

TV WATCHING HABITS IN LATVIA



49%

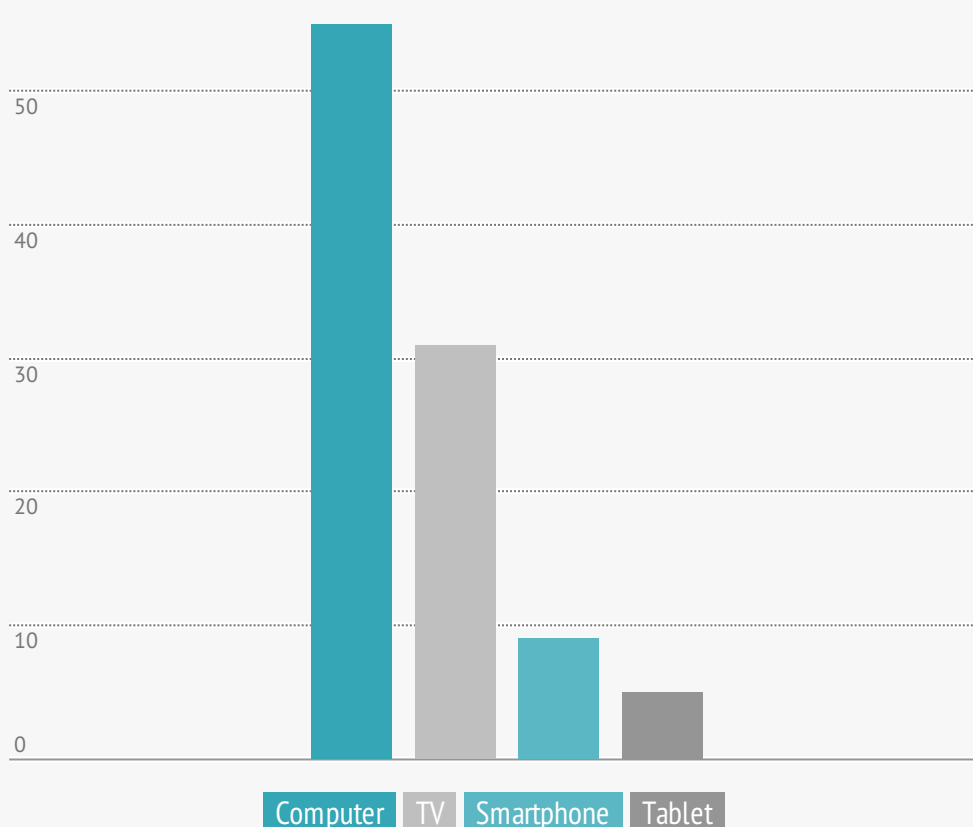
Another device is being used during commercial break - computer, tablet or smartphone



29%

Other devices are used while watching TV - computer, tablet or smartphone

COMPUTER SCREEN HOLDS THE BIGGEST ATTENTION



INFORMATION IS EASIER TO PERCEIVE ON THE COMPUTER SCREEN

SURVEY WAS CONDUCTED IN MAY 2014
"INBOX POLLS"



Computer TV Tablet Smartphone