

Mobile Devices Distracting from TVs

Written by Marco Attard
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According to Nielsen, the use of tablets and smartphones while watching TV is becoming increasingly common, especially among viewers based in the UK.



Nielsen held a Q4 2011 survey tracking behavior patterns in the UK, Germany, Italy and the US.

The analyst says 80% of tablet and 78% of smartphone owners in the UK use their devices while watching TV at least once during a 30-day testing period-- with 24% using their devices several times a day.

On the other hand German and Italian TV viewing is more serious business-- 29% of participants in both countries never dual-view tablets and TVs together. The same goes for 35% of Germans and 34% of Italians when it comes to smartphones.

The final revelation on viewers in the USA being easily distracted might not be too much of a surprise... 88% of American tablet and 86% of smartphone owners prefer to multi-task (at least once during the 30-day period).

In all participant countries, the most frequent mobile device activity is checking emails during either advert breaks or shows. Nielsen says device users also "engage with content relate to the TV," checking show- or advert-related information.

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Either way, it is heartening to know Europeans have (relatively) longer attention spans than Americans do, right?

Go [Double-Vision: Global Trends in Tablet and Smartphone Use While Watching TV \(Nielsen\)](#)