

4

ONLINE ACTIVITIES

4.1 Overview

The *2016 Digital Future Project*, by the Center for the Digital Future, University of Southern California, Annenberg School for Communication (www.digitalcenter.org), asked Internet users about their engagement in 34 types of online activities. This chapter presents findings of the survey.

4.2 Activities By Adult Internet Users

When asked how frequently they engaged in various online activities, adult Internet users responded as follows:

Browse The Web

- Several times a day: 35%
- Daily: 33%
- Weekly: 15%
- Monthly: 5%
- Less than monthly: 7%
- Never: 6%

Buy Things

- Several times a day: 1%
- Daily: 2%
- Weekly: 20%
- Monthly: 34%
- Less than monthly: 30%
- Never: 13%

Check Email

- Several times a day: 55%
- Daily: 31%
- Weekly: 8%
- Monthly: 2%
- Less than monthly: 1%
- Never: 3%

Compare Prices Of Products/Services

- Several times a day: 2%
- Daily: 9%
- Weekly: 31%
- Monthly: 30%
- Less than monthly: 14%
- Never: 15%

Distance Learning For A Degree Or Job Training

- Several times a day: 1%
- Daily: 4%
- Weekly: 5%
- Monthly: 6%
- Less than monthly: 15%
- Never: 69%

Download/Listen To Music

- Several times a day: 16%
- Daily: 19%
- Weekly: 20%
- Monthly: 10%
- Less than monthly: 15%
- Never: 21%

Download/Watch Videos

- Several times a day: 11%
- Daily: 20%
- Weekly: 22%
- Monthly: 10%
- Less than monthly: 13%
- Never: 23%

Find/Check A Fact

- Several times a day: 10%
- Daily: 25%
- Weekly: 31%
- Monthly: 13%
- Less than monthly: 12%
- Never: 9%

Gamble

- Several times a day: 1%
- Daily: 2%
- Weekly: 4%
- Monthly: 5%
- Less than monthly: 12%
- Never: 76%

Get Information For School/Work

- Several times a day: 6%
- Daily: 14%
- Weekly: 13%
- Monthly: 4%
- Less than monthly: 9%
- Never: 54%

Get Product Information

- Several times a day: 4%
- Daily: 14%
- Weekly: 33%
- Monthly: 27%
- Less than monthly: 15%
- Never: 7%

Instant Messaging

- Several times a day: 22%
- Daily: 22%
- Weekly: 14%
- Monthly: 5%
- Less than monthly: 12%
- Never: 25%

Investing

- Several times a day: 1%
- Daily: 1%
- Weekly: 2%
- Monthly: 6%
- Less than monthly: 12%
- Never: 78%

Listen To Online Radio

- Several times a day: 6%
- Daily: 16%
- Weekly: 16%
- Monthly: 8%
- Less than monthly: 19%
- Never: 35%

Look At Religious/Spiritual Sites

- Several times a day: 1%
- Daily: 5%
- Weekly: 8%
- Monthly: 10%
- Less than monthly: 21%
- Never: 55%

Look At Sites With Sexual Content

- Several times a day: 2%
- Daily: 6%
- Weekly: 12%
- Monthly: 7%
- Less than monthly: 15%
- Never: 58%

Look For Health Information

- Several times a day: 1%
- Daily: 7%
- Weekly: 22%
- Monthly: 26%
- Less than monthly: 31%
- Never: 13%

Look For Humorous Content

- Several times a day: 6%
- Daily: 18%
- Weekly: 19%
- Monthly: 10%
- Less than monthly: 21%
- Never: 27%

Look For News

- Several times a day: 14%
- Daily: 33%
- Weekly: 23%
- Monthly: 8%
- Less than monthly: 12%
- Never: 10%

Look For Travel Information

- Several times a day: 1%
- Daily: 4%
- Weekly: 11%
- Monthly: 22%
- Less than monthly: 42%
- Never: 20%

Look For Work

- Several times a day: 2%
- Daily: 6%
- Weekly: 10%
- Monthly: 8%
- Less than monthly: 28%
- Never: 47%

Look Up A Definition

- Several times a day: 4%
- Daily: 14%
- Weekly: 31%
- Monthly: 19%
- Less than monthly: 21%
- Never: 10%

Make Travel Reservations

- Several times a day: <1%
- Daily: 1%
- Weekly: 3%
- Monthly: 15%
- Less than monthly: 50%
- Never: 31%

Make/Receive Phone Calls

- Several times a day: 4%
- Daily: 9%
- Weekly: 10%
- Monthly: 9%
- Less than monthly: 18%
- Never: 50%

Online Banking

- Several times a day: 2%
- Daily: 13%
- Weekly: 35%
- Monthly: 20%
- Less than monthly: 7%
- Never: 23%

Pay Bills

- Several times a day: 1%
- Daily: 3%
- Weekly: 21%
- Monthly: 40%
- Less than monthly: 7%
- Never: 23%

