**Second-Screen Activity Complements Programming, Creates Revenue**

A report by Parks Associates shows that 65% of broadband households engage in second-screen activity such as using smartphones or tablets while watching TV. "Second-screen users are more likely to engage in supplemental activities, like looking up information while they watch TV, as opposed to social media activities.

***CEDMagazine.com 3/11/16 (available 5.3.16)***

[***http://www.cedmagazine.com/news/2016/03/second-screen-activity-rise***](http://www.cedmagazine.com/news/2016/03/second-screen-activity-rise)