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Mobile Video Viewer Demographics

JUNE 11, 2007

Eight million US people ages 12 and older watched video on their mobile phones in the first quarter of 2007, according to [Nielsen](#). Videos created with the phones' camcorders were not counted.

Nearly half of mobile video viewers during that quarter were ages 35 and older, and 54% were male.

As of May 31, 55% of primary users of video-enabled mobile phones lived in households with total annual incomes of \$75,000 or more.

At least 7% of 18-to-34-year-olds watched mobile videos in the first quarter of 2007, and at least a quarter used their mobile phones to connect to the Internet.

A total of 33 million people in the US used the mobile Web.

Nielsen also examined viewing preferences of TV audiences by wireless phone brand, revealing that Verizon households tuned in to the May 23 *American Idol* finale at a higher rate than those who subscribed to Sprint or AT&T.

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