Play Games

- Several times a day: 13%
- Daily: 22%
- Weekly: 14%
- Monthly: 6%
- Less than monthly: 15%
- Never: 31%

Post On Discussion Boards

- Several times a day: 6%
- Daily: 10%
- Weekly: 13%
- Monthly: 8%
- Less than monthly: 20%
- Never: 43%

Post On Social Networking Sites

- Several times a day: 10%
- Daily: 15%
- Weekly: 20%
- Monthly: 12%
- Less than monthly: 12%
- Never: 32%

Post Self-Made Content (Photos/Videos)

- Several times a day: 3%
- Daily: 8%
- Weekly: 14%
- Monthly: 14%
- Less than monthly: 19%
- Never: 42%

Re-post/Share Links/Content Created By Others

- Several times a day: 5%
- Daily: 12%
- Weekly: 22%
- Monthly: 11%
- Less than monthly: 21%
- Never: 29%

Read Blogs

- Several times a day: 4%
- Daily: 10%
- Weekly: 16%
- Monthly: 12%
- Less than monthly: 18%
- Never: 40%

Sell Things

- Several times a day: 1%
- Daily: 1%
- Weekly: 2%
- Monthly: 6%
- Less than monthly: 27%
- Never: 63%

Visit Social Networking Sites

- Several times a day: 30%
- Daily: 30%
- Weekly: 11%
- Monthly: 4%
- Less than monthly: 7%
- Never: 18%

4.3 Online Content

When asked how frequently they access various types of online content, adult Internet users responded as follows:

TV - Pay

- Often: 19%
- Sometimes: 16%
- Rarely: 12%
- Never: 52%

TV - Free

- Often: 14%
- Sometimes: 22%
- Rarely: 21%
- Never: 43%

Movies - Pay

- Often: 28%
- Sometimes: 22%
- Rarely: 12%
- Never: 38%

Movies - Free/File Sharing

- Often: 4%
- Sometimes: 8%
- Rarely: 10%
- Never: 79%

News - Pay

- Often: 4%
- Sometimes: 7%
- Rarely: 10%
- Never: 79%

Music Via Subscription

- Often: 22%
- Sometimes: 18%
- Rarely: 15%
- Never: 44%

4.4 Market Resources

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STREAMING MUSIC SERVICES

37.1 Overview

Services that offer on-demand music streaming of full-length content over the Internet have become popular. Streaming services provide music without requiring the listener to purchase a file to download. Many sites include features for browsing by song title, artist, and genre. Such sites generally offer free, ad-supported listening and a commercial-free subscription option.

37.2 Market Assessment

According to The Recording Industry Association of America (RIAA, www.riaa.org), there were 22.6 million subscriptions for streaming music services in 2016, a 108.7% increase from the previous year. Spending for subscriptions was \$2.26 billion, a 94.9% increase from the previous year.

Ad-supported on-demand streaming revenue in 2016 was \$469 million, a 25.8% increase from the previous year.

There were 751.2 million digital single downloads in 2016, a 24.5% decrease from 2015; sales were \$907 million, a 24.1% drop.

There were 86.0 million digital album downloads in 2016, a 21.3% decrease from 2015; sales were \$876 million, a 19.6% drop.

SoundExchange distributions (i.e. payments to performers and copyright holders for streaming services) were \$803 million.

37.3 Demographics

The following is the demographic distribution of consumers of music streaming services (source: Music Watch [www.musicwatchinc.com]):

Gender	Music Streamers	Paid Subscribers
• Female:	53%	50%
• Male:	47%	50%

Age

- 13-to-17: 11% 4%
- 18-to-25: 16% 26%
- 26-to-35: 21% 33%
- 36-to-50: 26% 26%
- 51 and older: 26% 11%

37.4 Streaming Service Listener Share

According to The NPD Group (www.npd.com), listeners use streaming services as follows (multiple responses allowed):

- Pandora: 70%
- YouTube: 43%
- iHeart Radio: 23%
- iTunes Radio: 15%
- Google Play Music: 10%
- Spotify: 5%
- Slacker: 4%
- Rdio: 1%
- Other: 4%

“The streaming music business is one crowded jam session. Pandora Media, Spotify, Rdio, Songza, Google Play Music All Access, iTunes Radio, and others all vie for music lovers. The category is full of conflicting formats, pricing strategies, and features, and no dominant business strategy has emerged.”

Bloomberg Businessweek

37.5 Streaming Service Subscribers

According to Parks Associates (www.parksassociates.com), subscriptions to online music services in 2016 and change from 2015 is as follows:

- | | Pct. of Broadband Households | Change |
|-----------------------|------------------------------|--------|
| • Amazon Prime Music: | 15.0% | 52.6% |
| • Spotify Premium: | 8.1% | 64.9% |

“The majority of paid streaming music services experienced an increase in their number of subscribers in 2016, with Amazon Prime Music leading the market with 15% of U.S. broadband households. Amazon Prime Music experienced a 50% increase in subscription during the one-year period.”

