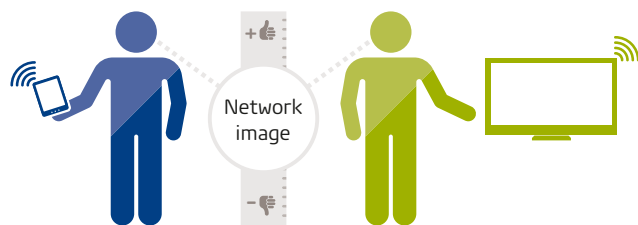


TRENDS & TIPS FOR REACHING AUDIENCES IN THE MULTIPLATFORM WORLD IN 2016



1. Streaming

Streaming isn't hurting TV network brands, but it doesn't appear to be helping much, as most consumers have middle of the road relationships with the networks.



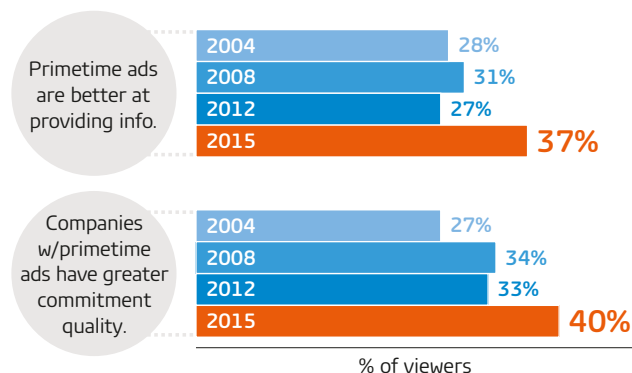
2. Cord-cutting

Cord-cutting homes are growing more affluent, less ethnic.

	Cord cut at current HHs		All HHs
	2011	2015	2015
HHer age 18-34	20%	19%	21%
HHer age 35-54	46	49	38
HHer age 55+	35	32	42
Kids in HH	41	40	32
White, non-Hisp HH	59	69	69
Median HH income, \$	30,000	50,000	60,000
Mean HH income, \$	44,500	55,000	63,000

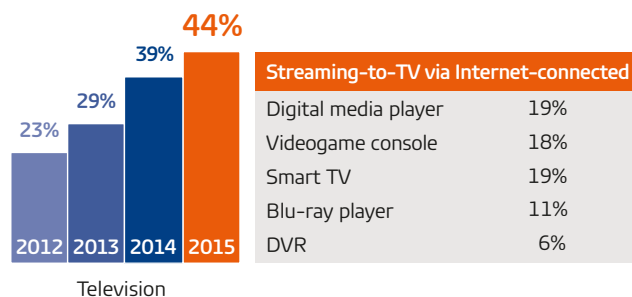
3. Advertising

Opportunities for advertisers are still in primetime.



4. Bigger screens continue to rule

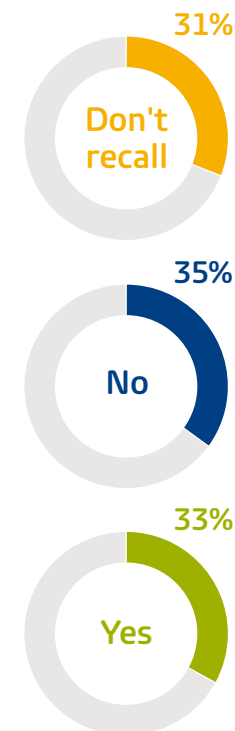
The TV set continues to be at the heart of video entertainment now and into the foreseeable future.



5. TV Everywhere

Consumers are using TV Everywhere but without a good understanding of what TVE offers.

Have you ever used any TVE-type service?



- Benefits mentioned to respondents included:
- watching some programs sooner
 - watching some programs live
 - accessing additional content

For additional information on The Home Technology Monitor, please contact David Tice, david.tice@gfk.com