

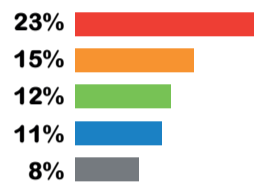
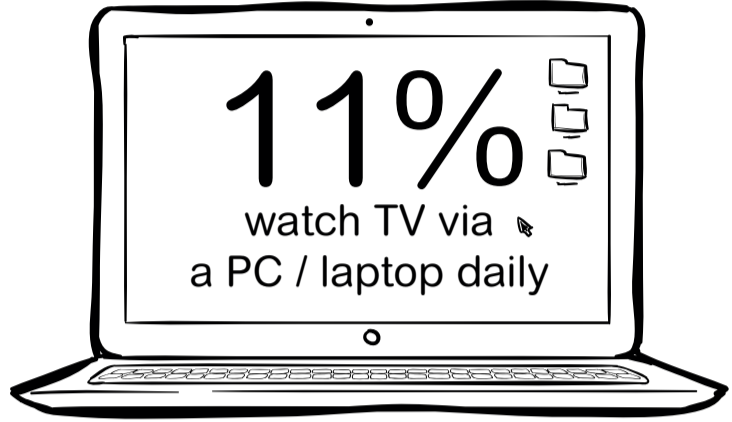
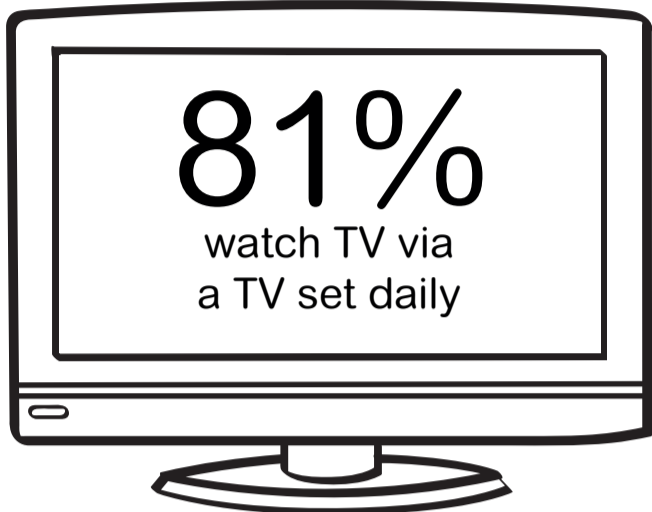
TV HABITS: MULTI-SCREEN LANDSCAPE

Our TV habits are changing. No longer is TV viewing confined to the traditional TV set.



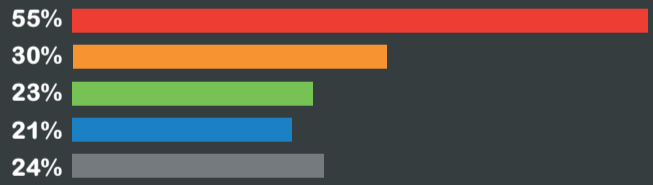
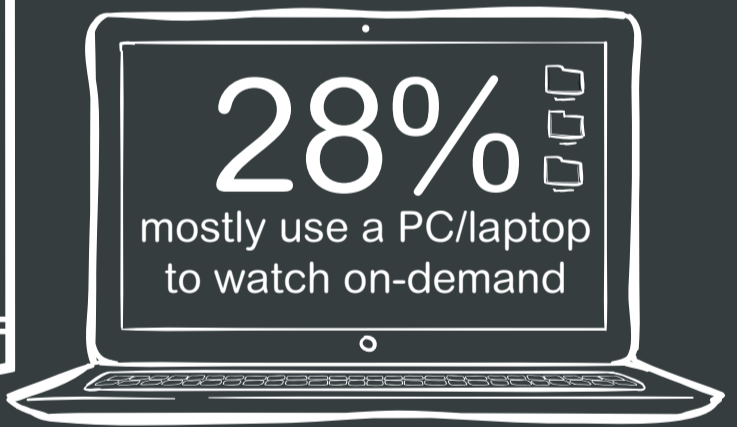
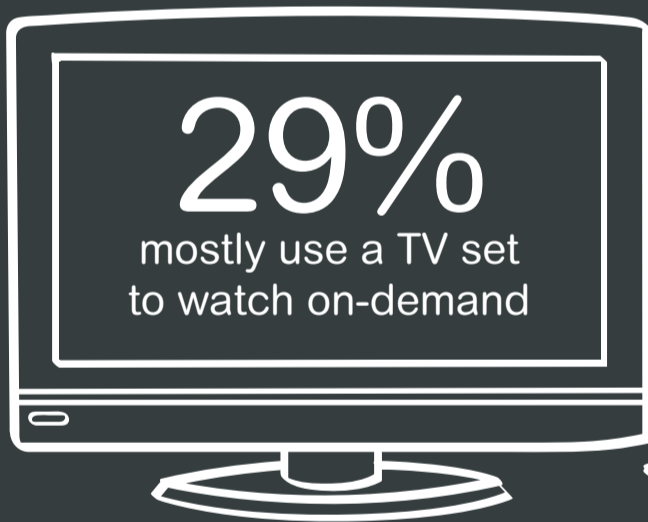
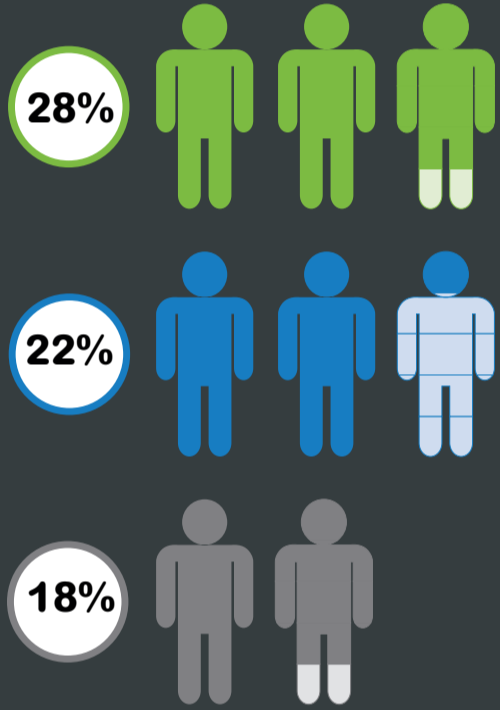
ON THE SOFA

ON THE COMPUTER



ON-DEMAND

Proportion of total TV viewing watched on-demand



ON THE CHANNEL

Weekly online TV viewing

YouTube already perceived to be a TV channel amongst 18-24 year olds

