The State of Online Video 2019

**Binge Watching is on the Rise**

- Time spent binge-watching rose by **+18%** worldwide.
- Average time spent: **2h 40m at a time**.

**Broadcast Viewing**

- Takes a hit but remains more popular than online video.
- Each week, global consumers watch **7 hours** of broadcast television.
- **On average, 50 min since 2015**.

**Streaming Video Viewers**

- Watch an all-time high of **6h 48m per week**.

**70% of Consumers**

- Subscribe to at least one streaming service.
- **59%** in 2015.

**Cord-cutting is Driven by Price**

- Rising prices are the number one reason global consumers will cancel cable.

- Viewers have high expectations for quality experiences and won’t tolerate streaming disruptions.
- **1 in 4** gave up on an online video after just one buffering.

**Mobile Phones are the Preferred Online Streaming Device**