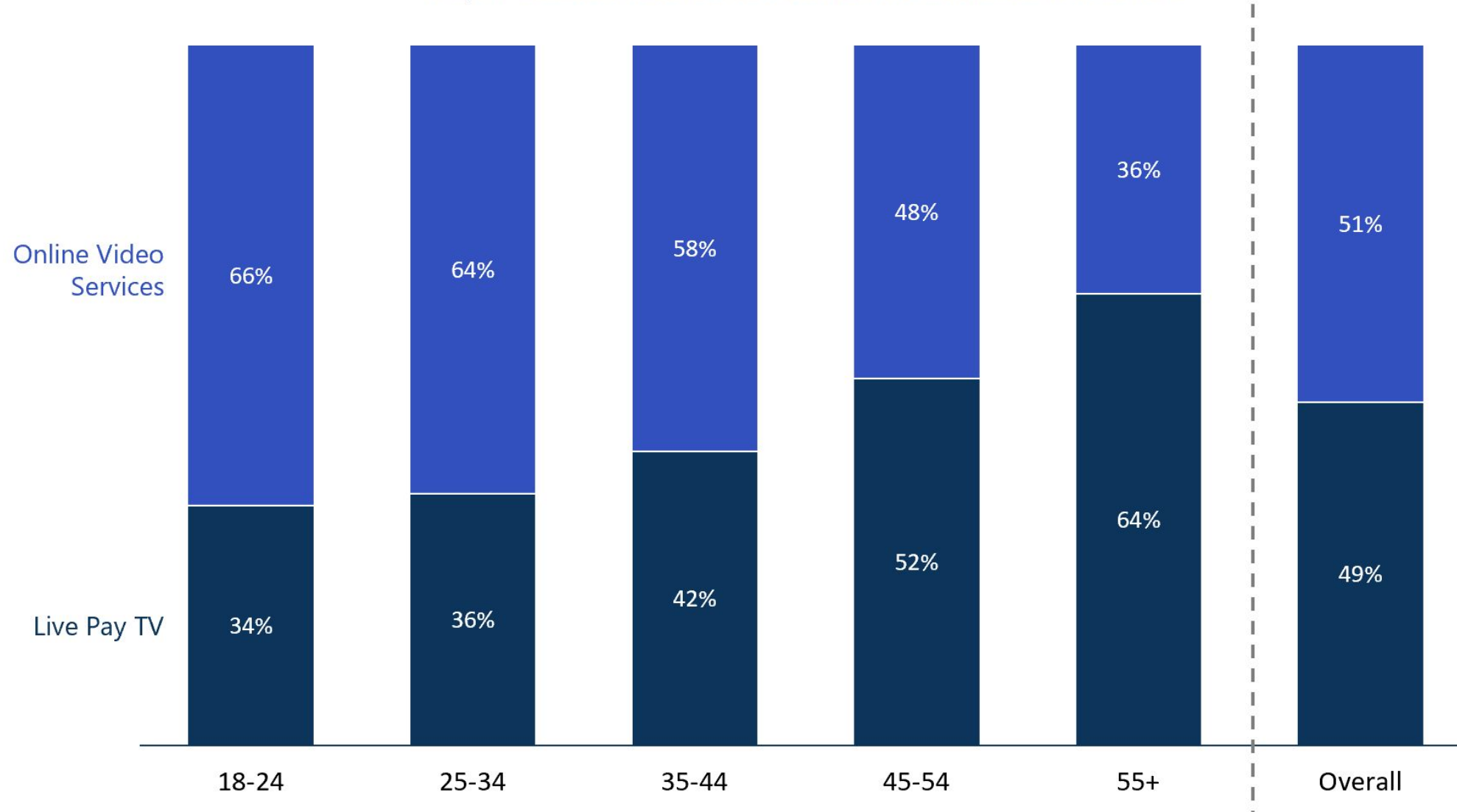


Which form of video are you more likely to watch when you do not have a plan for what you are going to watch?

