



# Leisure Time Study

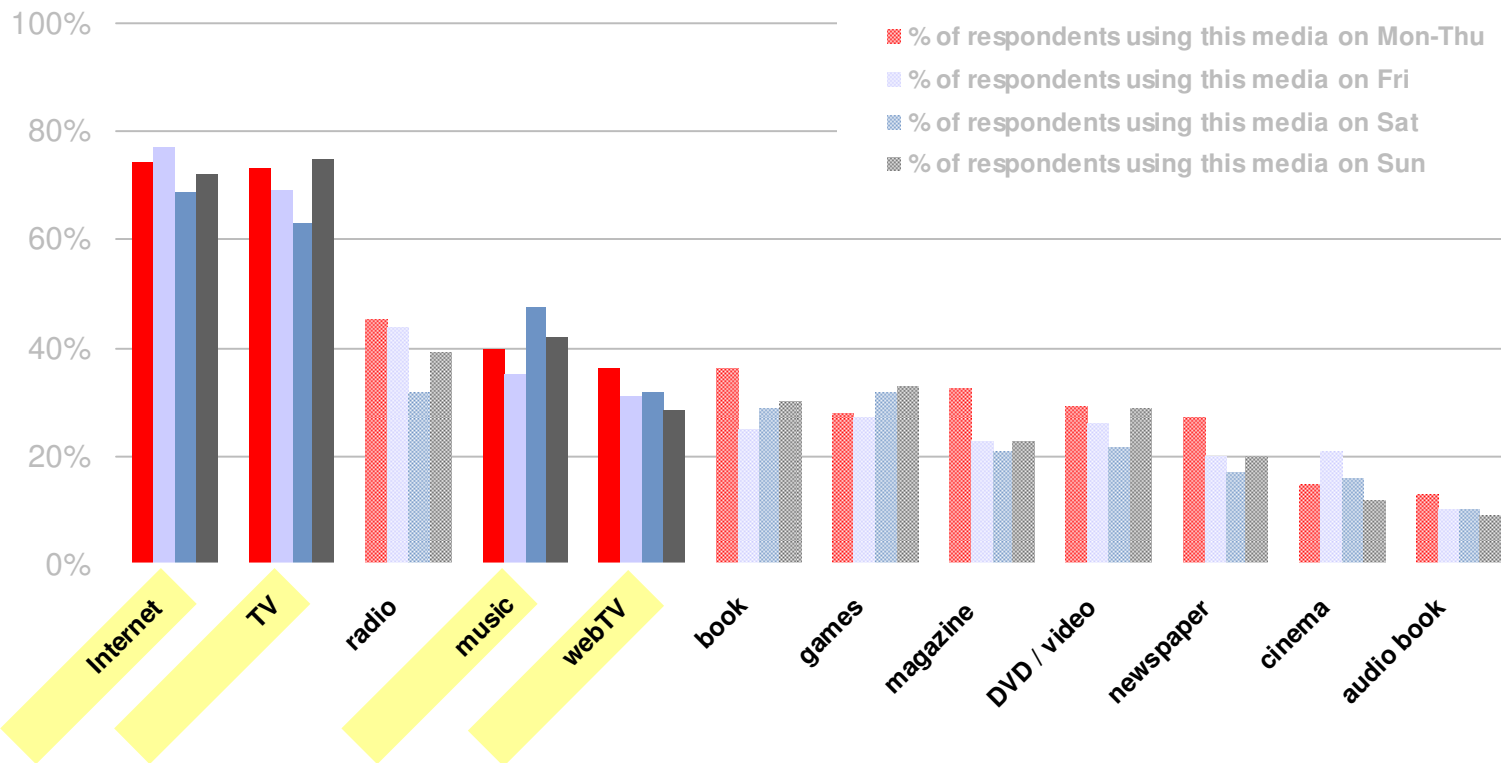
## online research results

- Representative for the 14-29yrs. population in Germany
- Topics: media usage
- Recruiting: n=702; 50% male 14-29yrs., 50% female 14-29yrs., / 33% 14-19yrs, 33% 20-24yrs., 33% 25-29yrs. (Research Now panel)
- Field work: 19.08.2009-25.08.2009



