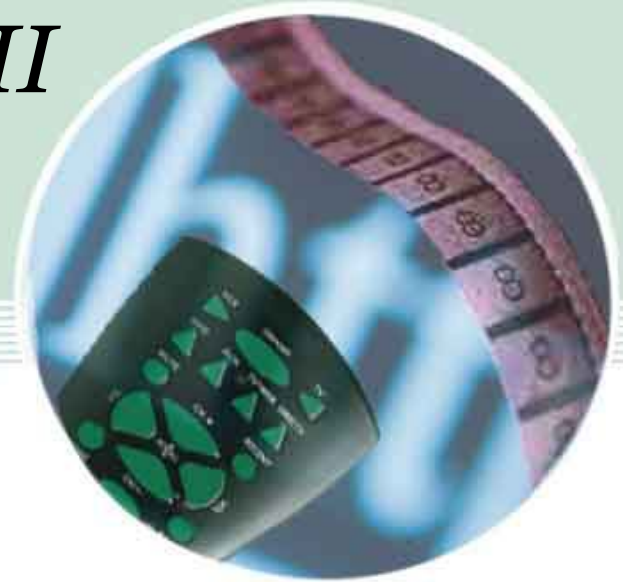


# Highlights From LRG's Study

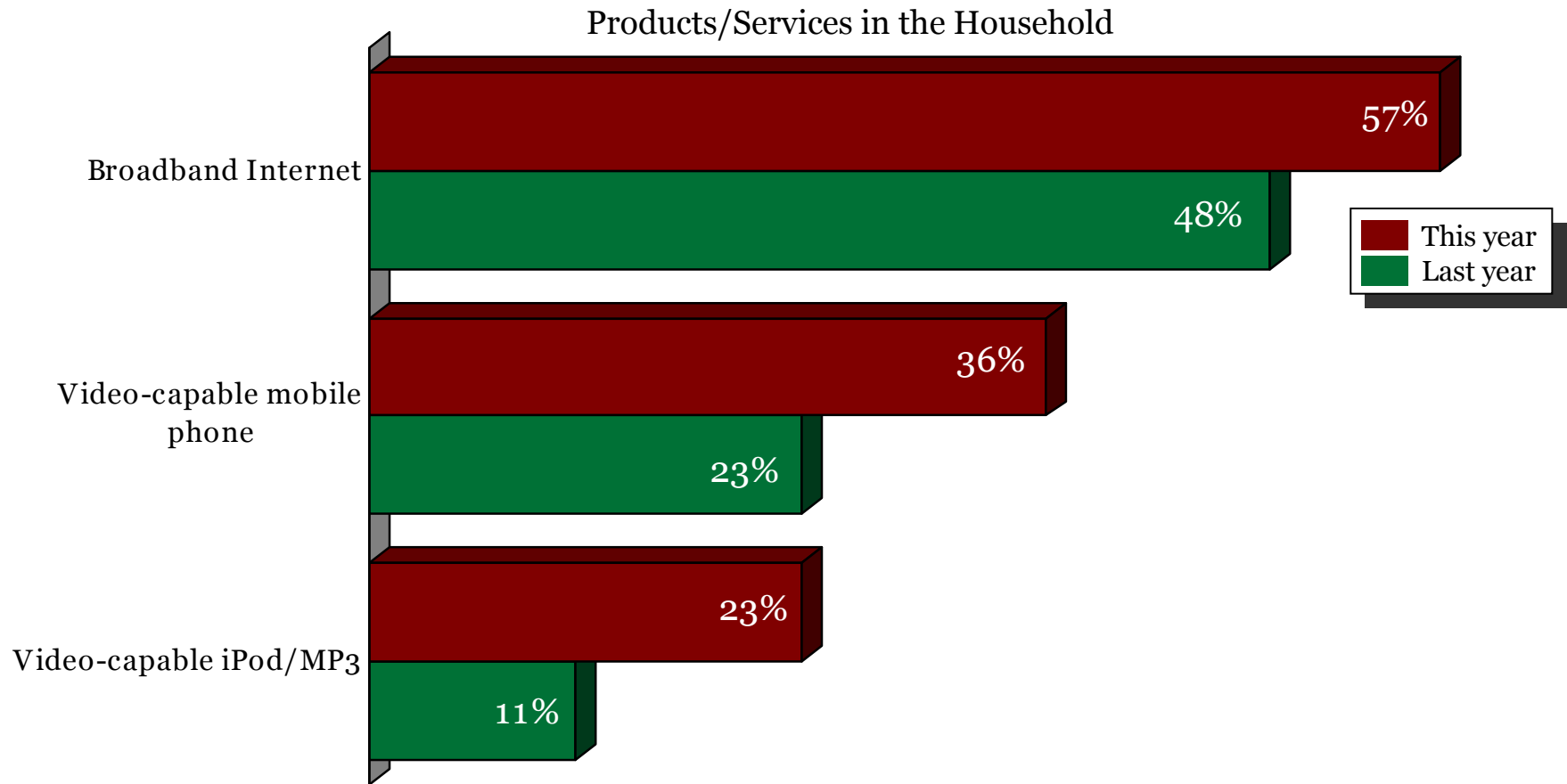
## *Emerging Video Services II*



**LRG**  
Leichtman Research Group

