

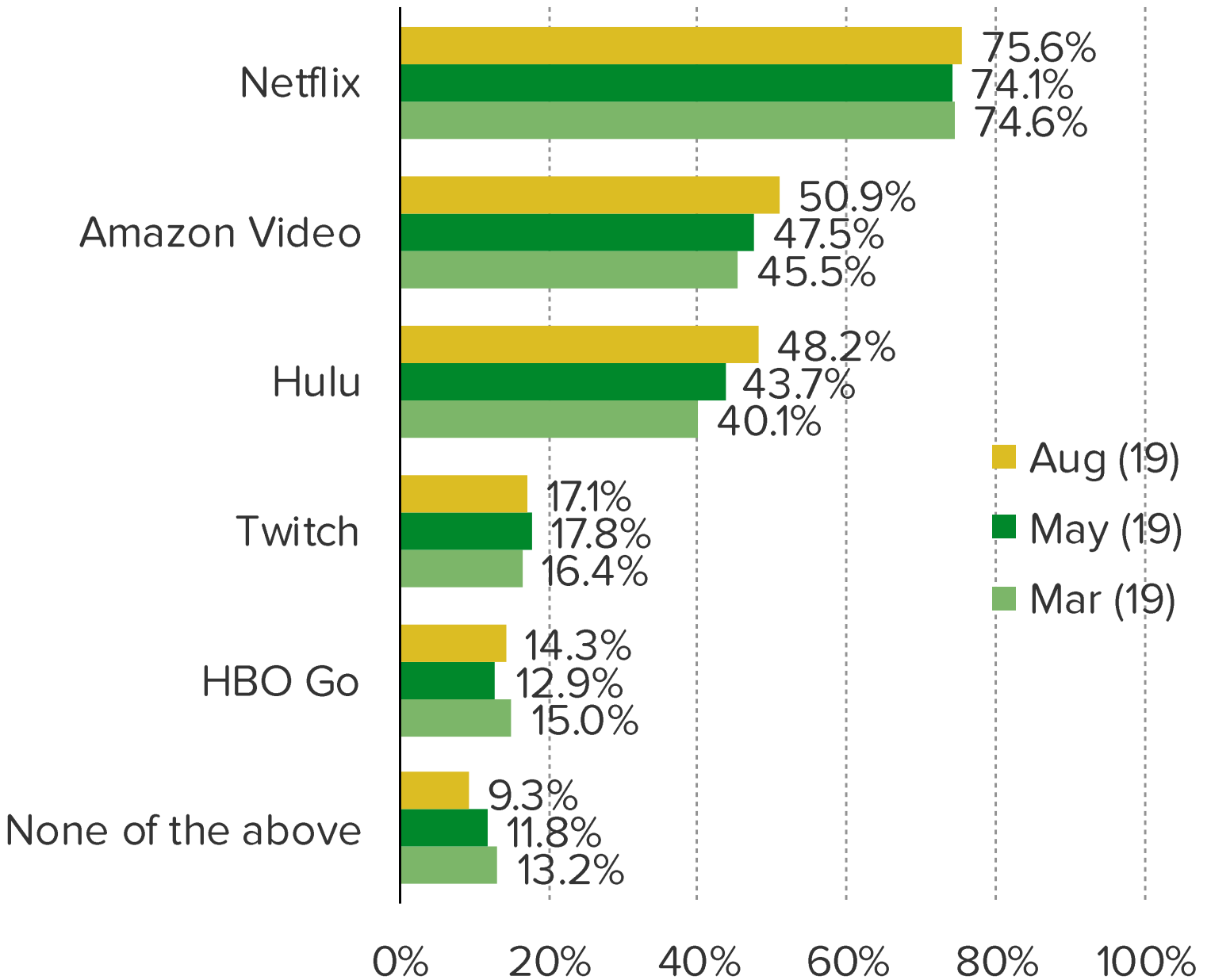
Streaming Media Usage and Consumer
Attitude/Engagement in the U.S.

