

**FROM TV TO ONLINE TO MOBILE PHONES:  
A NATIONAL STUDY OF US COLLEGE STUDENTS' MULTIPLATFORM VIDEO USE  
AND SATISFACTION**

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The Internet has been transformed from being a network for simple data and text message delivery to a video entertainment platform for use in computers and mobile phones in markets with high broadband penetration. The increasing significance of the entertainment function of the Internet has created profound changes on the television and entertainment industry and facilitated the growth of user-generated content and consumption of different types of content. College students are at the forefront of this change as they grew up with the Internet. Using a mix of attributes approach, this national study of U.S. college students examines the usage and satisfaction of online videos, mobile videos, DVD, DVRs, VCRs and TV as different video platforms. The results show either positive or no relationship among usage of different platforms. Males and females show some significant differences in program genres preference and attachment to TV shows. Ethnicity also seems to play a role in usage of online videos. All African and Asian-American respondents in the study are online video users. In terms of medium satisfaction, it is much higher among user-generated video users than repurposed video users, with mobile video users in the middle. A large group of exclusive user-generated videos users exists among online video users. Implications of the findings to content programmers and marketers are discussed.