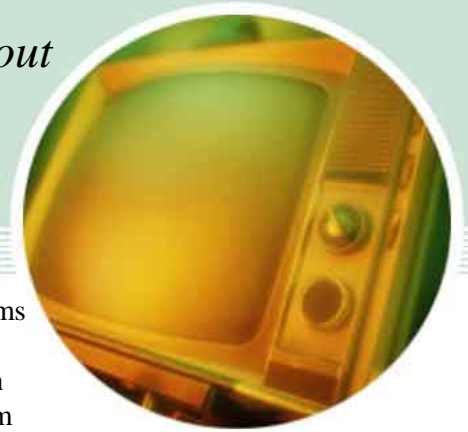


On-Demand TV 2011: A Nationwide Study on VOD and DVRs

A survey of over 1,300 households throughout the U.S.

Tenth Annual Study



This tenth annual LRG study about on-Demand TV services, in the forms of Video on-Demand (VOD) and Digital Video Recorders (DVRs), examines how consumers are using VOD and DVRs, and the interest in these services among current non-users. This study tracks findings from previous years and investigates new areas to better understand the progress that on-Demand TV services are making, and the related implications for companies throughout the industry.

Consumer data discussed in this report is based on a telephone survey of over 1,300 households from throughout the United States conducted by Leichtman Research Group, Inc. (LRG) and distributed to best reflect the demographic and geographic makeup of the US.

Objectives

- To examine the current environment for on-Demand TV, including:
 - Video on-Demand (VOD)
 - Premium on-Demand (POD)
 - Favorites on-Demand (FOD)
 - Digital Video Recorders (DVR)
- To assess key consumer metrics, including:
 - Consumer awareness of VOD and DVRs
 - Consumer interest in VOD, POD and DVRs
 - How much consumers are willing to pay for POD and DVRs
- To understand the types of consumers who have a DVR or use VOD
- To understand how consumers are using these on-Demand TV services

Did you know?

- 57% of all cable subscribers now say they have used VOD – up from 50% last year and 10% seven years ago.
- 44% of U.S. households have at least one DVR – up from just 8% in 2005.

- To better understand on-Demand TV's impact on TV viewing and the implications for the TV and entertainment industries

- To assess the relationship between on-Demand TV and services like Netflix

Coverage Areas

- **Consumer awareness** of VOD, FOD, POD, and DVRs?
- **How interested** are consumers in VOD, POD, FOD, and DVRs?
- Who is **most interested** in these services?
- How often are **consumers** using VOD and DVRs?
- What **genres/content** are most commonly viewed on-Demand?

This study can be purchased individually or as part of a Strategic Advisory Service.

For more information on this and our other research programs, visit us on the web at www.LeichtmanResearch.com or contact us at (603) 397-5400 or via email at Info@LeichtmanResearch.com.



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