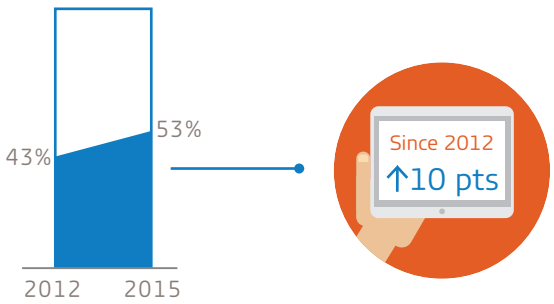
TV EVERYWHERE (TVE)

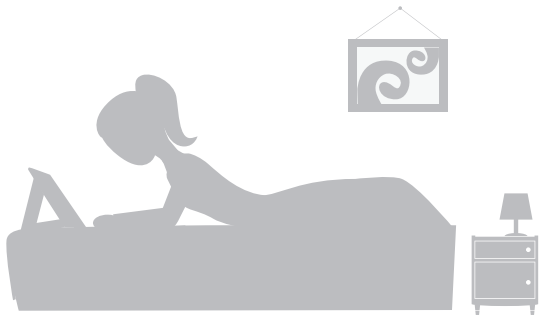
TV Everywhere shows growth despite a lack of understanding of many aspects. A common theme is a need for better consumer education to drive increased viewing and appreciation for all that TVE offers.

TV Everywhere is gaining on mobile and TV.

Overall usage of TVE-type platforms has increased since 2012 in pay TV homes.

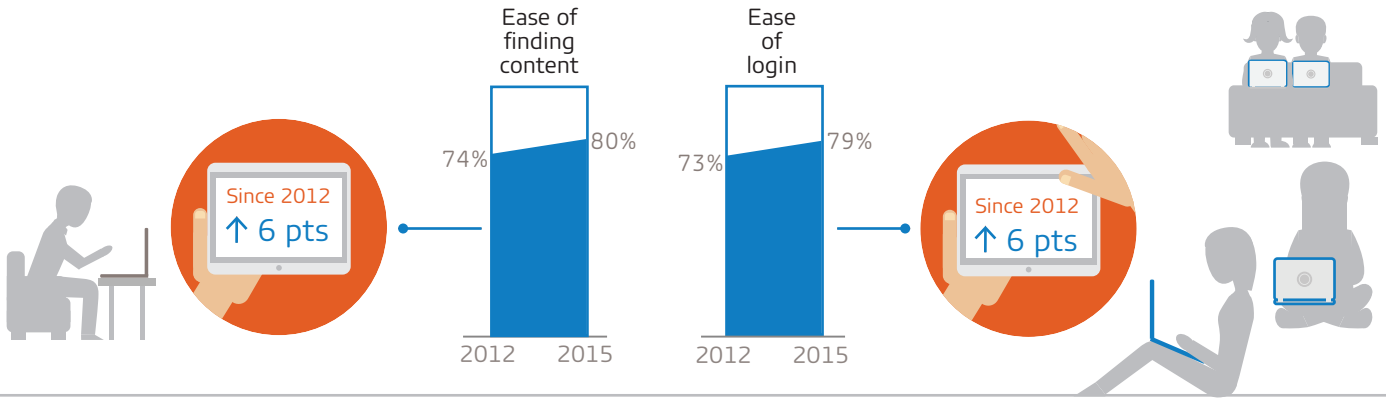
TVE Usage
% of those who have used a TVE service
Pay TV households, ages 13-64





TV Everywhere is still easy to use.

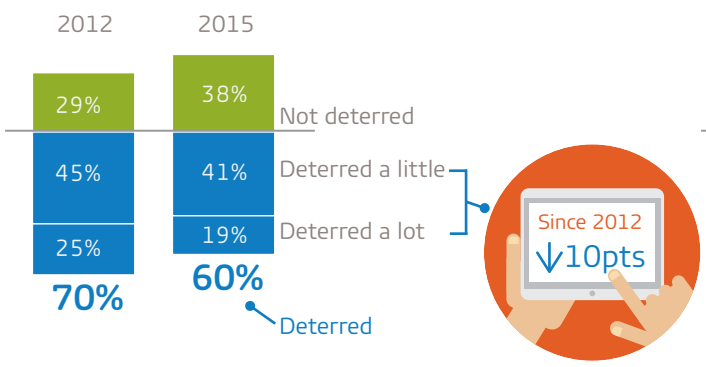
4 of 5 TVE users say that finding programs they want to view is easy.



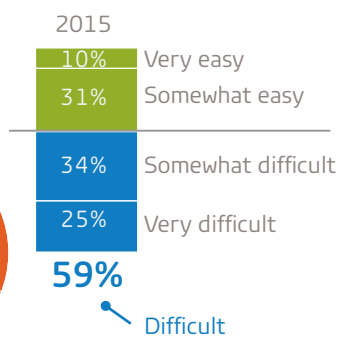
Authentication continues to potentially deter use.

60% of TVE users say that logging in with a password would deter them from using TVE.

TVE usage
% of those who have used a TVE service



Ease of looking up TVE password
% of those who don't know password information

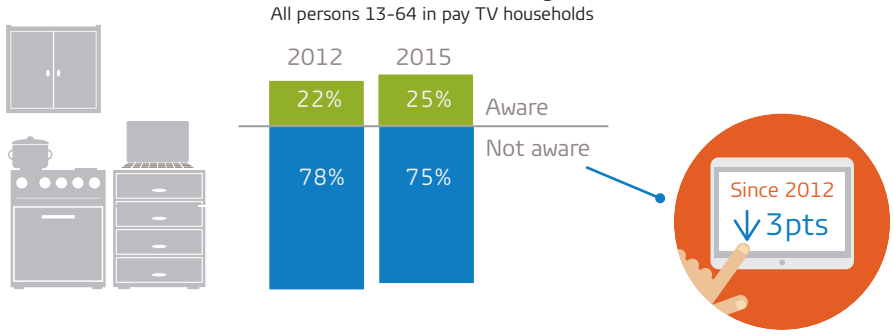


Among those not yet asked to authenticate, over half say that finding their pay TV password would be difficult.

TV Everywhere awareness has seen little change.

Despite three years of marketing since 2012, including introducing the TVE logo, there has been no appreciable increase in TVE awareness.

Awareness of TVE term/logo
All persons 13-64 in pay TV households



TVE logo is recognized by only

4%

of our sample.

Source: GfK's How People Use® Media: TV Everywhere 2015 report.
All trend data shown is for persons ages 13-64 in pay TV homes.