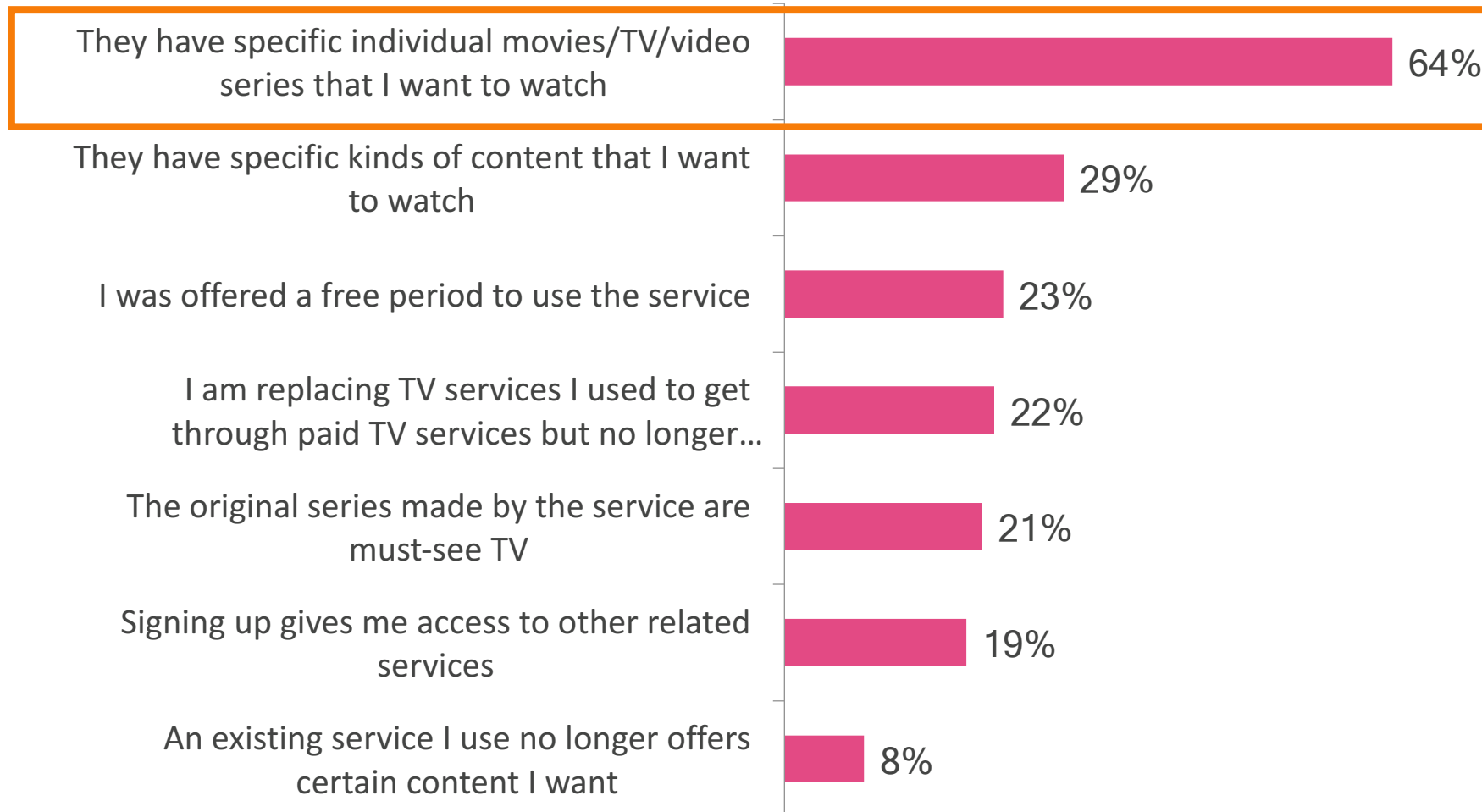


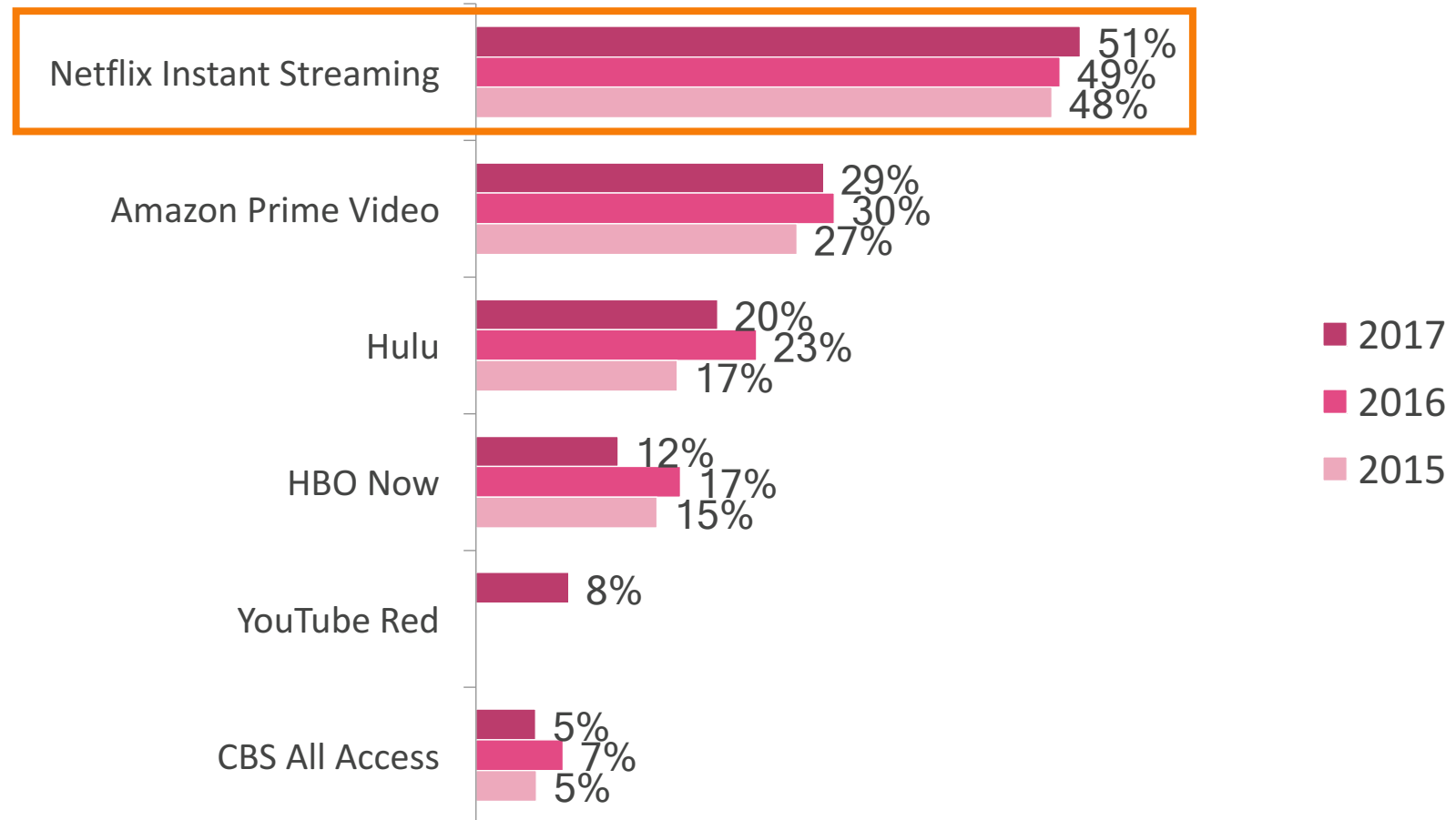
SPECIFIC CONTENT IS KEY DRIVER FOR SVOD SUBSCRIPTIONS

Reasons for Signing Up For A New SVOD
(Among SVOD subscribers)