% of TV decision makers who watch live TV, online content, or VOD

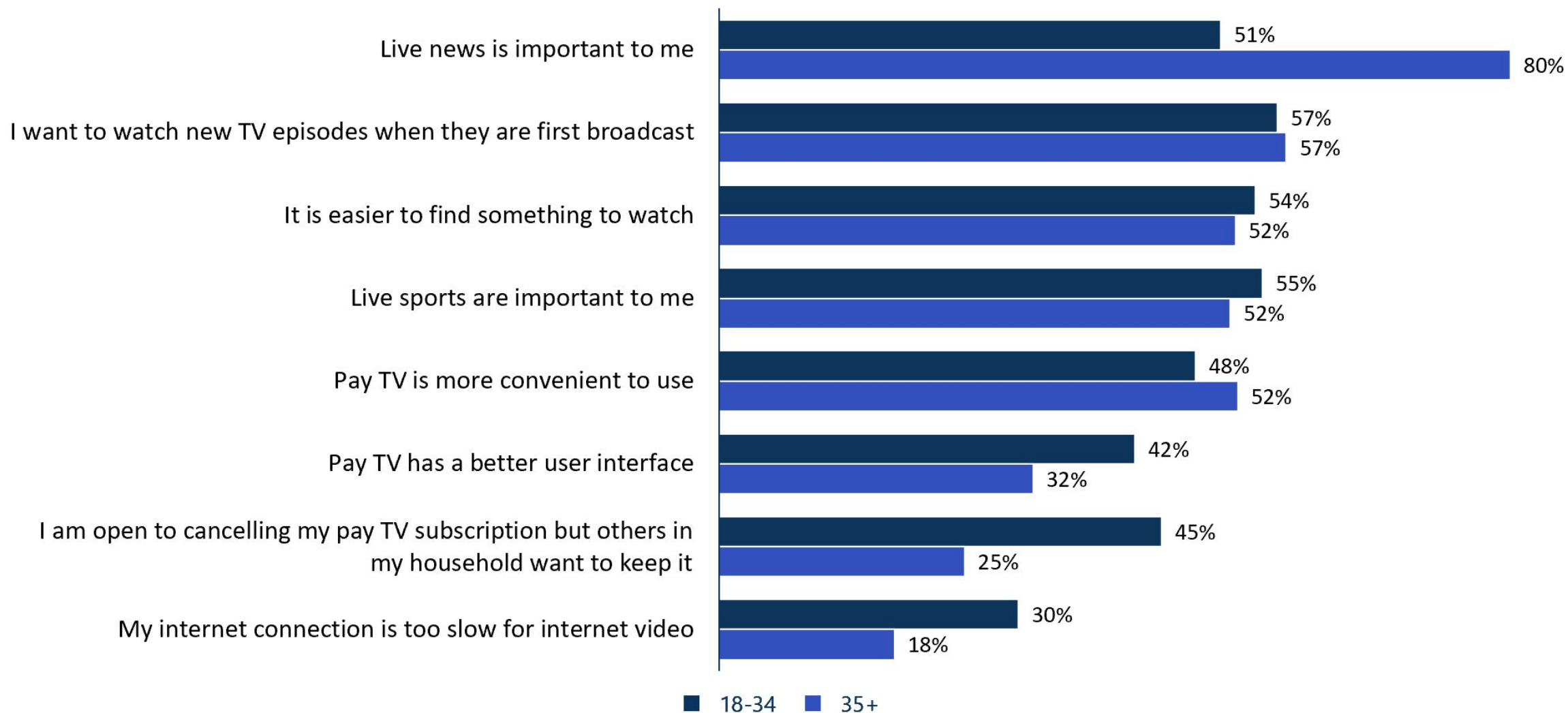


Base: Primary respondents who watch live TV, online video, or video on-demand (n=3361)

Sources: 2019 [AV&Co. Survey](#) (n=4967), AV&Co. Research & Analysis

To what extent do you agree with the following reasons to subscribe to live pay TV instead of relying only on online video?

