

**FOR IMMEDIATE RELEASE****Getting Serious About TV:  
NEW STUDY REVEALS AMERICANS CHOOSE MUST-WATCH  
ENTERTAINMENT OVER FRIENDS, FAMILY AND WORK**

*In the Age of Streaming Services, Binge-Watching and  
Digital Content, the 'Serious Watcher' Is Born*

**ENGLEWOOD CLIFFS, N.J., Oct. 3, 2017** — The season of crammed DVRs and binge-watching is upon us again, and many Americans will do almost anything to watch their favorite content, according to a new nationwide survey. Defined as those who watch 10 or more episodes a week and view content from multiple sources, a new breed of TV viewer – the “Serious Watcher” – will make no exception when it comes to prioritizing their favorite shows in both their personal and social life.

A large number of respondents (42 percent) admitted to knowing more about their favorite characters than about their own friends, demonstrating a greater interest in today’s most binge-worthy fantasies than perhaps ever in the history of television. Nearly one in three Serious Watchers (31 percent) admit they would break up with a significant other if that person deliberately spoiled the ending or outcome of a favorite TV show, and three-quarters of all respondents (75 percent) reported skipping a social event just to stay home and watch their favorite content.

“TV consumption today is no longer a passive, leisurely American activity. Consumers have heightened emotional connections to their favorite shows and characters, and it’s woven into their everyday lives,” said Michelle Fernandez, head of home entertainment marketing, LG Electronics USA, which commissioned the independent third-party consumer research. “Recognizing this phenomenon early on, LG was the first to introduce the transformative OLED technology to television, enabling the Serious Watcher to enjoy their favorite entertainment on the TV that’s been hailed by experts as the best ever.”

### **What Is the Serious Watcher Family?**

Serious Watchers who are parents made it clear that TV is an integral part of enjoying time away from children, as more than one-third (37 percent) of “serious” parents admitted to missing an event for their child, such as a friend’s birthday party, sporting event, school play or parent-teacher conference, solely because it overlapped with a show they liked. Further findings related to the Serious Watcher Family include:

- Over one-fifth of all parents surveyed (22 percent) have missed multiple events for their child due to TV show conflicts.
- Among parents surveyed, 82 percent have put their child to bed early so they could watch a TV show, and more than half of all parents surveyed (59 percent) confessed to doing it frequently.
- More than one-third of all Serious Watchers (36 percent) would be likely to cut a family trip short so they could be home in time for their favorite show.

### **TV’s Role in (and at) the Workplace**

A popular water cooler topic at the office, TV shows are clearly a part of weekly workplace discussion for 89 percent of employed Serious Watchers, but survey results indicate that television’s influence in the workplace goes far beyond simple conversation.

- 80 percent of employed Serious Watchers have admitted to watching a TV show while at work.
- Nearly one-fourth of employed Serious Watchers (24 percent) have called in sick to work to stay home and watch TV.
- One-fifth of employed Serious Watchers (20 percent) have missed a deadline while working remotely because they were watching a TV show.

### **For Millennial Viewers, Serious Watching Is a Way of Life**

Of the Serious Watcher population, millennials are the most devoted to their favorite shows. Nearly three-quarters (72 percent) of millennial Serious Watchers have streamed their favorite show remotely during a family event, and even more (78 percent) reported that mutual interest in TV plays a role in their romantic life. For these watchers, TV is not to be taken lightly and plays a critical role in their interpersonal relationships.

- More than one-third (35 percent) of millennial Serious Watchers include their favorite TV show on their dating profiles.
- Most millennial Serious Watchers (83 percent) have skipped a party or event to stay home and watch TV instead.
- And 95 percent of employed millennials surveyed have convinced a colleague to start watching a show they like.

“For Serious Watchers, TV is more than just a reward; it’s an entire experience,” said Fernandez. As the OLED TV pioneer, LG offers the only TV technology that provides the exceptional image quality that Serious Watchers demand. With the industry’s widest selection, there is an LG OLED TV that fits the needs of every Serious Watcher. The 10 new models include the blade-slim B7 and C7 LG OLED TV series, the Picture-on-Glass LG OLED TV E7 and LG SIGNATURE OLED TV G7 series, and the unique Picture-on-Wall LG SIGNATURE OLED TV W7 series.

For more information on LG TVs, please visit <http://www.lg.com/us/tv-audio-video>.

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#### **About the LG OLED Serious Watcher Index**

The LG OLED Serious Watcher Index research was completed using an email invitation and an online survey among a random sample of 1,000 adults ages 18+ who watch 10+ episodes of television programming per week, have 2+ streaming services, and watch programs on multiple platforms. Interviewing was conducted by Wakefield Research between Sept. 16 and Sept. 22, 2017. The results reported have an overall margin of error of 3.1 at the 95% confidence interval.

#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$48 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's “Life’s Good” marketing theme.

#### **About Wakefield Research**

Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) is a leading, independent provider of quantitative, qualitative, and hybrid market research. Wakefield Research supports the world’s most prominent brands and agencies, including 50 of the Fortune 100, in 70 countries.



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