《英语热词：同步使用相关和不相关多屏任务》

春节了，除了走亲访友，小伙伴们宅在家里时是不是一边看电视，一边玩手机啊?对，现在就是这么一个时代，电视业的筒子们，可得留心着这种无形的竞争啊!

Globally, thirty-five percent of our second-screen use is now simultaneous, using a second device at the same time we're watching TV. There are two types of simultaneous usage: stacking (unrelated digital multitasking) and meshing, following up on first-screen content using a second device. Of total screen use, 22 percent is stacking and 14 percent is meshing.

??????35%??(????????????????)??????????????????????????22%????????14%?

Consumers identified more reasons for doing something unrelated on their second screen (stacking) when watching TV than reasons for seeking more information related to TV content (meshing). Specifically, audiences are more likely to use a second screen to fill time during ad breaks (42 percent) or to keep up with friends (39 percent) than they are to get more information about what's on TV (24 percent) or to discuss with friends what's on TV (19 percent).

??(42%)??????(39%)??????????????(24%)??????????????(19%)?