Pay TV subscribers who respond "strongly agree" or "agree"



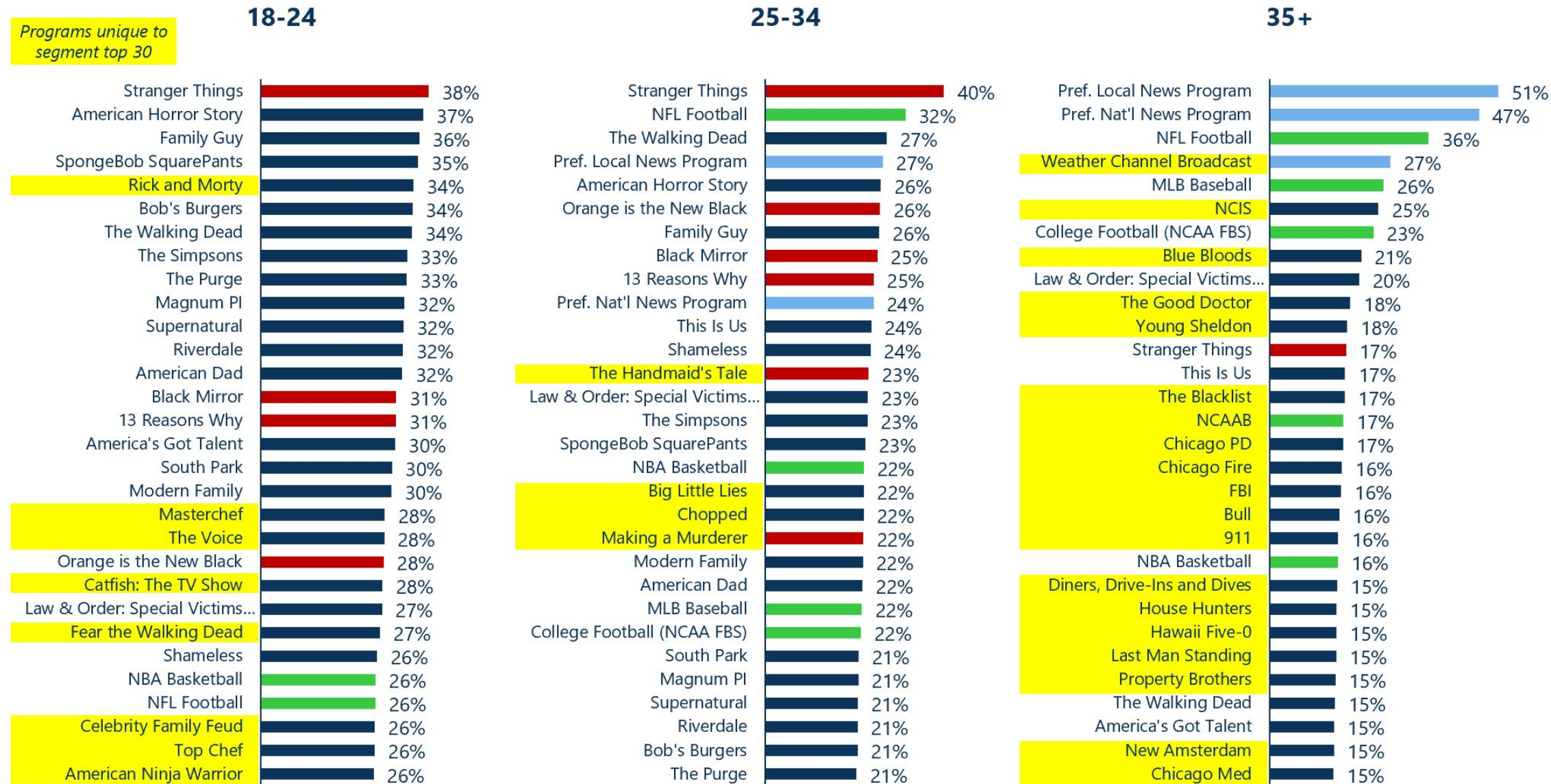
Base: Primary respondents who subscribe to at least one live TV service (n=3234)

Sources: 2019 [AV&Co.](#) Survey (n=4967), AV&Co. Research & Analysis

- SVOD Exclusive
- Pay TV Series
- News & Weather
- Sports

Top 30 Must-Have TV Programs

% of video-decision makers identifying each program as a must-have



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- SVOD Exclusive
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