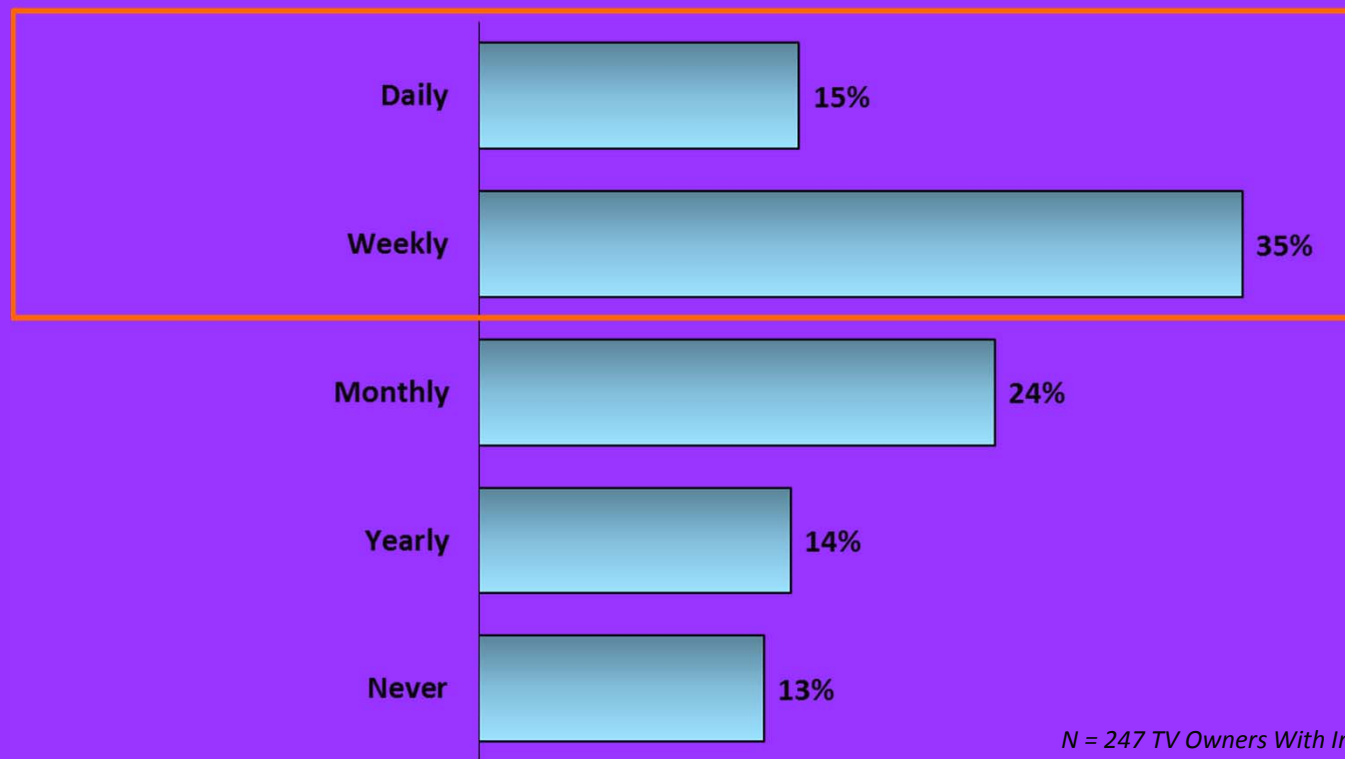


50% of Connected TV owners download or stream TV content daily or weekly

- Nearly 50% of Connected TV owners have paid to download/stream content
- 86% paid for movies
- 64% paid for TV shows or sports

Quixel's Consumer Perceptions Study: Connected TVs, Devices and Apple iTV 2012



N = 247 TV Owners With Internet Connected TV