**Bruce Leichtman**  
*President and Principal Analyst*  
*Leichtman Research Group, Inc.*

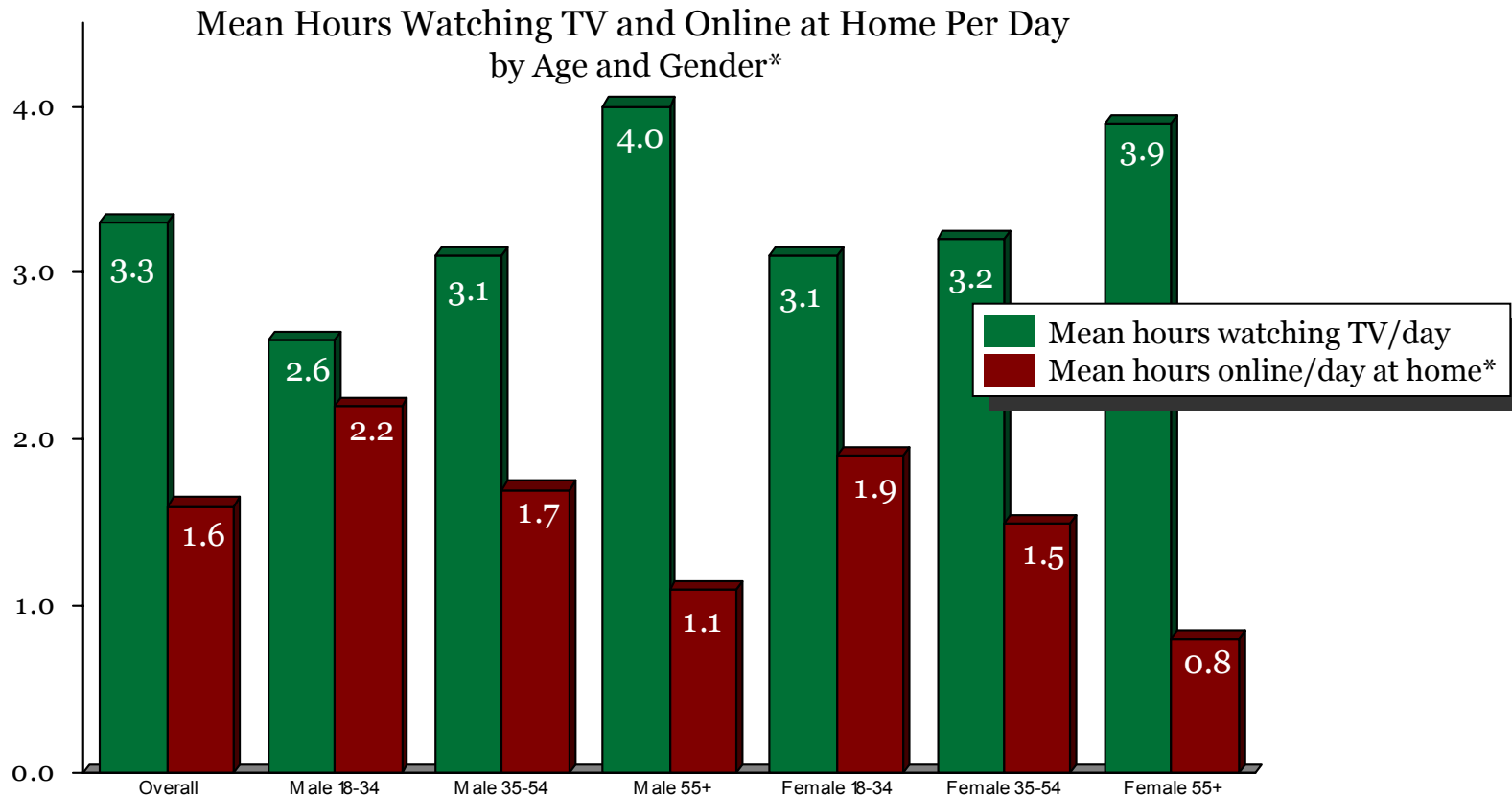
# New Video Platforms and Services are Beginning to Emerge



