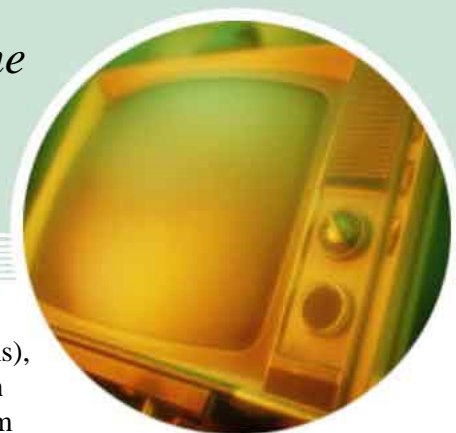


On-Demand TV 2009: A Nationwide Study on VOD and DVRs

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

Eighth Annual Study



This eighth 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 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 profile of consumers who are most interested in these services
- To understand the progress that on-Demand services have made related to consumer perceptions in the past year

- To help companies better understand the current multi-channel video, DVD/Blu-Ray marketplaces and the related implications for on-Demand TV

Did you know?

- 86% of adults in cable areas have heard of VOD – up from 63% just five years ago.
- 46% of cable subscribers now say they have used VOD – up from 43% last year and 10% five years ago.

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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