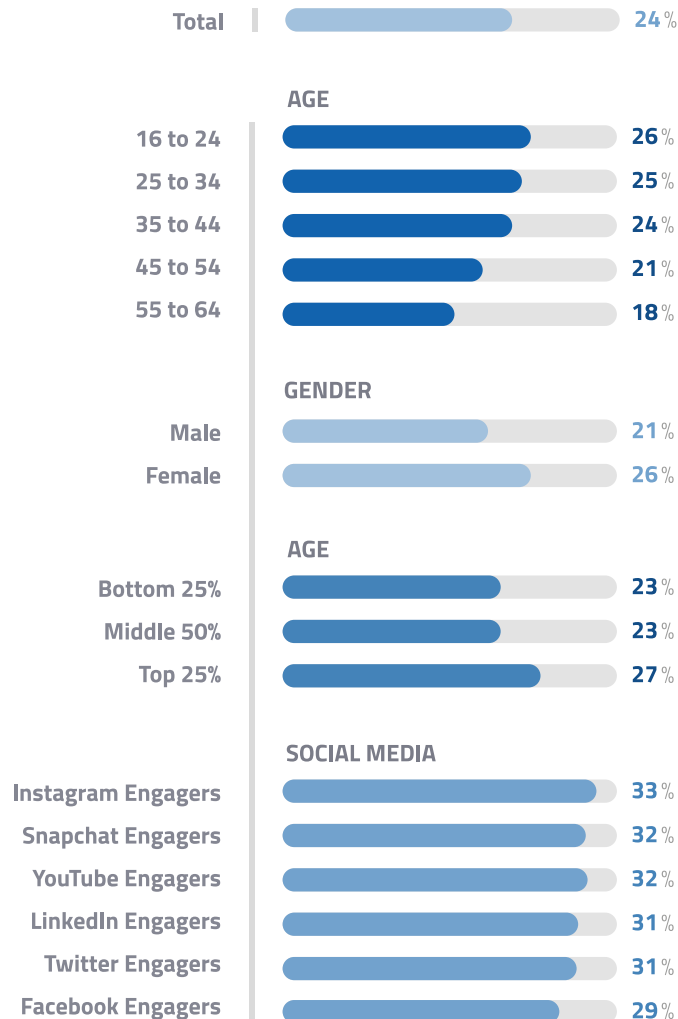
Branded Entertainment

KEY HEADLINES

- Entertainment has a crucial role to play in the discovery of new brands. **4 in 10 find new brands or products through TV ads**, with product placement in TV shows and films also an effective means for enhancing brand awareness.
- Around **1 in 4 digital consumers are engaging with branded videos each month**, with younger consumers the keenest viewers.
- The ad-supported models used by many services have been facing a growing challenge from the spread of ad-blocking software. **38% are blocking ads on their desktops, with 3 in 10 doing the same on their mobiles.**
- Providing access to exclusive content or services like music and videos can be an important means of gathering brand advocates. **16% of internet users say that access to this type of content could motivate them to promote their favorite brand online.**

BRAND VIDEOS

% who have watched a video made by a brand in the last month



Question: Which of the following brand-related actions have you done online in the past month? // Source: GlobalWebIndex Q2 2016 // Base: Internet Users aged 16-64



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