2014 Accenture Digital Consumer Survey

New Accenture research finds video consumption on the Internet reaching a tipping point

25% of consumers intend to purchase a connected TV in the next 12 months; further 11% intend to replace an existing connected TV.

Close to half of all consumers (44 percent) are viewing full length movies and TV shows over the Internet daily.

60% of consumers are willing to pay more for a faster home connection, while 62% would pay more for better quality video watching anywhere, anytime.

The 2014 Accenture Digital Consumer Survey for communications, media and technology companies is based on interviews with 23,000 Internet consumers in 23 mature and growth markets around the world. The interviews, which took place during the period October to November 2013, covered a representative sample of the online population aged 14 and up, of which 54% were male and 46% female.