# MTV is there every day where the 14-29-year-olds are...

Media Activities on Weekdays and on the Weekend



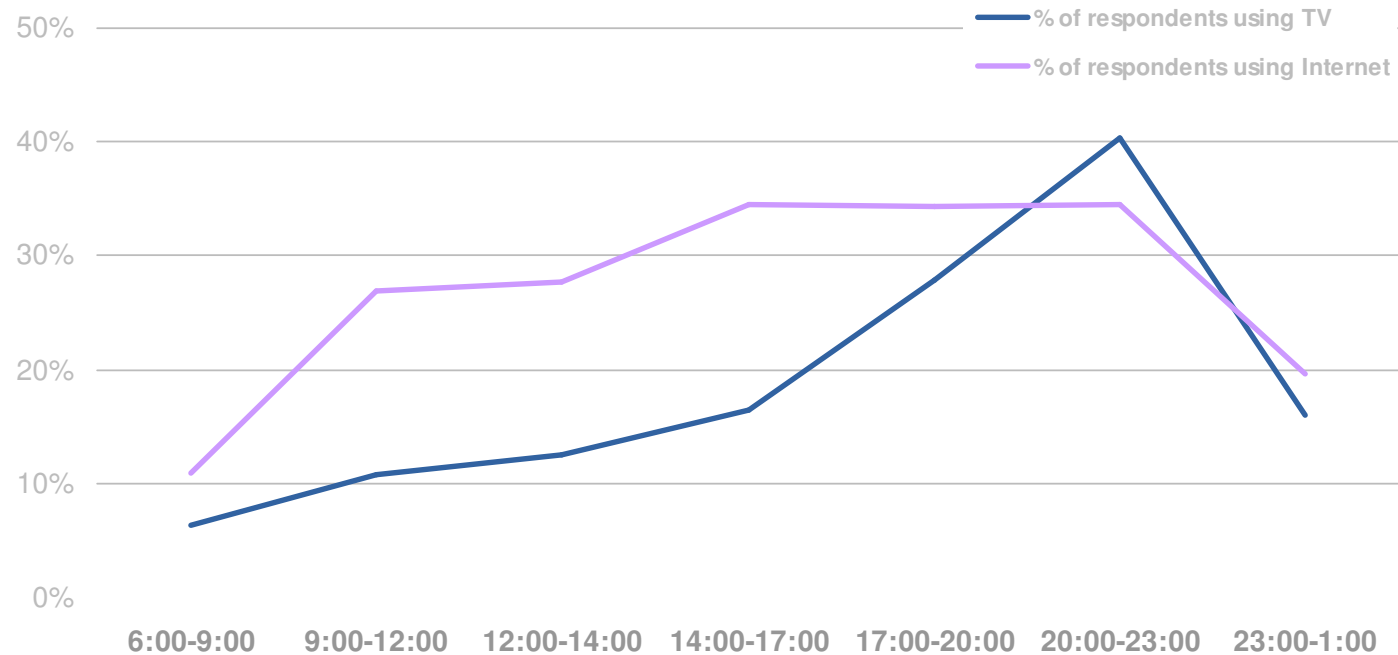
Q: Please think about your day yesterday – please indicate for each of the listed time intervals if they were primarily spent with work (job, study etc.) or with leisure (incl. sleeping) and what activities did you do while these time interval. (all media activities presented) (answers in %)

