

Television tops for US online video viewing: NPD

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Photo illustration. Online video fans in the United States prefer big screen televisions to computers when it comes to viewing, according to a report released Tuesday by NPD Group.

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The spread of Internet-connected televisions, [gaming consoles](#) with online entertainment offerings, and streaming services were among factors apparently powering the trend.

Internet video rental service [Netflix](#) was the dominant application for watching streamed content on televisions, according to NPD.

"The growth in connected TVs is another sign that online video is maturing," said NPD [senior vice president](#) of industry analysis Russ Crupnick.

"Streaming video has moved from the [dorm room](#) to the living room; and, as more households obtain and connect TVs to the Web, we predict increased trial and engagement for video distribution services."

The portion of US consumers watching online video primarily on televisions rose to 45 percent from 33 percent a year ago, while the share preferring computer screen viewing dropped to 31 percent from 48 percent, according to NPD.

The NPD Digital Video Outlook report was based on data from several sources, including two surveys.

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