GAMING AS A COMPETITOR TO NETFLIX

Video Gamers and Netflix

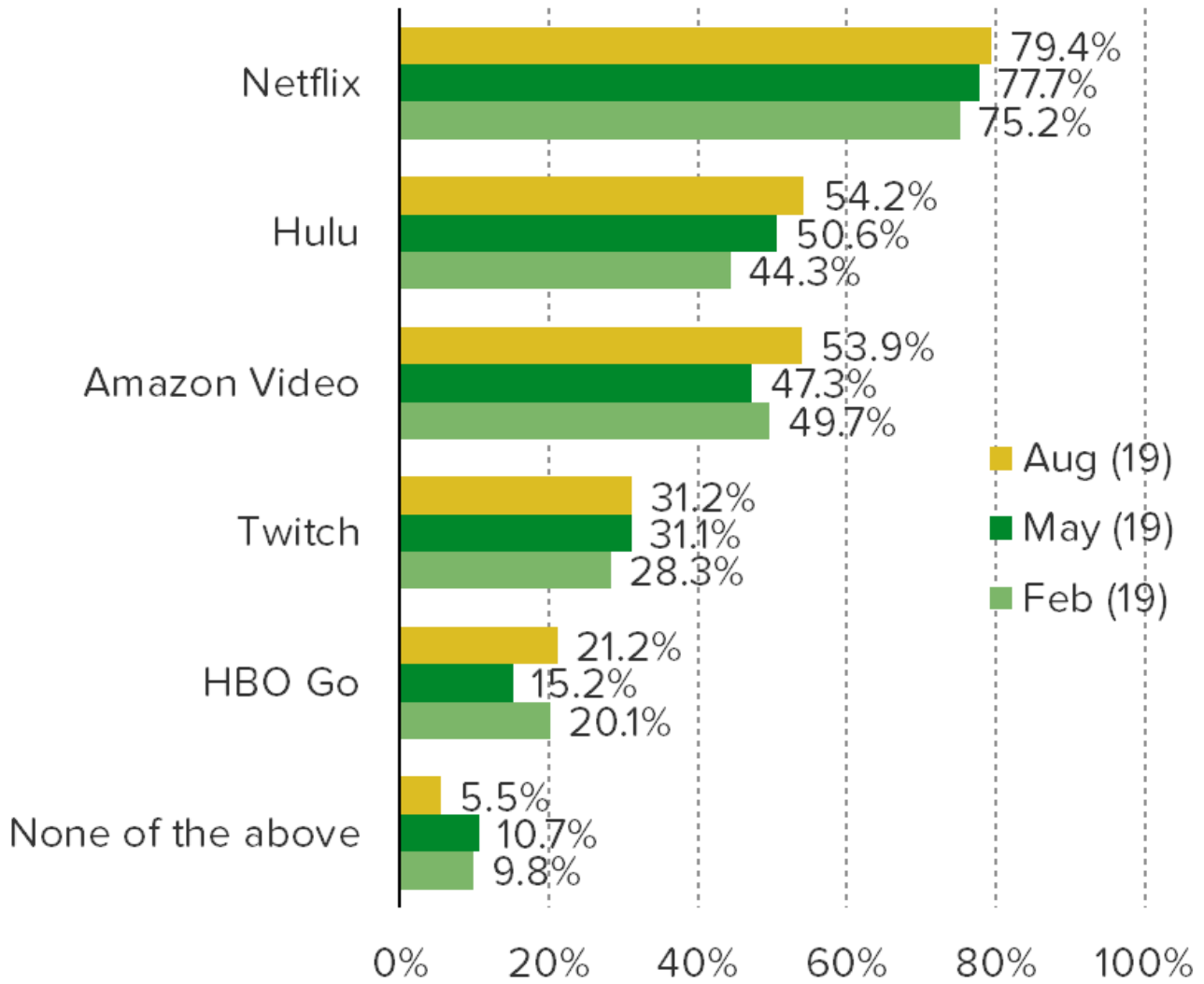
DO YOU HAVE AN ACCOUNT WITH THE FOLLOWING

Posed to the target audience.



