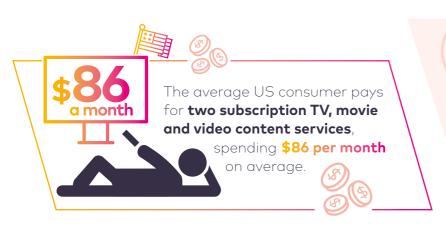
## consumers viewing habits – US







US consumers believe they would need to

increase what they're currently spending,

and ultimately pay a monthly subscription rate of \$127 (\$1,524 per annum) to get all of the content they want.

60% of consumers – and up to **71% of 22-35 year-olds** – are willing to exchange their personal data if it benefits them (e.g. more access to premium content, lower cost bundles etc.) premium content

couldn't live without it!

> The perfect content bundle would need to

include Game of Thrones,

with one in six US consumers who have seen Game of

Thrones admitting that they couldn't live without the popular TV show.

Personalization is king:

69% of US respondents would be prepared to pay for a single provider

**69**% to package all of their preferred content into a 'perfect bundle'; while 69% would ditch their current providers if this

content package was available.

