

# Welcome – Alain Heureux

## Multi-device users



INTERACT  
BARCELONA  
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#INTERACT13

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A **fifth** of all Europeans use **3** screens

That is **138.6m** people

(TV and PC and mobile or tablet)

Base: (Omnibus) All respondents 16+ n=22,918



Increases to a **third** of all  
online Europeans  
(TV and PC and mobile or tablet)

Base: (Omnibus) All internet users n=15,290



Europeans owning internet enabled phones  
has increased **+42%** since 2010  
**44%** now own a smartphone

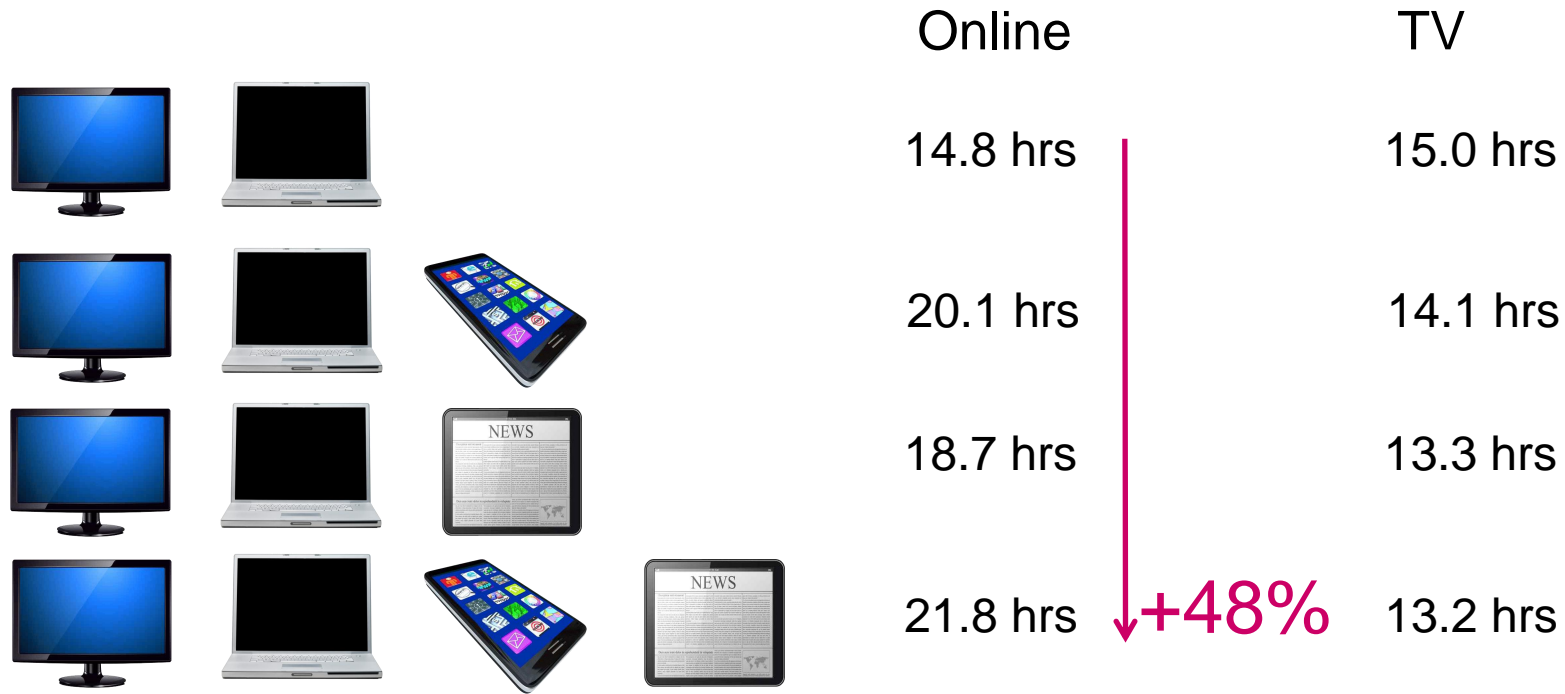
Base: (Online) All respondents 16+ n=28,179



**50.9m** Europeans use tablets to go online  
Spending **9.3 hours** a week accessing  
the internet via tablets

Base: (Omnibus) All respondents 16+ n=22,918

# More screens means more time online and less on TV



Base: (Omnibus) All who watch TV n=21,911, All who use the internet n=15,290