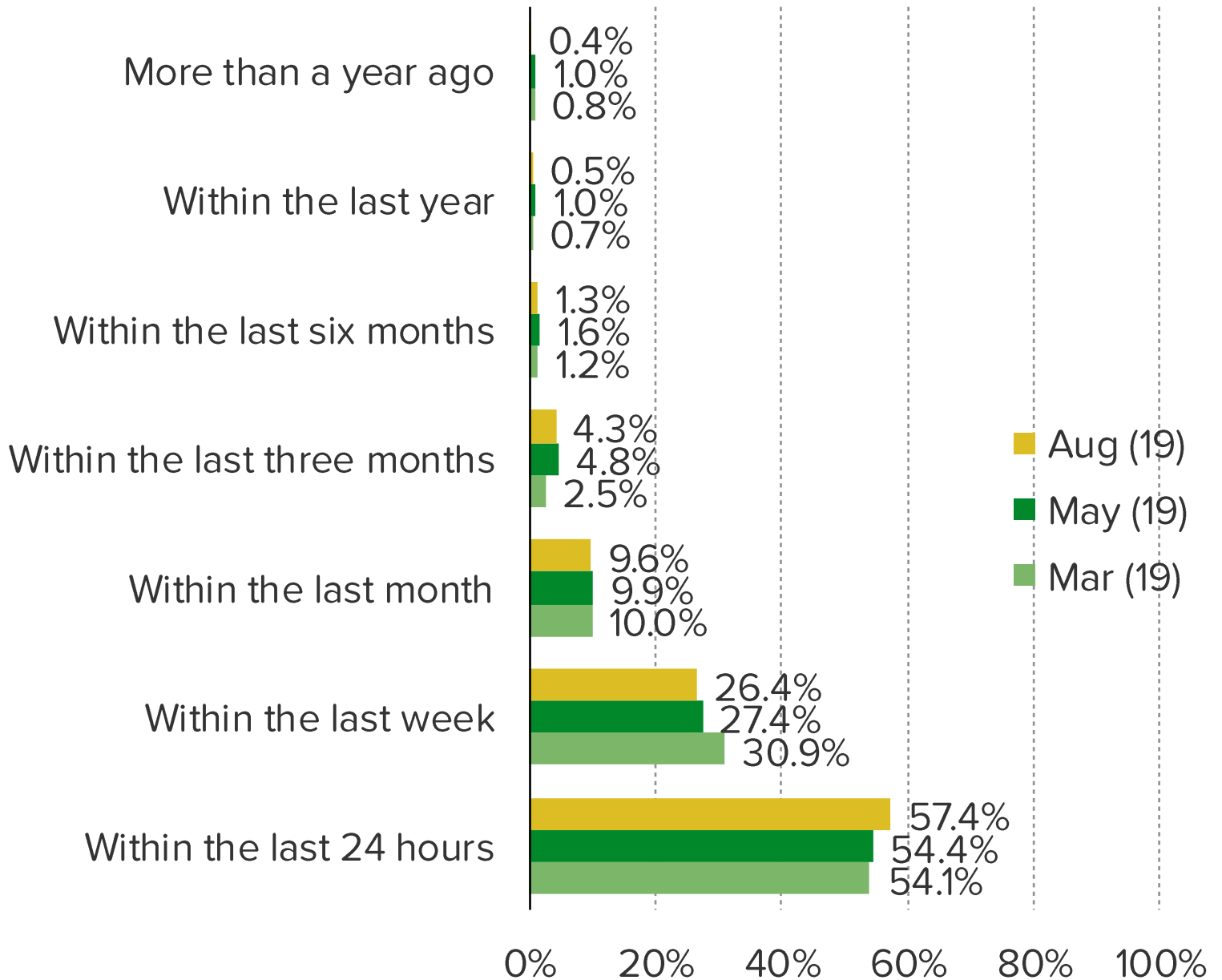
DO YOU HAVE AN ACCOUNT WITH THE FOLLOWING