n=702



## ...through the whole day: reaching them online daytime and on TV in the evening

Media Activities per Daypart

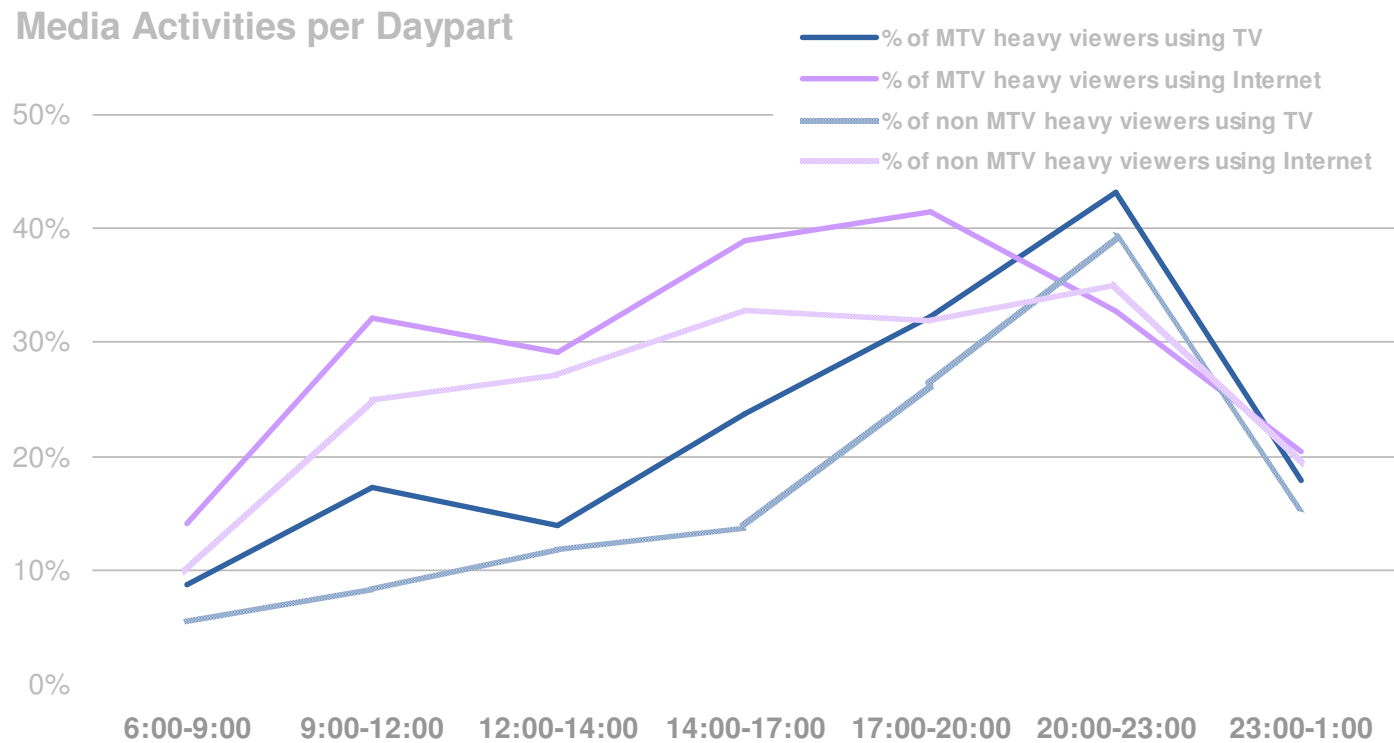


Q: Please think about your day yesterday – please indicate for each of the listed time intervals if they were primarily spent with work (job, study etc.) or with leisure (incl. sleeping) and what activities did you do while these time interval. (only values for TV and Internet usage incl. WebTV presented) (answers in %)

n=702



## MTV heavy viewers use more TV and more Internet compared to non-heavy viewers



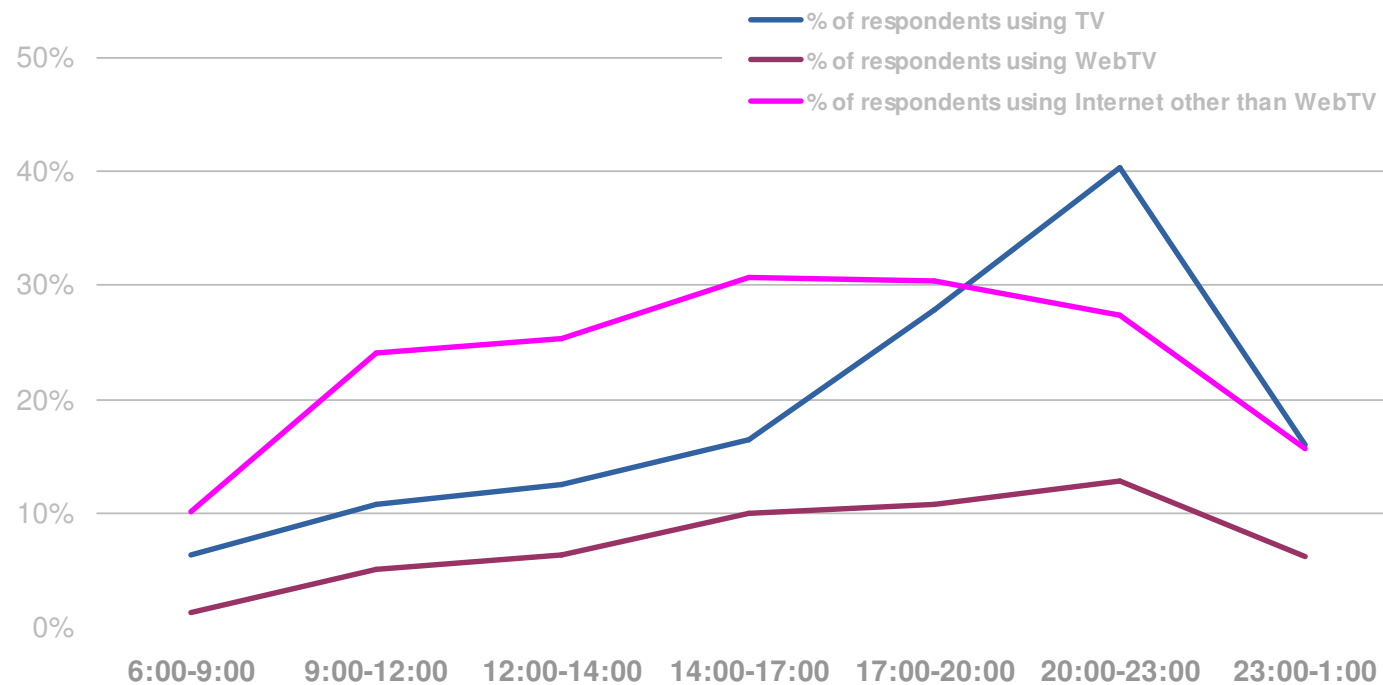
Q: Please think about your day yesterday – please indicate for each of the listed time intervals if they were primarily spent with work (job, study etc.) or with leisure (incl. sleeping) and what activities did you do while these time interval. (only values for TV and Internet usage incl. WebTV presented) (answers in %)

