



## TV Isn't Dead. It Doesn't Even Have A Cold.

If you read the advertising and marketing press, or the business section of your newspaper, you've probably been convinced that television is a dying medium.

This nonsense has been promulgated for years by people with an ideological or economic interest in promoting new media and the online advertising industry.

In fact, according to the *U.S. Bureau of Labor Statistics*, time spent watching television now exceeds all other leisure activities – including socializing, sports, exercising, reading, relaxing, and web surfing – *combined!*

Jeff Bezos, CEO of Amazon says, "We're in a golden age of television."

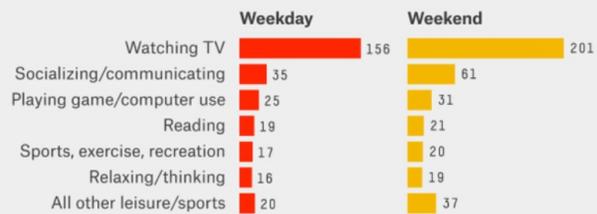
Below you'll find three charts that demolish the "TV Is Dead" nonsense.

### From The Bureau of Labor Statistics

We swiped this chart from the website *FiveThirtyEight*. The data comes from the U.S. Bureau of Labor Statistics. The headline says it all: "*TV Exceeds All Other Leisure Activities Combined.*"

#### TV Exceeds All Other Leisure Activities Combined

Average minutes per day Americans spent on leisure activities, 2014



FIVETHIRTYEIGHT

SOURCE: BUREAU OF LABOR STATISTICS

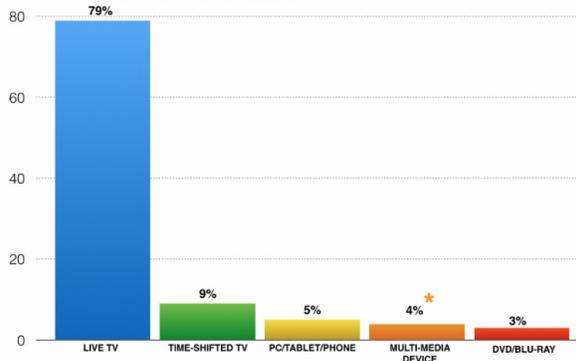
### Live Viewing Dominates

You've probably heard that "nobody watches live TV anymore." In fact, live viewing dominates consumer TV habits. About 80% of viewing is done live. About 9% is time-shifted (DVR). Only about 5% of video viewing is done on a web device. Only about 4% of TV viewing is Netflix, YouTube, and all the other new age viewing options.

This data comes from *Pivotal Research Group*.

## HOW PEOPLE CONSUME VIDEO

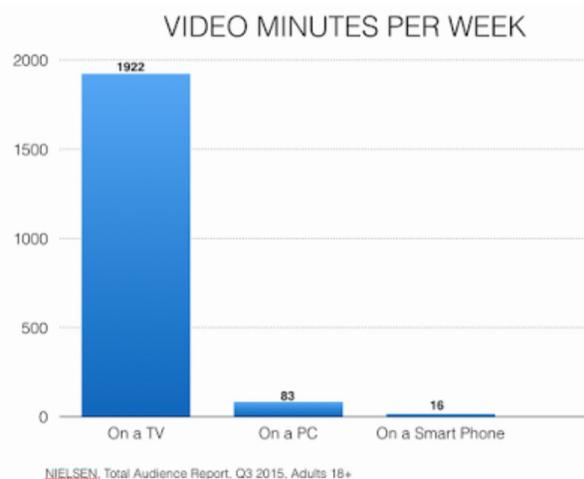
PIVOTAL RESEARCH GROUP, Q3/2015



\*"...content consumed in this manner includes the likes of Netflix, Hulu, Prime, authenticated viewing, networks' apps, YouTube and a wide range of other content."

### Devices People Watch Video On

People watch way more video on a TV than they do on a PC or a smart phone. It ain't even close. This data comes from *Nielsen's Total Audience Report, Q3, 2015*.



NIELSEN, Total Audience Report, Q3 2015, Adults 18+

The final word on today's newsletter comes from the UK organization [Thinkbox](#):

*"Television isn't dying. It's having babies."*



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