- This year, 36% say that they have a video-capable mobile phone – compared to 23% last year
- This year, 23% have a video-capable iPod/MP3 Portable Media Player – compared to 11% last year
- 57% now say that they subscribe to a broadband Internet service – compared to 48% last year

# Adults Report Spending Twice as Much Time per Day Watching TV at Home Than Online

On average, how much time each day do **you** watch TV at home from the time you wake up to the time you go to bed?  
On average, how much time do **you** spend online **at home** each day?

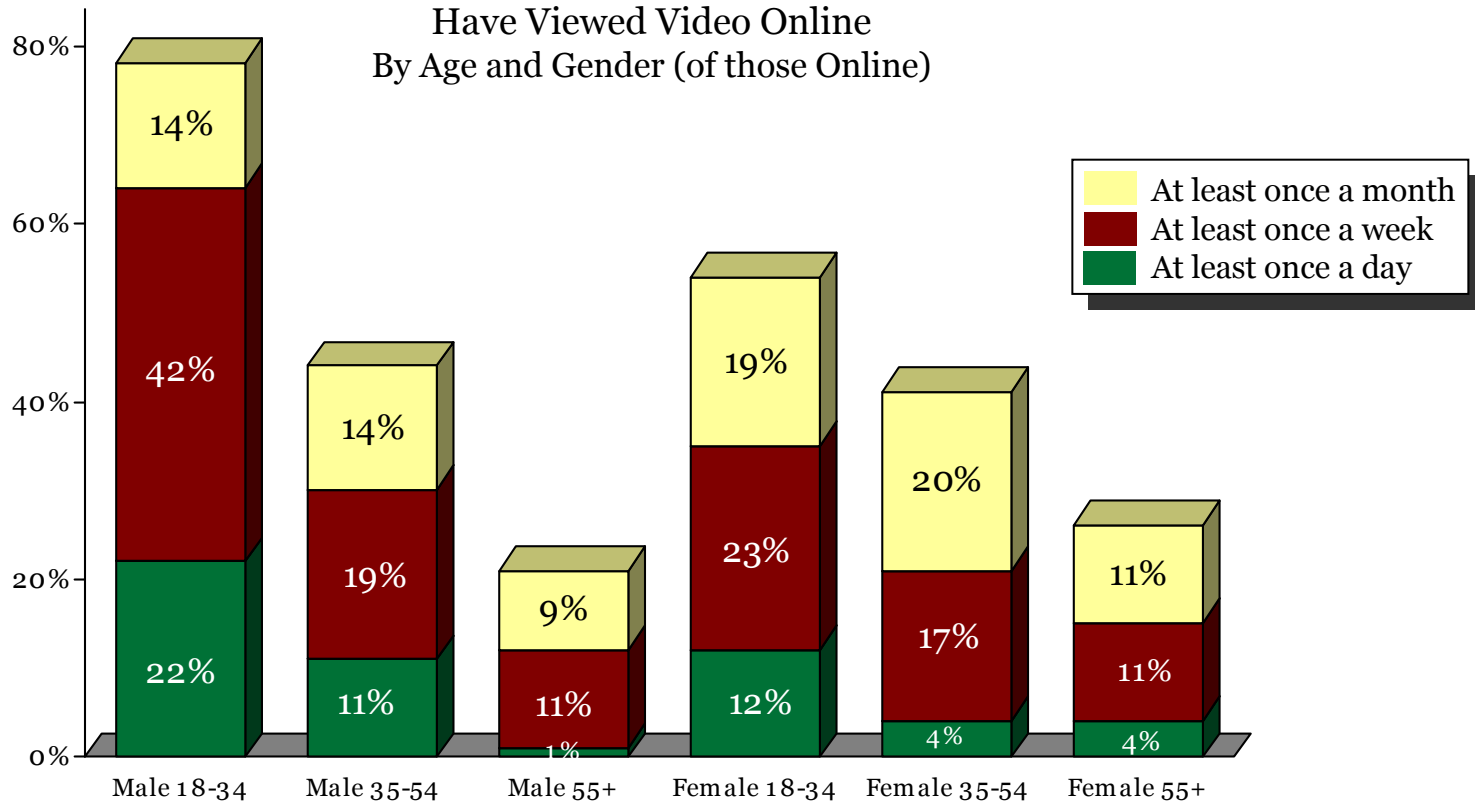


- All men ages 18-34 report spending 2.2 hours online each day – compared to 2.6 hours watching TV

\* Based on all individuals including those not online at home

# Men Age 18-34 Watch Video Online Far More Frequently Than Others

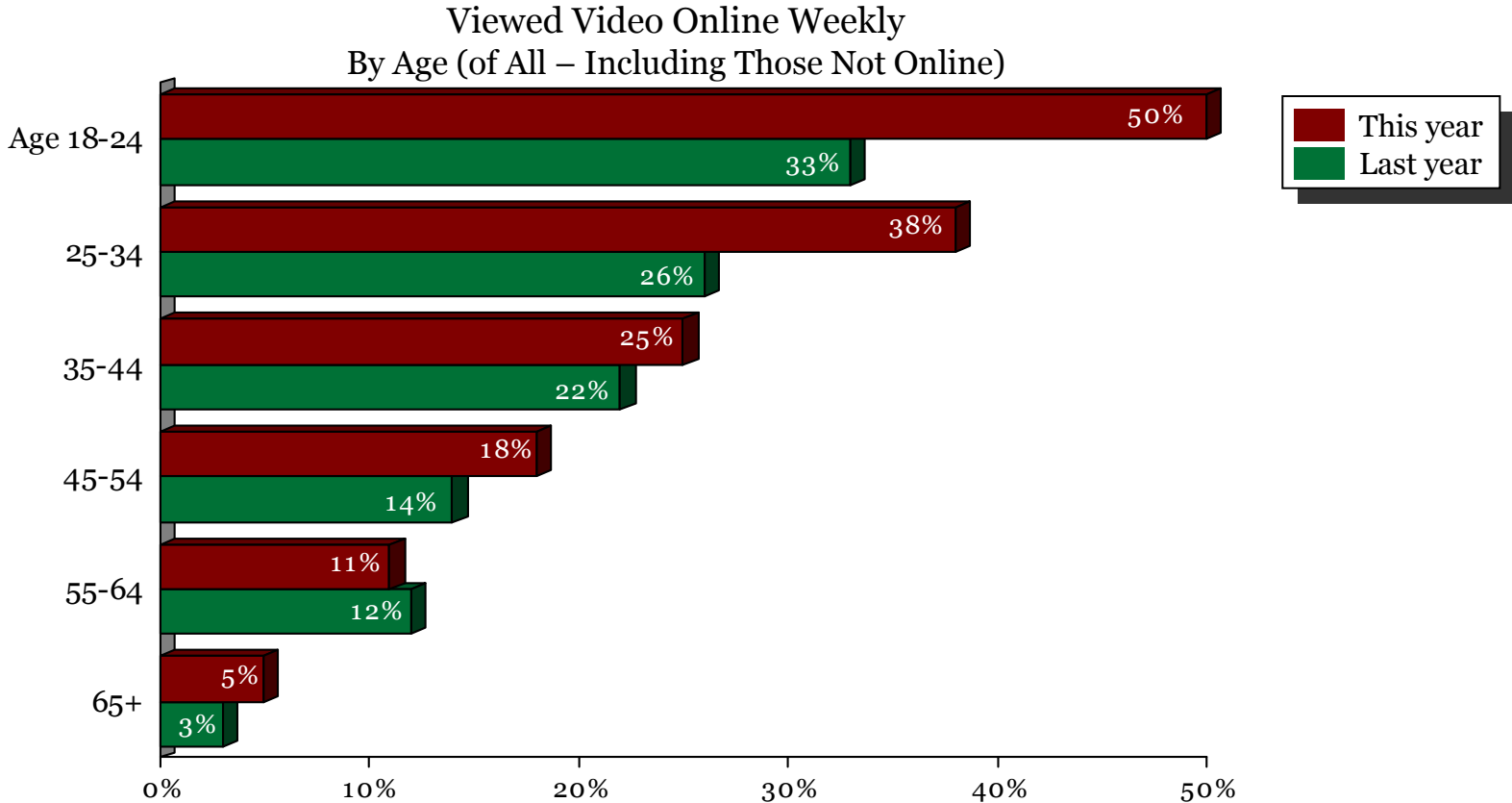
*In the past month, about how frequently have you... viewed video online at home? Please choose the answer that best applies from: at least once a day, at least once a week, or never*



