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TV Viewing Is Social: 93% of Viewers Engage in some Co-Viewing on the big screen

OTT is #2 for Overall Reach in Video Watching, ahead of VOD and DVR, behind Linear TV



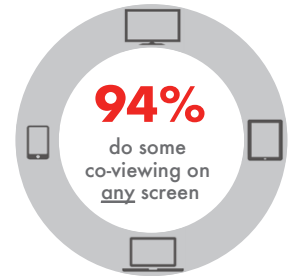
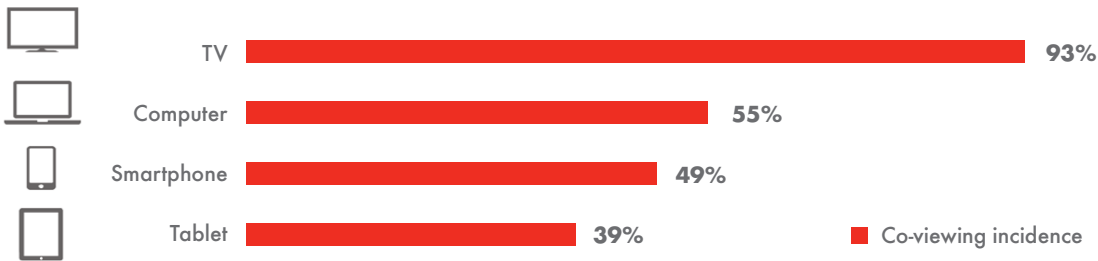
Co-Viewing: Watching video content with others

OTT (Over-the-Top): Video programming (on-demand or live) streamed to a TV via the internet, using a streaming device, Blu-ray player, gaming console, or smart TV

Linear TV: Live video programming received through a cable/satellite/telco TV service

VOD: On-demand video programming received through a cable/satellite/telco TV service

TV Is the Dominant Screen for Co-Viewing on Any Platform (Linear TV, OTT, VOD, DVR)



Co-Viewing Incidence by Screen (Ever Co-View with Others) Among Total U.S. Viewers

CO-VIEWERS ON OTT

Over-index on:

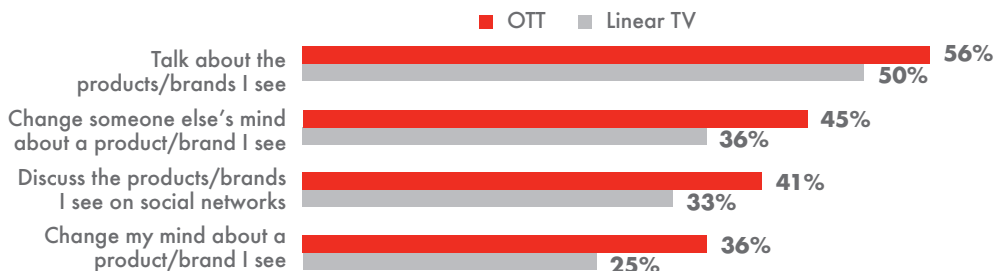
- Millennials, 18-34 (53%)
- Cord cutters/nevers (25%)
- Families with children (61%)

Exhibit high level of engagement with both video content and ads

- Pay moderate to full attention to video content (92%)
- Pay moderate to full attention to advertisement (69%)

Spend more than double the amount of time on a weekly basis watching ad-supported content than on subscription services with no ads

Brand Engagement During OTT Co-Viewing Includes In-Person and Social Discussions



Movies are the most co-viewed genre; co-viewing with children and co-viewing of animated/children's programming on OTT are also common.

Likelihood to Interact During Co-Viewing Among Co-Viewers on the Platform