Cross Tab: Respondents Who Play 2+ Hours of Video Games Per Day



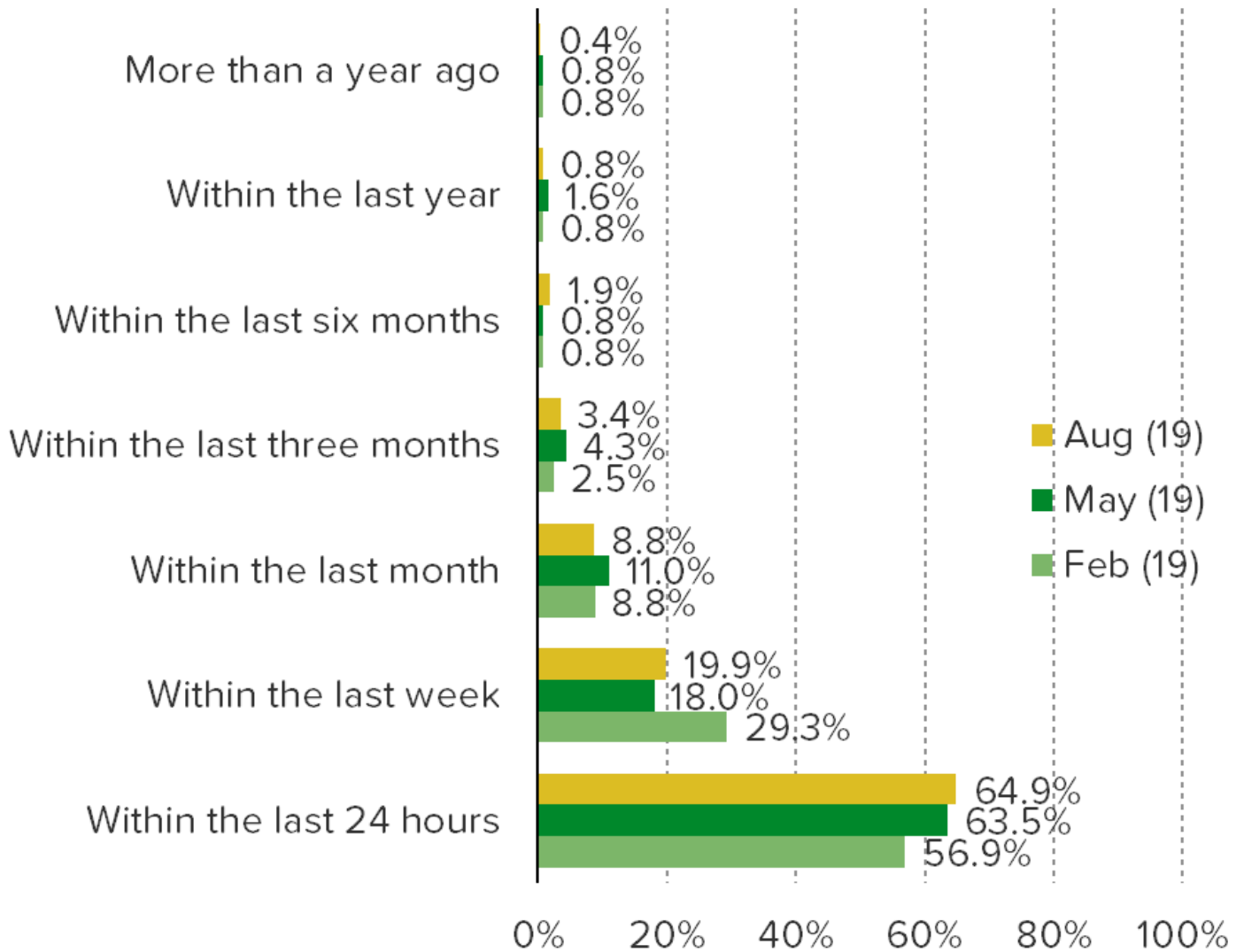
WHEN IS THE LAST TIME YOU WATCHED SOMETHING ON NETFLIX?

Posed to gamers who are also Netflix account holders.