- Men ages 18-34 account for 40% of those who view video online on a daily basis, and 36% who view video online on a weekly basis, while comprising just 17% of the sample of online subscribers

# Online Video Usage Increased Most in the Past Year Among Younger Age Groups

*In the past month, about how frequently have you... viewed video online at home? Please choose the answer that best applies from: at least once a day, at least once a week, less than once a week, or never*

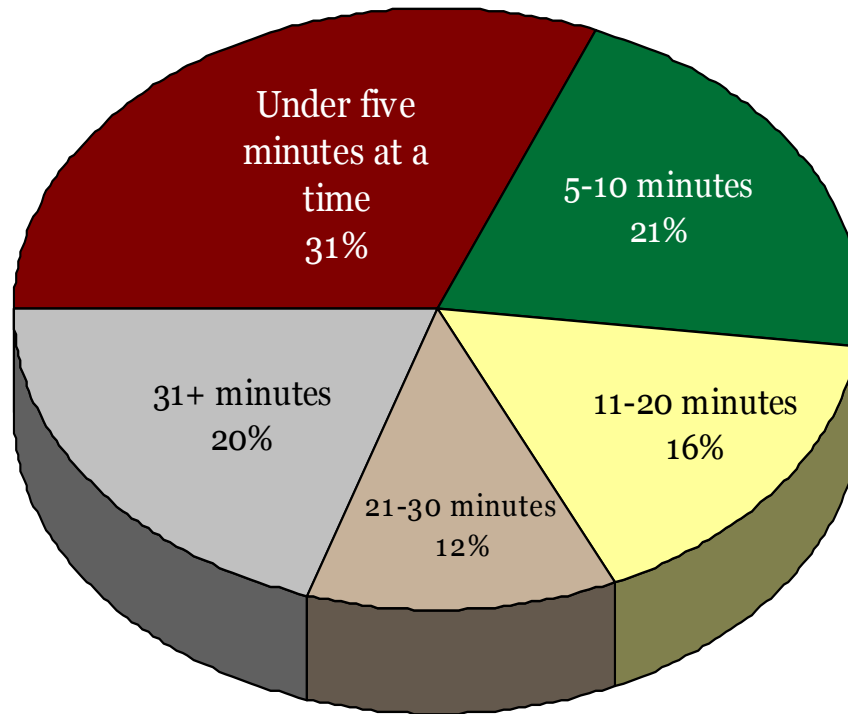


- One-half of all ages 18-24 view video online at least weekly – compared to one-third last year

# Over Half Typically Spend Ten Minutes or Less Each Time they Watch Video Online

When you watch video online, on average, how long would you say that you typically spend each time?