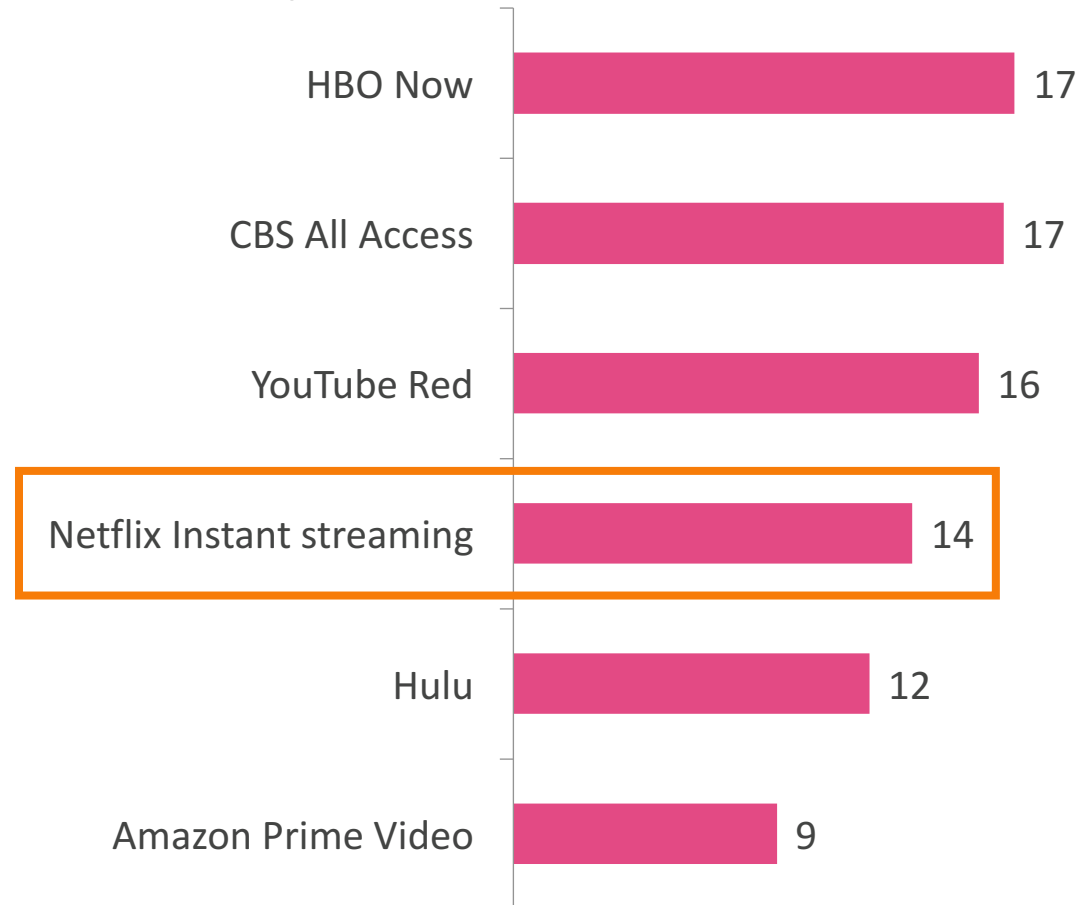
NETFLIX CONTINUES TO DOMINATE

Paid SVOD Subscriptions Among 18-64



NETFLIX LEADS BIG 3 IN HOURS VIEWED PER WEEK; SMALLER SERVICES HAVE DEDICATED FANBASE THOUGH

Average # of Hours of Content Viewed Per Week
(Among subscribers to each service)



NEARLY 7 IN 10 NOW CONNECT A TV TO THE INTERNET FOR STREAMING

MILLENNIALS CONNECT TV TO INTERNET AT THE SAME RATE AS PAY TV

84%

Connect TV to
Pay TV

Generations subscribe to Pay TV at the same rate.

Millennials	86%
Gen X	82%
Boomers	85%

68%

Connect TV to
Internet

Millennials connect TV to internet at the same rate as Pay TV.

Millennials	87%
Gen X	69%
Boomers	50%

31%

Connect TV to
Antenna

Millennials are most likely to connect their TV sets to an antenna.

Millennials	38%
Gen X	27%
Boomers	27%