n=183/519



## WebTV is used like TV, not like other online activities

Online Media Activities per Daypart



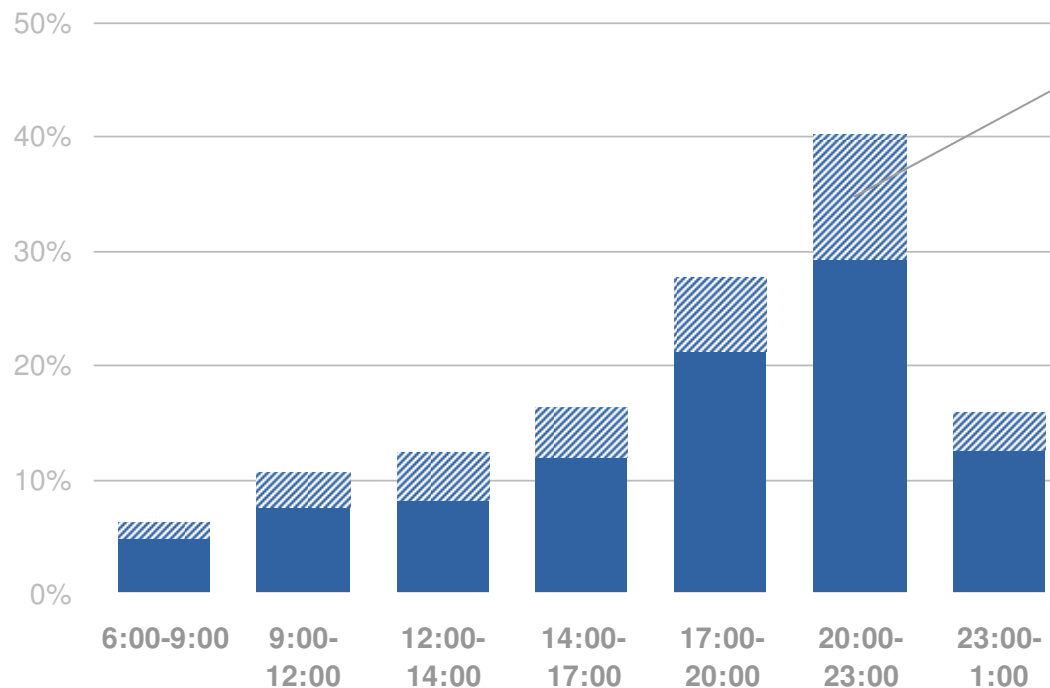
Q: Please think about your day yesterday – please indicate for each of the listed time intervals if they were primarily spent with work (job, study etc.) or with leisure (incl. sleeping) and what activities did you do while these time interval. (only values for TV, WebTV, and other Internet usage presented) (answers in %)

n=702

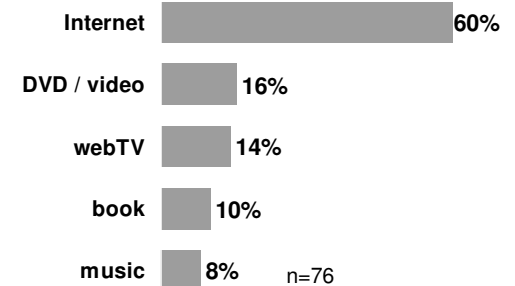


## 26% of all TV usage is parallel to another media activity

Watching TV parallel vs sole



The other media activities:



