

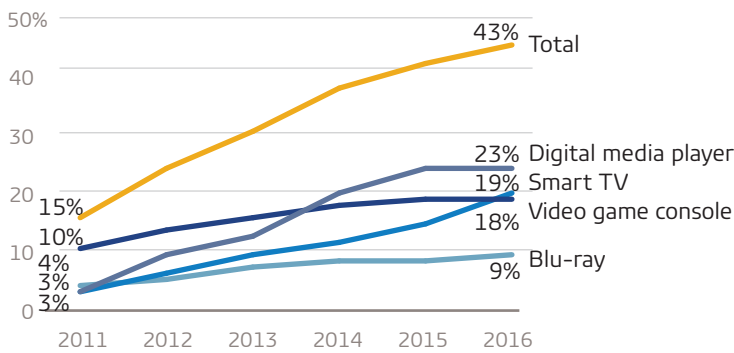
U.S. CONNECTED TV VIEWING

There continues to be a strong increase in internet-connected devices in the home and the use of these devices for streaming TV and movies.



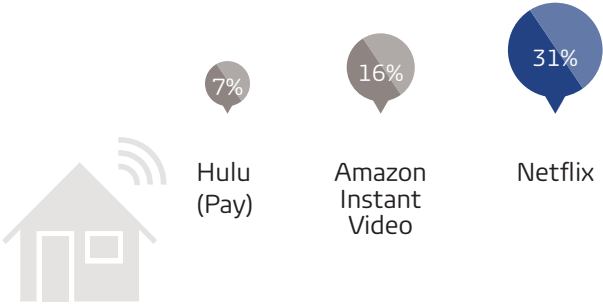
4 in 10 homes have an internet connected TV they use to watch TV and movies

% of TV homes that use each device to stream to a TV set

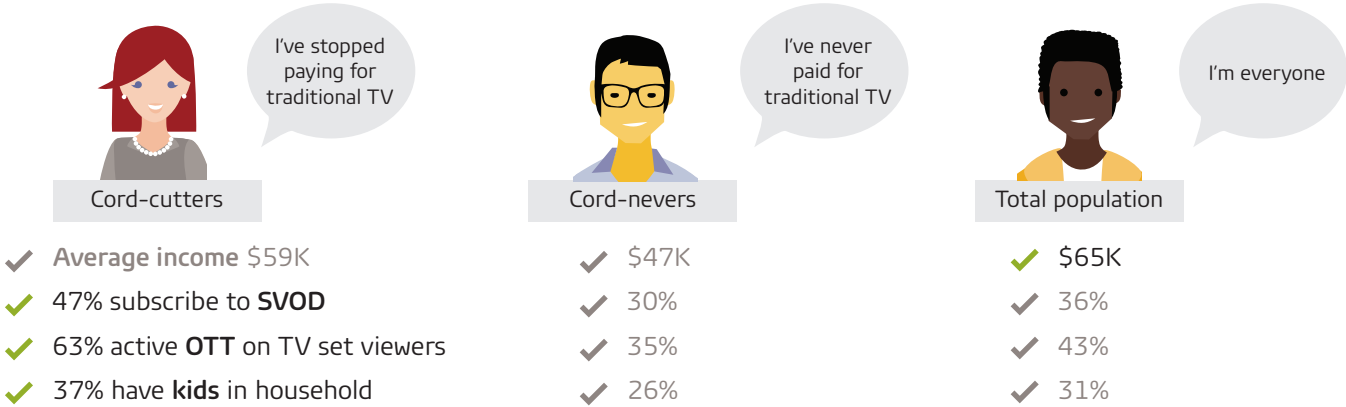


More than 1 in 3 homes subscribe to and use SVOD services to stream TV and movies

Top SVOD services

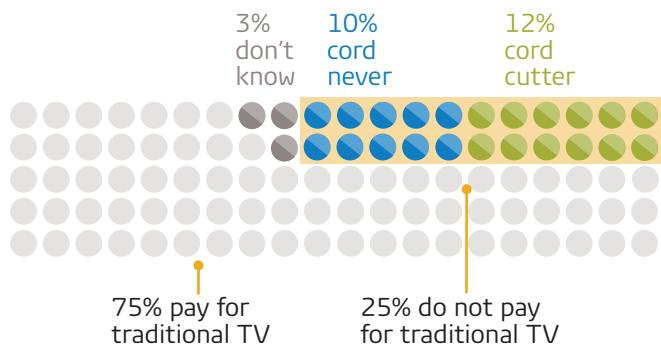


Cord-cutters are most likely to subscribe to SVOD and have kids in their household



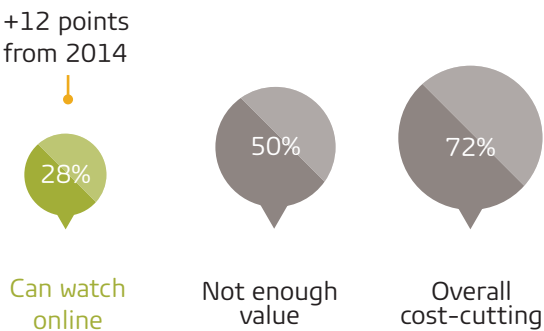
25% of TV homes do not pay for traditional TV

Homes that do or do not pay for TV



"Can watch online" has grown rapidly as a reason to cancel service

Top reasons for cord-cutting



With changes in reception, is there room for a new standard?

Projected growth of 4K/UHD sets