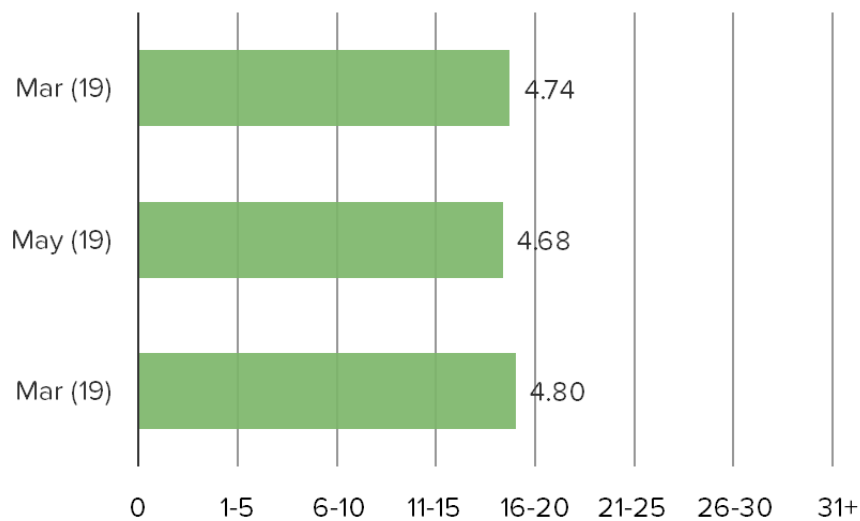
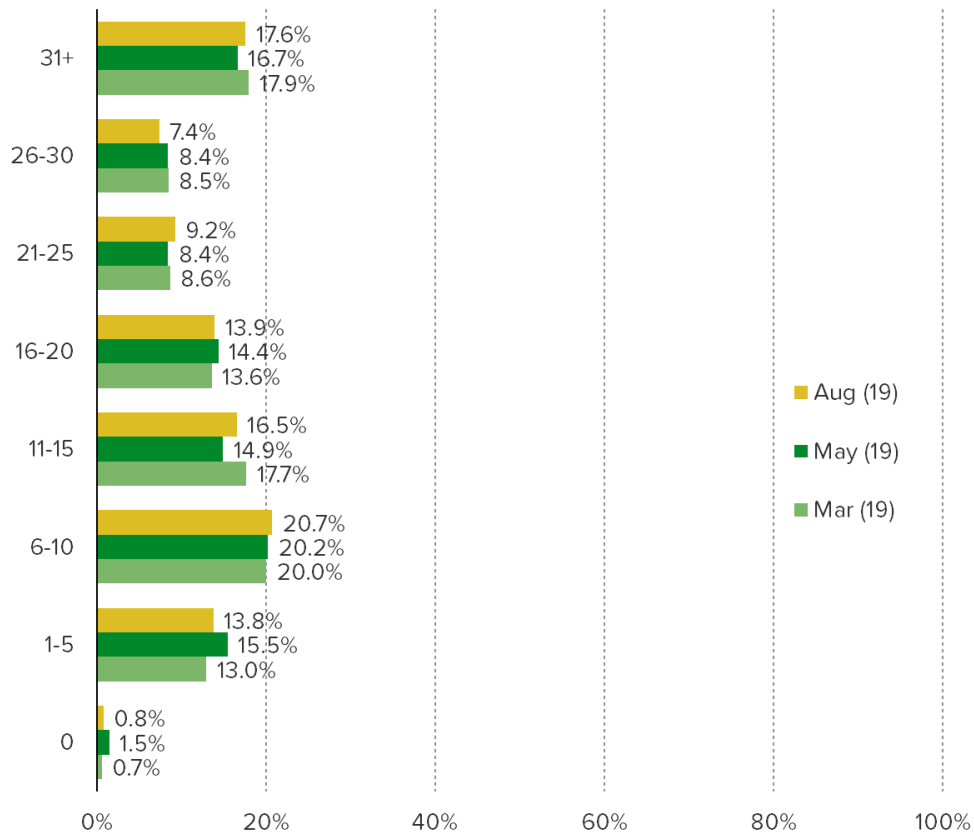
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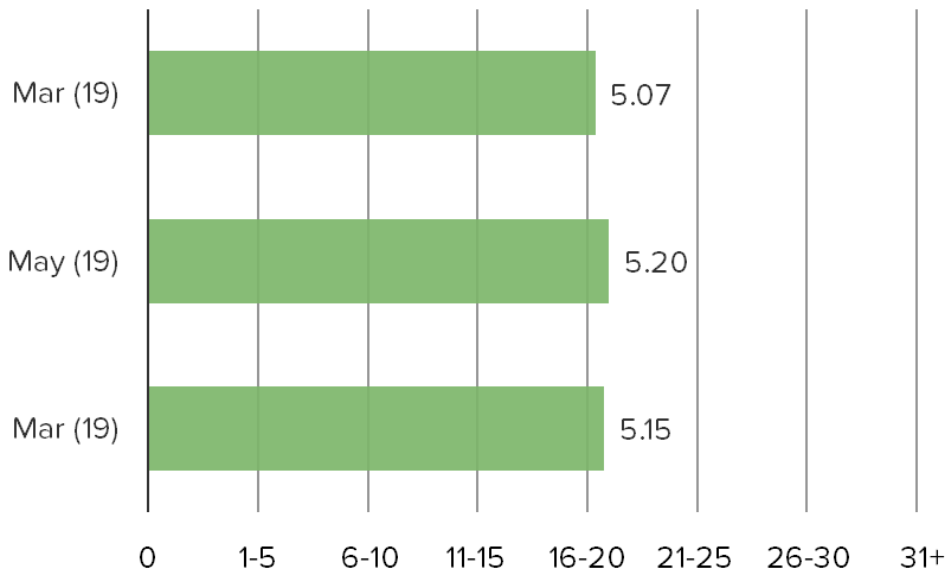