▨ Watching TV parallel to other media activities

■ Watching TV without any other media activities

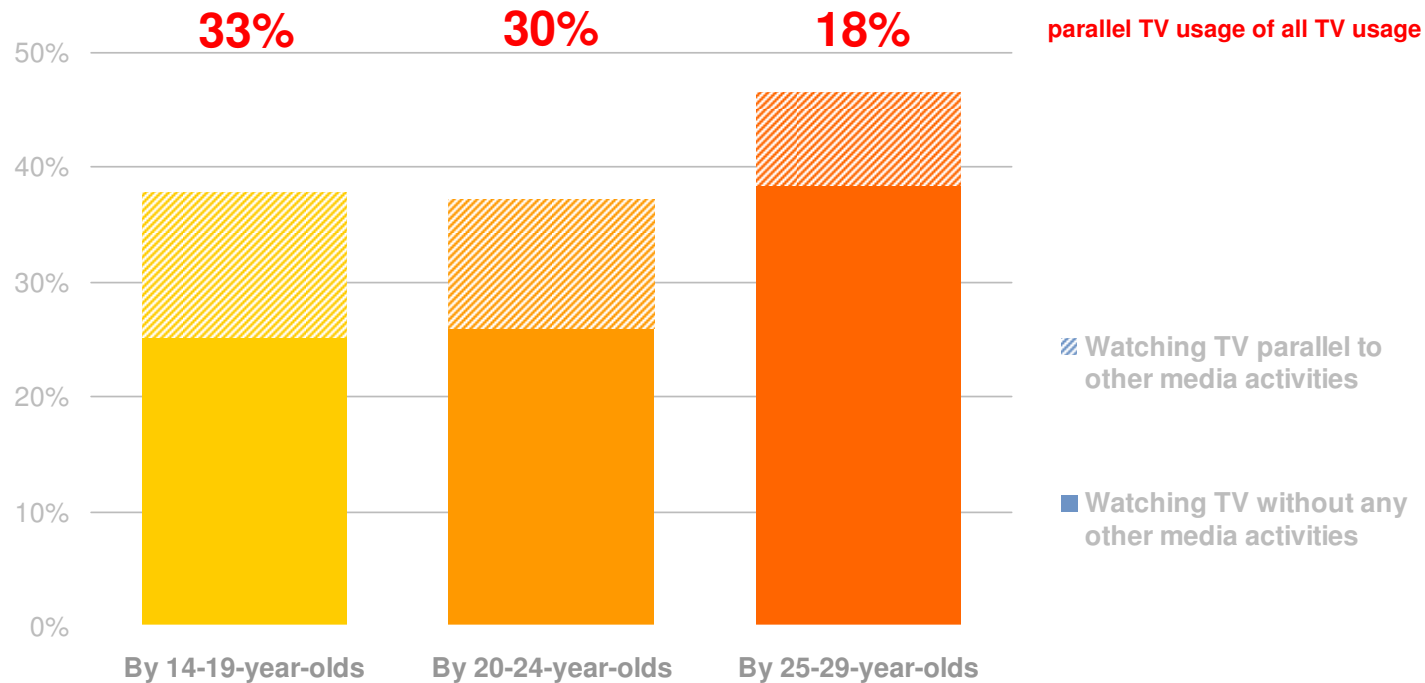
Q: You chose more activities within one time interval. Did you do these activities one after the other, or parallel? Please indicate which activities did you do parallel. (only values for TV usage presented) (answers in %)

