

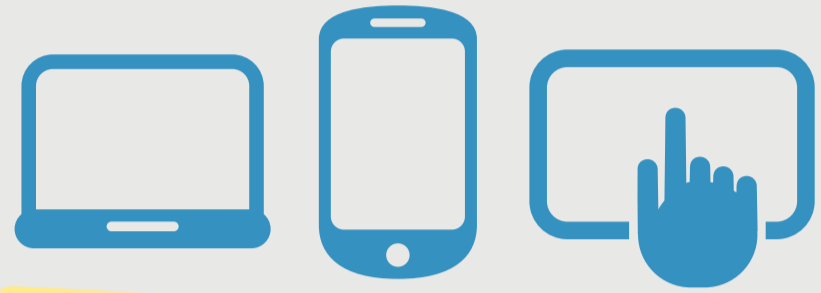
THE 'TRIPLE SCREEN' EXPERIENCE



Millions of us are now 'triple screening' – watching television whilst using a laptop or computer and texting or tweeting at the same time from our mobile phone

regularly have evenings where they sit down in front of the TV with their phone, laptop or tablet 'double screening'

79%



almost **HALF** admit to **TRIPLE SCREENING**



36% get bored if they only watch TV

are so busy, they have no choice but to do it all at once

30%

Triple Screen Experiences

47% keep an eye on the internet news sites



1 in 5



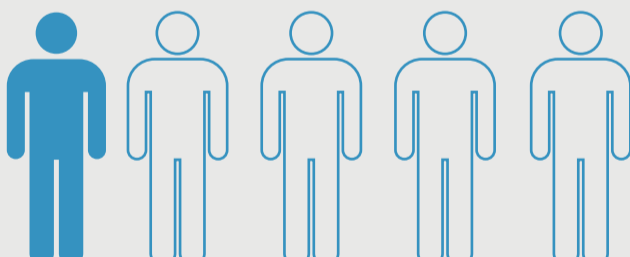
even manage to play games at the same time



1 in 3

indulge in a spot of online shopping

Social TV Behaviours



almost

1 in 5

talk about the show they are watching on Facebook or Twitter at the same time



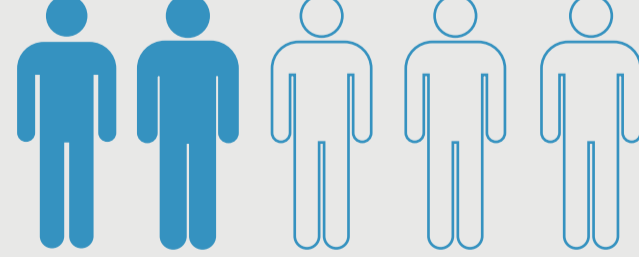
10%

tweet about what's on the TV



14%

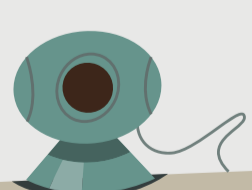
discuss the show with friends on Facebook



while

2 in 5

browse social media in front of the TV



Top ten shows most likely watched while 'double screening'

- #1 X-Factor
- #2 I'm a Celebrity... Get Me Out of Here
- #3 EastEnders
- #4 Coronation Street
- #5 The Great British Bake-off
- #6 Big Brother
- #7 Emmerdale
- #8 Strictly Come Dancing
- #9 Britain's Got Talent
- #10 The Only Way is Essex



GAME