

Objectives/Overview/Methodology	2-5
Television Viewing and New Services	
Key Findings	6-7
Overview of Results	8-19
<i>Penetration of Various Products and Services in the Home</i>	
<i>Plans to Subscribe to Services/Products among Non-Users</i>	
<i>Hours Watching TV per Day</i>	
<i>Opinions Related to Current TV Viewing</i>	
<i>Interest in Various Capabilities and Applications on TV</i>	
<i>Interest in Mobile Video Capabilities</i>	
<i>Interest in IPTV</i>	
<i>Interest in Portable Video Players</i>	
<i>Interest in Various Home Networking Capabilities</i>	
<i>Interest in Various TV-Based Capabilities by Age</i>	
Summary and Implications	20
Online and Online Video	
Key Findings	21-26
Overview of Results	27-67
<i>Home Computer Ownership Overall, by Income and Age</i>	
<i>Online and Broadband Subscription Overall, and by Income</i>	
<i>Time Spent Online per Day</i>	
<i>Time Spent Online Compared to Time Watching TV by Age/Gender and Income</i>	
<i>Frequency of Being Online and Watching TV at the Same Time</i>	
<i>Frequency of Viewing Online Video Overall, by Age, Income and Age/Gender</i>	
<i>Frequency of Viewing Online Video Compared to Last Year</i>	
<i>Typical Time Spent Watching Online Video</i>	
<i>Types of Online Video Viewed</i>	
<i>Viewed YouTube and Other User Generated Online Video by Age</i>	
<i>Common Sources for Finding Online Video</i>	
<i>Online Video Viewing's Impact on TV Viewing</i>	
<i>Frequency of Downloading Movies</i>	
<i>Interest in Live TV Service on the Computer</i>	
<i>Likelihood to Disconnect Cable or Satellite TV Subscription to Only Watch Video Online</i>	
<i>Interest in Subscription to Premium TV Networks' On-Demand Services on the Computer</i>	
<i>Interest in Various Types of Video Online</i>	
<i>Use of the Internet at Work</i>	
<i>Comparisons of Frequent Online Video Users, Those who Watch TV Shows Online, and Others</i>	
Mobile Phones and Video to Mobile Phones	
Key Findings	68-70
Overview of Results	71-94
<i>Mobile Phone Ownership Overall, by Income and Age</i>	
<i>Mobile Phones Purchased in the Past Year</i>	
<i>Video-Capable Mobile Phone Ownership Overall, by Income and Age</i>	
<i>Various Activities using the Mobile Phone</i>	
<i>Watched Video on a Mobile Phone in the Past Month Overall and by Age</i>	
<i>Types of Videos Watched on a Mobile Phone</i>	
<i>Typical Time Spent Watching Video on a Mobile Phone</i>	
<i>Additional Fee Paid for Video on a Mobile Phone</i>	
<i>Interest in Various Forms of Video on a Mobile Phone Overall and by Age</i>	
<i>Interest in Being able to Transfer Content between Mobile Phones and DVRs</i>	
<i>Interest In iPhone</i>	
<i>Comparisons of Video-Capable Mobile Phone Owners, Those who Watch Video on Phones, and Others</i>	

iPods and MP3 Portable Media Players	
Key Findings	95-97
Overview of Results	98-116
<i>iPod/MP3 Player Ownership Overall, by Income, and Compared to Last Year</i>	
<i>Personal Use of iPod/MP3 Players Overall and by Age/Gender</i>	
<i>Video-Capable iPod/MP3 Ownership</i>	
<i>Various Activities on the iPod/MP3 Player</i>	
<i>Number of Songs on iPod/MP3 Players</i>	
<i>Percent of Songs Paid to Download</i>	
<i>Number of Videos on iPod/MP3 Players</i>	
<i>Frequency of Watching and Downloading Video to Video-Capable iPod/MP3 Player</i>	
<i>Where Video is Watched</i>	
<i>Types of Videos Watched on iPod/MP3 Players</i>	
<i>Typical Time Spent Watching Video on iPod/MP3 Players</i>	
<i>Interest in Various Forms of Video on iPod/MP3 Players Overall and by Age</i>	
<i>Comparisons of Video-Capable iPod/MP3 Owners, Those Who Watch Video on iPod/MP3, and Others</i>	
<i>iPod Sales Data</i>	
Emerging Video Services	
Summary and Implications	117-118
Related Products & Services and Demographics	
Key Findings	119-120
Overview of Results	121-133
<i>Multi-Channel Video Subscribers Overall and by Emerging Video Services Category</i>	
<i>Digital Cable Subscribers and On-Demand Usage by Category</i>	
<i>DVR Ownership by Category</i>	
<i>HDTV Ownership by Category</i>	
<i>Receive Bundled Services Overall and by Category</i>	
<i>Importance of Video on Non-TV Devices in Provider Decision</i>	
<i>DVD/Video Rental and Purchase Spending by Category</i>	
<i>Spending on DVD/Videos since Downloading Movies</i>	
<i>Number of Times per Year Traveling by Airplane</i>	
Summary and Implications	134