Time Typically Spent Watching Online Video

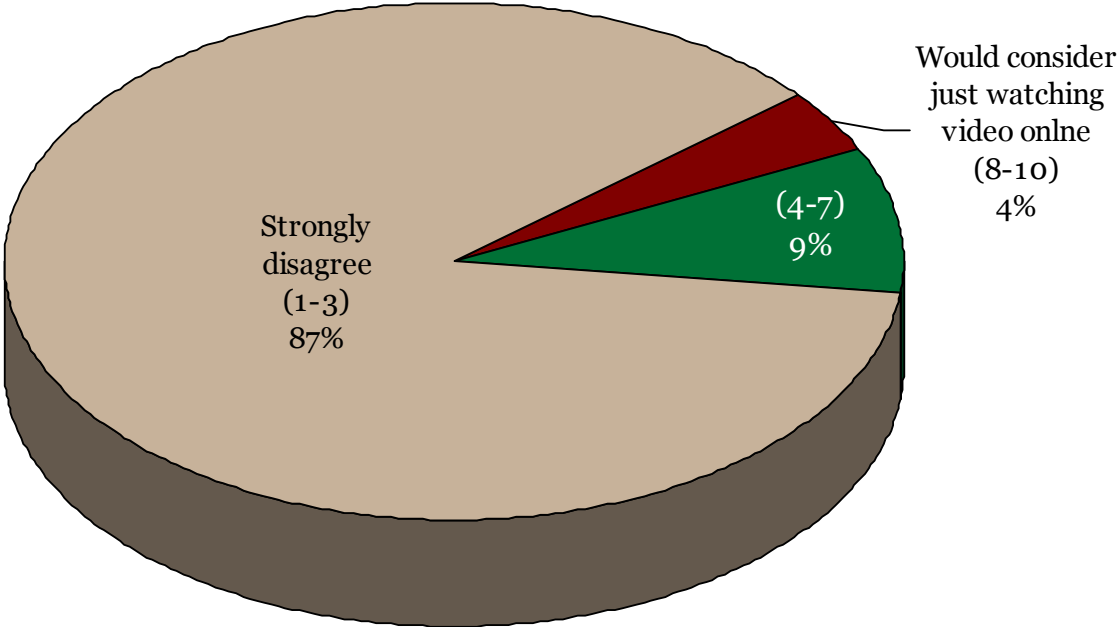


- 56% of those with annual household incomes over \$50,000 typically spend ten minutes or less at a time – compared to 40% of those with incomes under \$50,000

# Few Would Consider Disconnecting Cable or Satellite TV to Only Watch Video Online

Using a 1-10 scale with 10 being strongly agree and 1 being strongly disagree, please tell me how much you agree or disagree with the following statement... I would consider disconnecting my cable/satellite TV subscription and just watching video online

Would Consider Disconnecting TV Service and Just Watching Video Online  
Of Online Households Subscribing to a TV Service

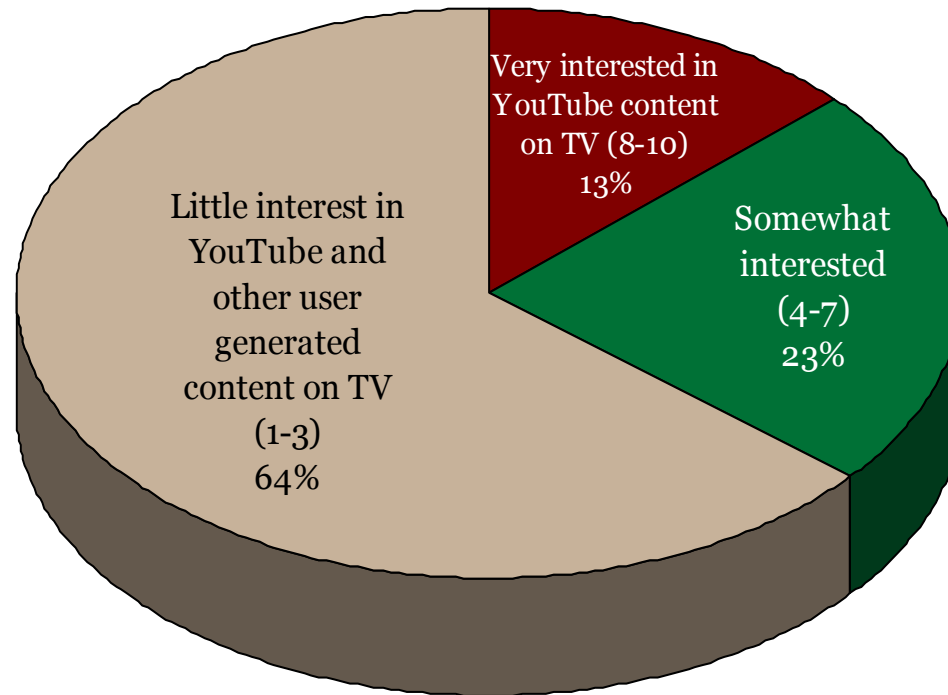


- 7% of those who watch video online at least weekly would consider (8-10) disconnecting their TV service and just watching video online

# 13% are Very Interested in Getting YouTube and Other User Generated Content on TV

*Using a 1-10 scale with 10 being extremely interested and 1 being not at all interested... Regardless of the price, and whether or not you currently have these services, how interested would you be in having... YouTube and other user generated content on your TV*

Interest in YouTube and Other User Generated Content on TV



- 29% of men ages 18-34 are very interested in YouTube and other user generated content on TV – compared to 17% of women ages 18-34, 10% of all ages 35-54, and 7% of all ages 55+
- Results are similar to last year