n=702



# Cross Media is reality: the younger, the more parallel TV usage in the prime time...

Watching TV parallel vs sole in the evening



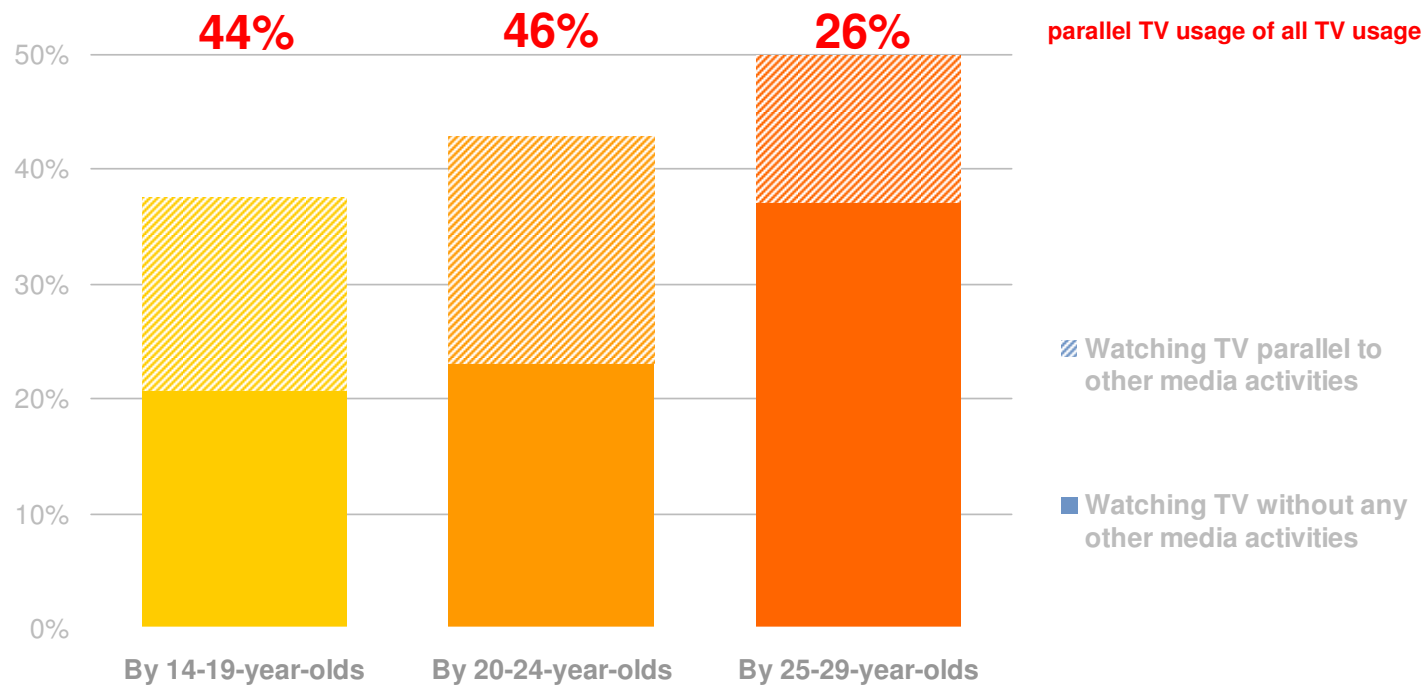
Q: You chose more activities within one time interval. Did you do these activities one after the other, or parallel? Please indicate which activities did you do parallel. (only values for TV usage presented) (answers in %)

