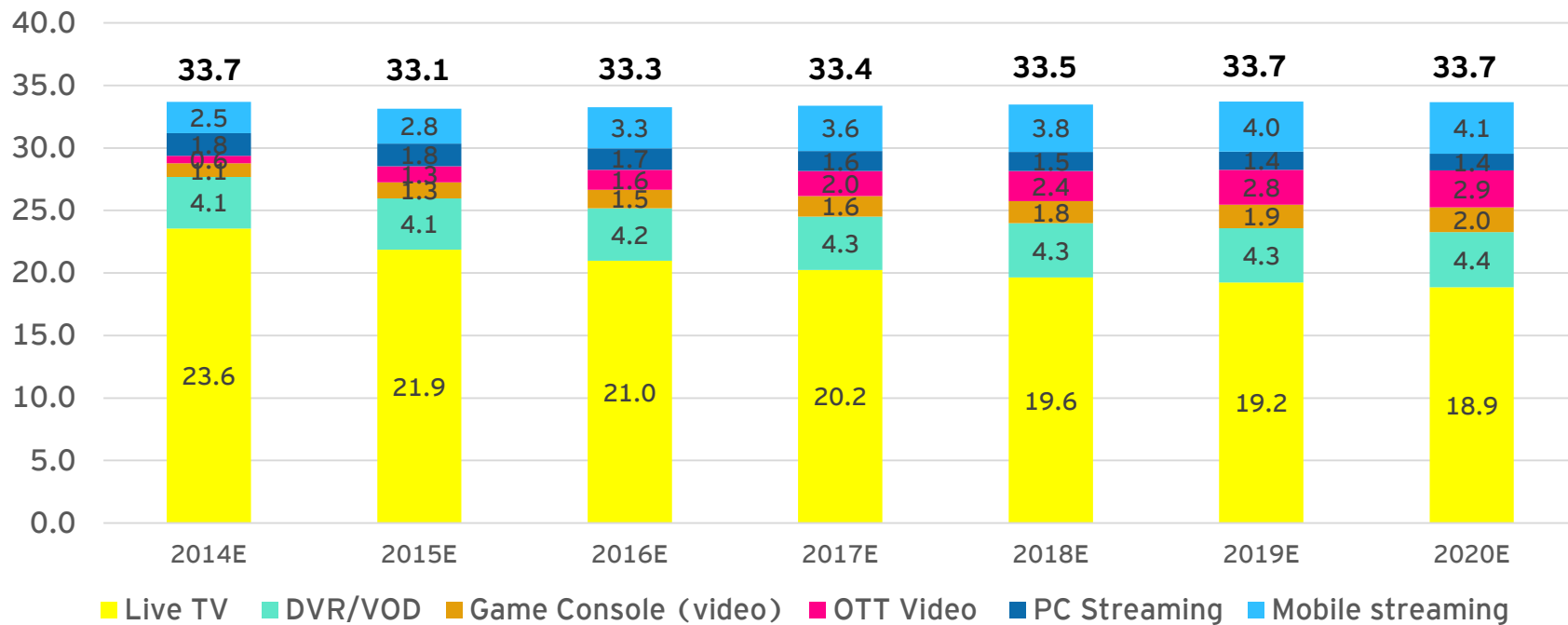# OVERALL VIDEO TIME WILL HOLD STEADY, BUT STREAMING PLATFORMS WILL MAKE UP NEARLY A THIRD OF IT BY 2020

Adults 18-49, Hours per Week

	2014E	2015E	2016E	2017E	2018E	2019E	2020E
Total	33.7	33.1	33.3	33.4	33.5	33.7	33.7
Mobile streaming	2.5	2.8	3.3	3.6	3.8	4.0	4.1
PC Streaming	1.8	1.8	1.7	1.6	1.5	1.4	1.4
OTT Video	0.6	1.3	1.6	2.0	2.4	2.8	2.9
Game Console (video)	1.1	1.3	1.5	1.6	1.8	1.9	2.0
DVR/VOD	4.1	4.1	4.2	4.3	4.3	4.3	4.4
Live TV	23.6	21.9	21.0	20.2	19.6	19.2	18.9

Legend: ■ Live TV ■ DVR/VOD ■ Game Console (video) ■ OTT Video ■ PC Streaming ■ Mobile streaming

Source: MAGNA GLOBAL Estimates

AMP: MERGED DATA SOURCES

The Audience Management Platform (AMP) is a set of planning, buying, and evaluation tools powered by a database that merges traditionally disconnected information into a unified source of data.