



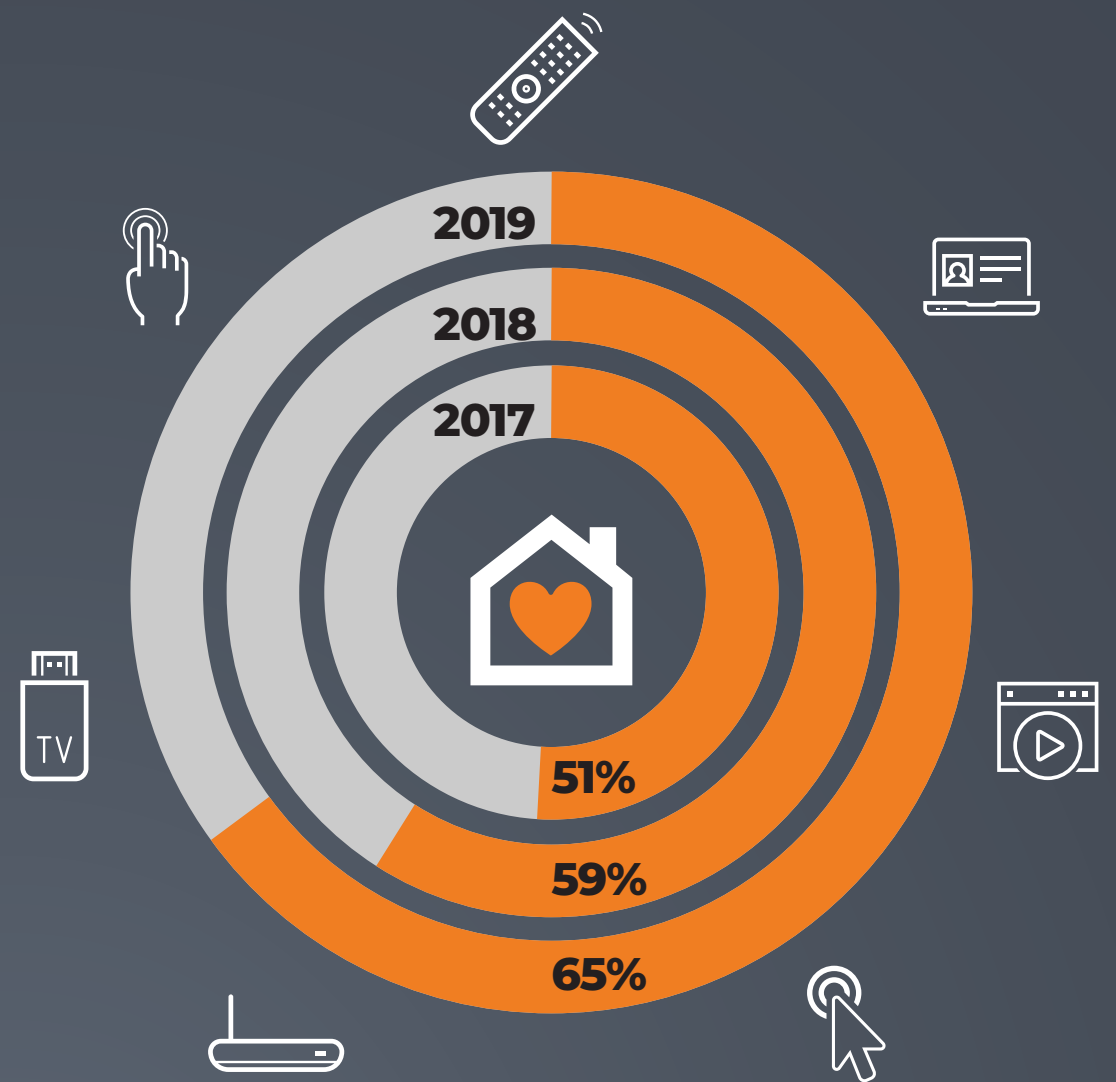
AS OF MAY 2019,

134.2 MILLION

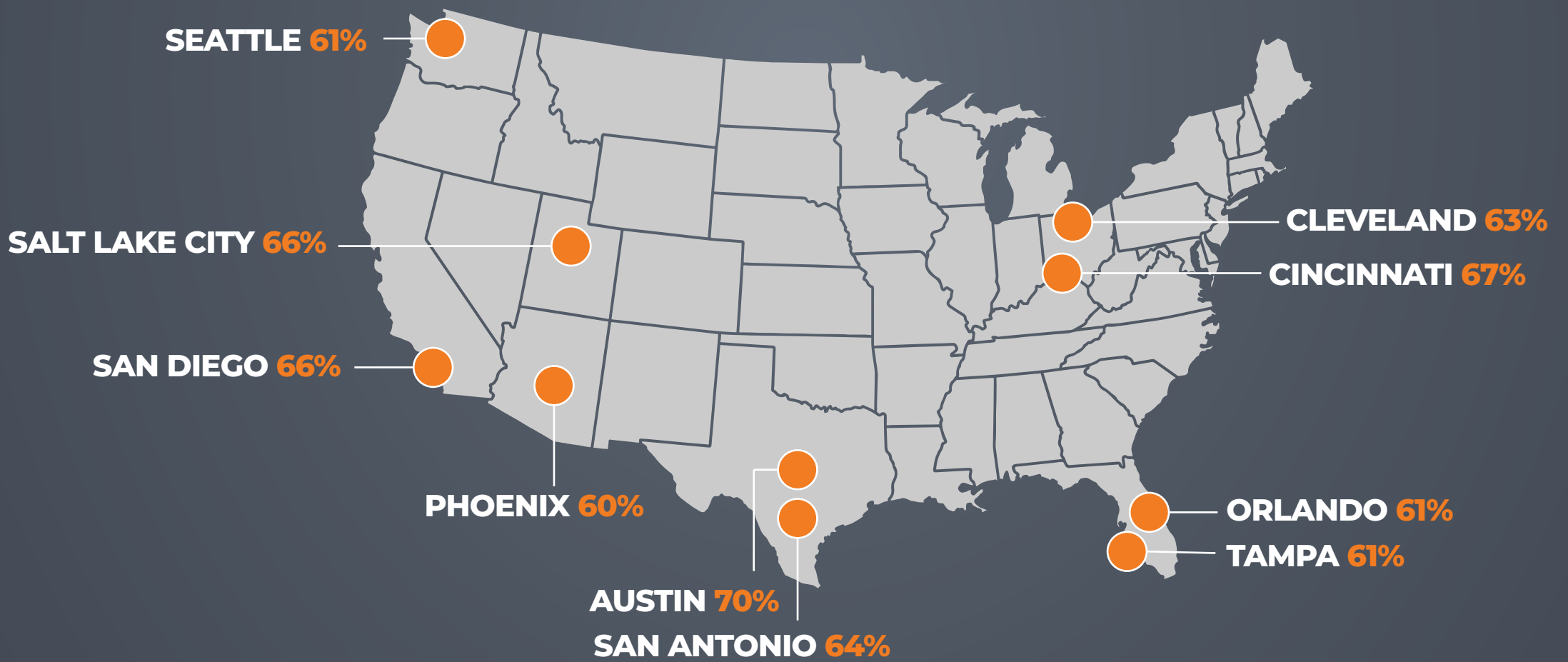
(OR 56%) OF ADULTS
NATIONALLY STREAMED
NON-LINEAR VIDEO TO
THEIR TV SET THROUGH
AN INTERNET-CONNECTED
DEVICE OR SMART TV

More devices, services and apps enter the TV marketplace every year, offering more ways for consumers to access video content. As streaming devices enter the living rooms of more Americans each year, audiences are exploring and embracing the convenience of on-demand video content.

PERCENT OF HOUSEHOLDS WITH AN ENABLED INTERNET CONNECTED DEVICE OR SMART TV



TOP US MARKETS



REACH & TIME SPENT BY AGE GROUP

ADULTS 18-34

64%
HOW MANY

2:11
HOW LONG

ADULTS 25-54

65%
HOW MANY

2:06
HOW LONG

ADULTS 55+

42%
HOW MANY

1:59
HOW LONG

STREAMERS VS NON-STREAMERS

	STREAMERS	NON-STREAMERS
HAVE CHILDREN	44%	28%
MULTICULTURAL	36%	33%
EMPLOYED	73%	55%
INCOME	\$69,400	\$44,800
COLLEGE GRAD	43%	31%

EXPECT TO WIN.

EVERY MARKET. EVERY PROSPECT. EVERY TIME.

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