

Second-Screen Usage Patterns

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Abstracts

Once championed as the disruptor that would change video viewing from a “lean back” experience to a “lean forward” experience, the concept of the interactive second screen has not quite altered the viewer experience as originally thought.

Second-Screen Usage Patterns examines usage and adoption trends of second-screen platforms and usage while viewing primary video content, with particular emphasis on mobile devices (smartphones and tablets). The research analyzes adoption of second-screen platforms and identifies video viewing habits by second-screen users vs. second-screen non-users. It also examines the potential effects that mobile data usage could have on second-screen experiences.

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