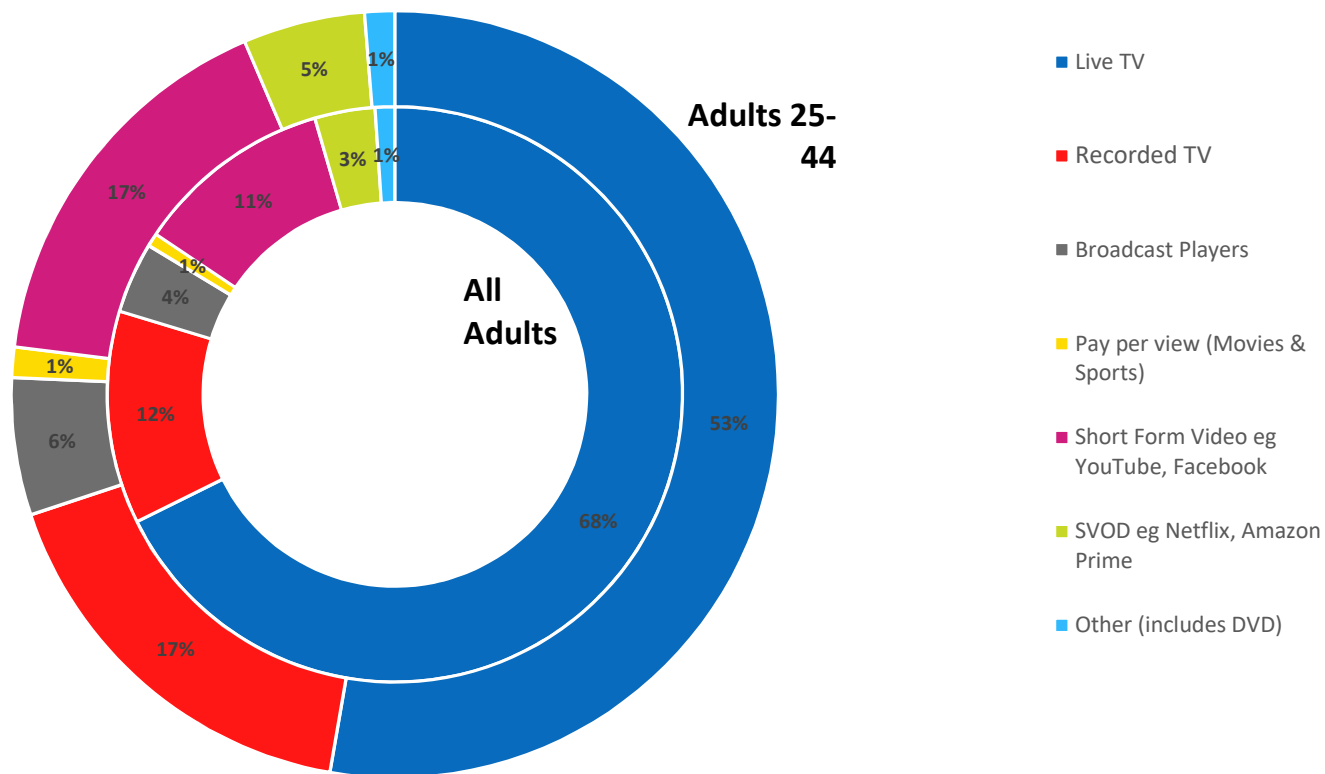


TV is at the heart of a video world

- All TV is video, but all video is NOT TV
- Don't assume one form of video is a substitute for another – they are not all equivalents
- People want quality content and TV programmes are the highest quality video content •
- Broadcasters are putting immense effort and investment into helping people watch TV differently
- TV is the most popular form of video, accounting for 72% of the video day for an Adult aged 15+.

TV is at the heart of a video world



Source: TAM Ireland A/V Data Solution All households, All devices x format