n=702



## ...especially the MTV heavy viewers like to use other media parallel to TV

Watching TV parallel vs sole in the evening



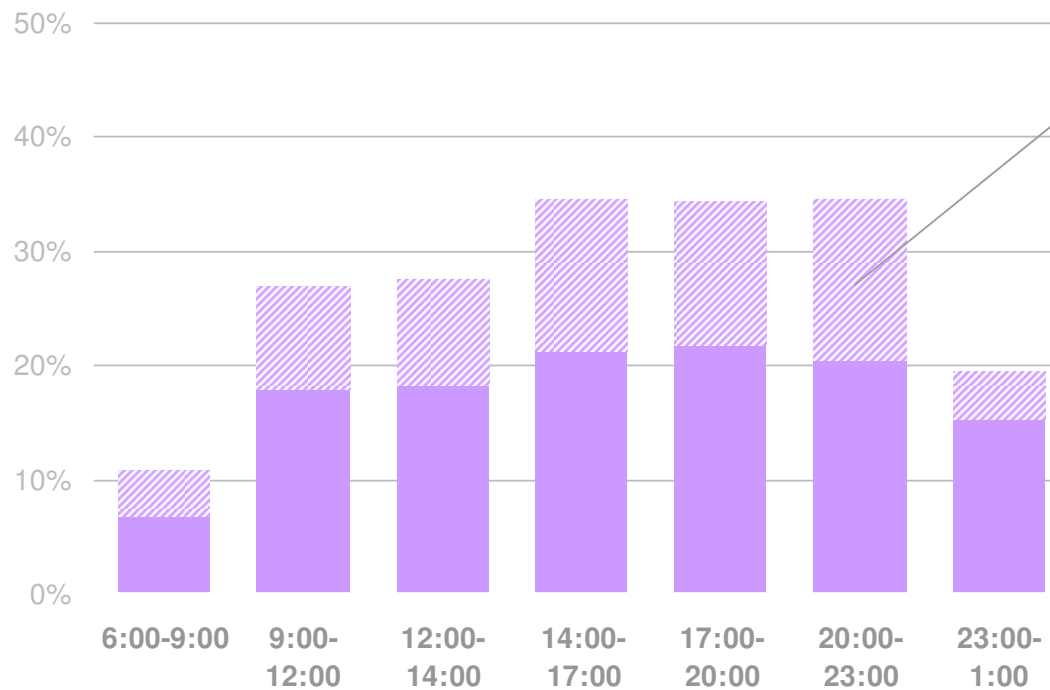
Q: You chose more activities within one time interval. Did you do these activities one after the other, or parallel? Please indicate which activities did you do parallel. (only values for TV usage presented) (answers in %)

n=183

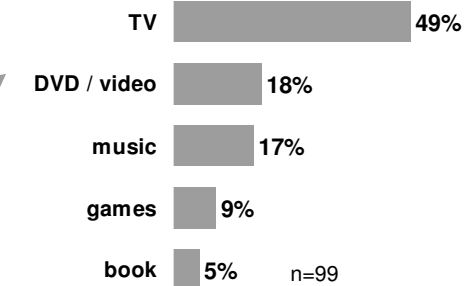




# 34% of all Internet usage is parallel to another media activity

Using Internet parallel vs sole



The other media activities:



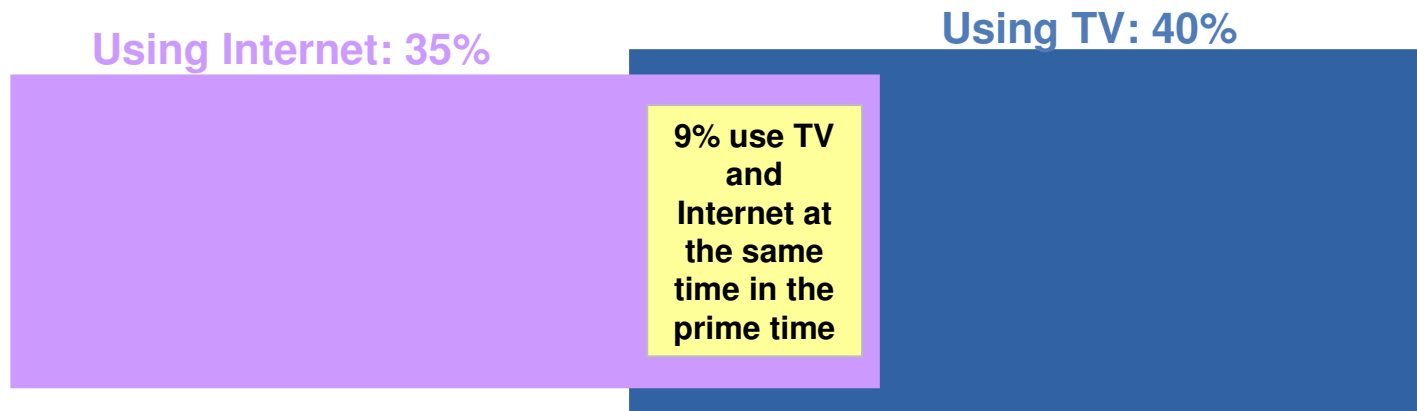
 Using Internet parallel to other media activities  
 Using Internet without any other media activities

Q: You chose more activities within one time interval. Did you do these activities one after the other, or parallel? Please indicate which activities did you do parallel. (only values for Internet usage presented, including WebTV) (answers in %)

n=702



## 9% use TV and Internet parallel in the prime time



n=702