Parks Associates, 2/8/17

TRAVEL RESEARCH & BOOKING

38.1 Top Travel Sites

Ranked by number of monthly visitors, the top travel sites are as follows (sources: Alexa [www.alexacom.com], Compete [www.competecom.com], eBizMBA [www.ebizmbacom.com], and Quantcast [www.quantcast.com]):

• Booking (www.booking.com):	40.00 million
• TripAdvisor (www.tripadvisor.com):	38.00 million
• Yahoo! Travel (www.yahoo.com/travel):	36.00 million
• Expedia (www.expedia.com):	25.00 million
• Priceline (www.priceline.com):	20.00 million
• Hotels (www.hotels.com):	16.00 million
• Travelocity (www.travelocity.com):	14.00 million
• Kayak (www.kayak.com):	13.00 million
• Orbitz (www.orbitz.com):	11.00 million
• Hotwire (www.hotwire.com):	8.50 million
• HomeAway (www.homeaway.com):	8.25 million
• TravelZoo (www.travelzoo.com):	7.00 million
• AirBnB (www.airbnb.com):	6.00 million
• Lonely Planet (www.lonleyplanet.com):	4.00 million
• Viator (www.viator.com):	3.00 million

38.2 Travel Research Online

eMarketer (www.emarketer.com) estimates that 117.6 million adults, or 61% of Internet users, research travel online; 98.3 million (51%) book online.

A 2016 survey by Fuel (www.fueltravel.com) found that leisure travelers use the following sources when beginning to research a trip (percentage of respondents):

• Search engine:	48.4%
• Supplier website:	20.4%
• Online travel agent:	13.9%
• Review site:	5.8%

A recent survey by Burst Media (www.burstmedia.com) found that among those who use the Internet for travel planning, the following types of travel research are conducted online (percent of survey respondents):

- Hotel accommodations and prices: 50%
- Travel destinations: 46%
- Airline flights and fares: 39%
- Tour/travel operators: 24%
- Car rental availability and rates: 12%

The following are select website features that most attract Internet users to travel websites (source: Burst Media):

- Ability to check availability and rates: 55%
- Destination information: 50%
- Travel promotion and specials: 49%
- Travel bulletins and alerts: 22%
- Chat/forum areas for travel information: 13%
- Ability to personalize pages: 11%
- Opt-in newsletter: 10%

38.3 Online Travel Booking

According to PhoCusWright (www.phocuswright.com), online travel reservations garner over 40% of the total travel market. Excluding corporate travel, which is typically booked offline through travel agents and in-house travel departments, online booking surpassed offline in 2007. Over 60% of leisure and individually booked business travel reservations are made online.

eMarketer (www.emarketer.com) assesses U.S. digital travel sales as follows:

	Desktop	Mobile	Total Online
• 2014:	\$118 billion	\$32 billion	\$150 billion
• 2015:	\$116 billion	\$52 billion	\$168 billion
• 2016:	\$116 billion	\$65 billion	\$181 billion
• 2017:	\$114 billion	\$75 billion	\$190 billion
• 2018:	\$112 billion	\$86 billion	\$198 billion
• 2019:	\$111 billion	\$95 billion	\$206 billion

eMarketer assesses the number of adults using mobile devices to book travel as follows:

	Number	Pct. of Digital Travel Bookers
• 2014:	38.3 million	35.9%
• 2015:	48.8 million	43.8%
• 2016:	59.8 million	51.8%
• 2017:	69.2 million	59.2%
• 2018:	78.8 million	64.8%
• 2019:	86.8 million	69.8%

Online travel agent (OTA) market leaders, ranked by annual online sales, are as follows (source: *Travel Weekly*):

- Expedia Inc. (www.expedia.com): \$60.8 billion
- Priceline (www.priceline.com): \$55.5 billion
- Orbitz Worldwide (www.orbitz.com): \$11.4 billion

38.4 Travel Apps

According to Harris Poll (www.theharrispoll.com), the following travel-related apps are used by U.S. smartphone owners while traveling (percentage of respondents):

- Map apps: 45%
- Traveler recommendations: 18%
- Airline apps: 17%
- Hotel apps: 13%
- Hotel check-in: 9%
- Translation apps: 9%
- Car or transportation apps: 8%
- None: 17%

38.5 Travel Reviews

Among all product and service categories, travel reviews are the most used by consumers.

According to Forrester Research (www.forrester.com), approximately one-third of travelers who research trips via the Internet read reviews. Of those who book hotels online, a third have changed plans based on other travelers' comments.

Expedia-owned TripAdvisor (www.tripadvisor.com), the largest online travel review site, had posted more than 320 million consumer reviews of hotels, attractions, and restaurants across the globe as of April 2017. The site has 350 million unique monthly visitors, according to comScore (www.comscore.com).

TripAdvisor has acquired such popular travel sites as Smartertravel.com, IndependentTraveler.com, CruiseCritic.com, and SeatGuru.com.