Table 1089. Media Usage and Consumer Spending: 2001 to 2011

[Estimates for time spent were derived using rating data for broadcast television and cable and satellite television, survey research for radio, mobile, out-of-home media and yellow pages, and consumer purchase data (units, admissions, access) for books, home video, Internet, newspapers, consumer books, consumer magazines, recorded music, videogames, and box office. Adults 18 and older were the basis for estimates for newspapers, consumer books, consumer magazines, out-of-home media, yellow pages, and home video. Persons 12 and older were the basis for the estimates for broadcast television, cable & satellite television, radio, recorded music, box office, videogames, Internet, and mobile content]

Hem										
Total 2	Item	2001	2003	2005						
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Total 2 637.65 720.37 766.57 798.07 837.99 884.19 929.04 969.36 1,010.90 Clebvision 192.32 234.17 280.92 308.60 333.79 357.70 380.34 400.76 419.84 Cable and satellite television 3 192.32 234.14 280.52 307.62 331.74 354.24 375.22 393.82 410.89 Home video 5 92.44 122.26 115.24 114.60 118.35 123.74 128.55 131.71 132.20 Consumer books 3 86.09 91.89 95.76 97.57 101.23 103.04 105.83 108.17 111.17 Pure-play Internet services 3 56.22 59.51 56.74 42.78 52.78 52.78 52.78 52.78 58.09 62.79 66.17 Recorded music 57.69 49.36 50.71 48.91 46.03 45.00 44.92 45.41 46.29 Newspapers 52.48 53.62 50.56 49.54 48.6										
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Home video 3	Total ²									
Home video 3	Television									
Home video 3	Cable and satellite television 3									
Home video 3	Broadcast television 3									
Newspapers 3	Home video 5									
Newspapers 3	Consumer books 3									
Newspapers 3	Pure-play Internet services 3	56.22	59.51	56.74	52.78	51.28	54.78	58.90	62.79	66.17
Newspapers 3	Recorded music 3	57.69	49.36	50.71	48.91	46.03	45.00	44.92	45.41	46.29
Consumer magazines 3 47.07 46.56 47.64 46.83 46.43 46.16 45.93 45.78 45.78 Box office 3 35.50 39.11 36.41 38.30 40.92 41.63 44.27 45.17 48.03 Videogames 3 29.36 32.98 32.23 34.03 37.84 43.34 44.64 46.91 51.89	Newspapers 3	52.48	53.62	50.56	49.54	48.60	47.92	47.33	46.80	46.44
Box office ³	Consumer magazines 3	47.07	46.56	47.64	46.83	46.43	46.16	45.93	45.78	45.67
Videogames 3	Box office 3	35.50	39.11	36.41	38.30	40.92	41.63	44.27	45.17	48.03
	Videogames 3	29.36	32.98	32.23	34.03	37.84	43.34	44.64	46.91	51.89

¹ Can include concurrent use of media, such as watching television and reading e-mail simultaneously. Does not include media use at work. ² Includes other media not shown separately. ³ Online and mobile use and spending on traditional media platforms, such as downloaded music, newspaper Web sites, e-books, cable modems, online video of television programs and Internet radio were included in the traditional media segment, not in pure-play Internet services or pure-play mobile content. Pure-play Internet services and pure-play mobile content included telecommunications access, such as DSL, Internet-only Web sites such as Yahoo!, GameSpy, eHarmony, and mobile-only services, such as MobiTV or text messaging services from telecommunication providers. ⁴ Telemundo and Univision affiliates included in independent and public stations. Pay-per-view, interactive channels, home shopping, and audio-only feeds included in premium cable and satellite services. ⁵ Playback of prerecorded VHS cassettes and DVDs only.

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