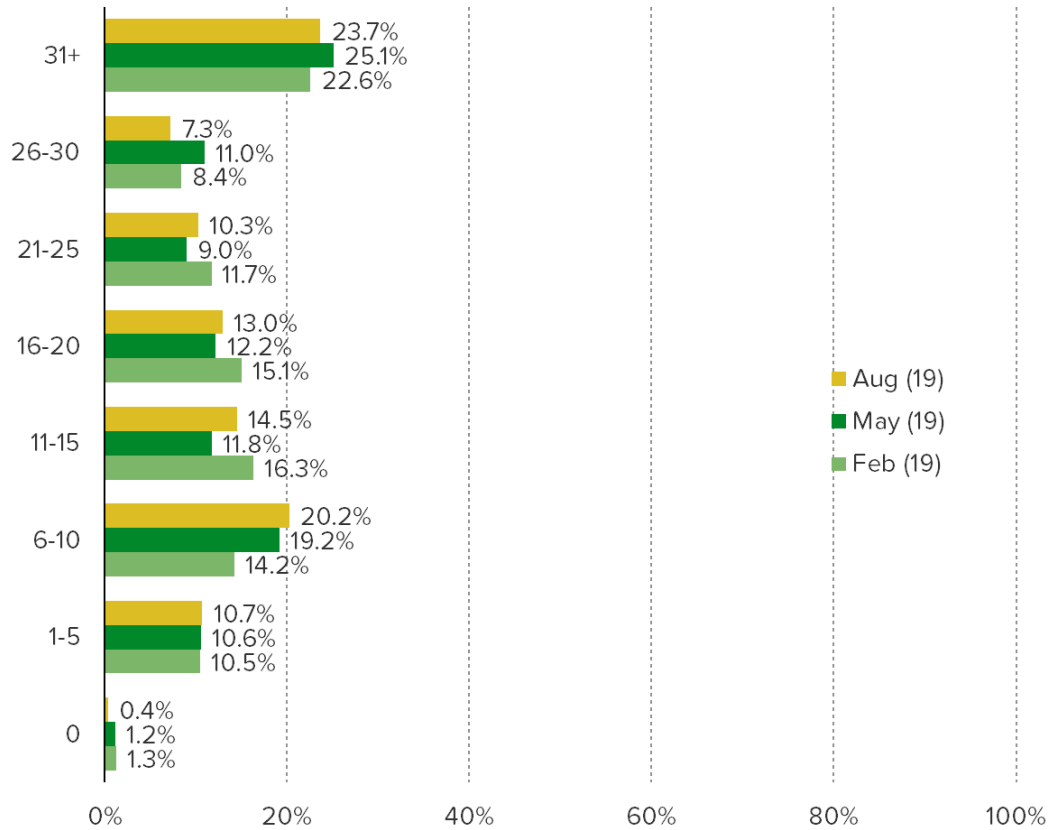
IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

Posed to gamers who are also Netflix account holders.



IN AN AVERAGE MONTH, HOW MANY HOURS OF NETFLIX DO YOU WATCH?

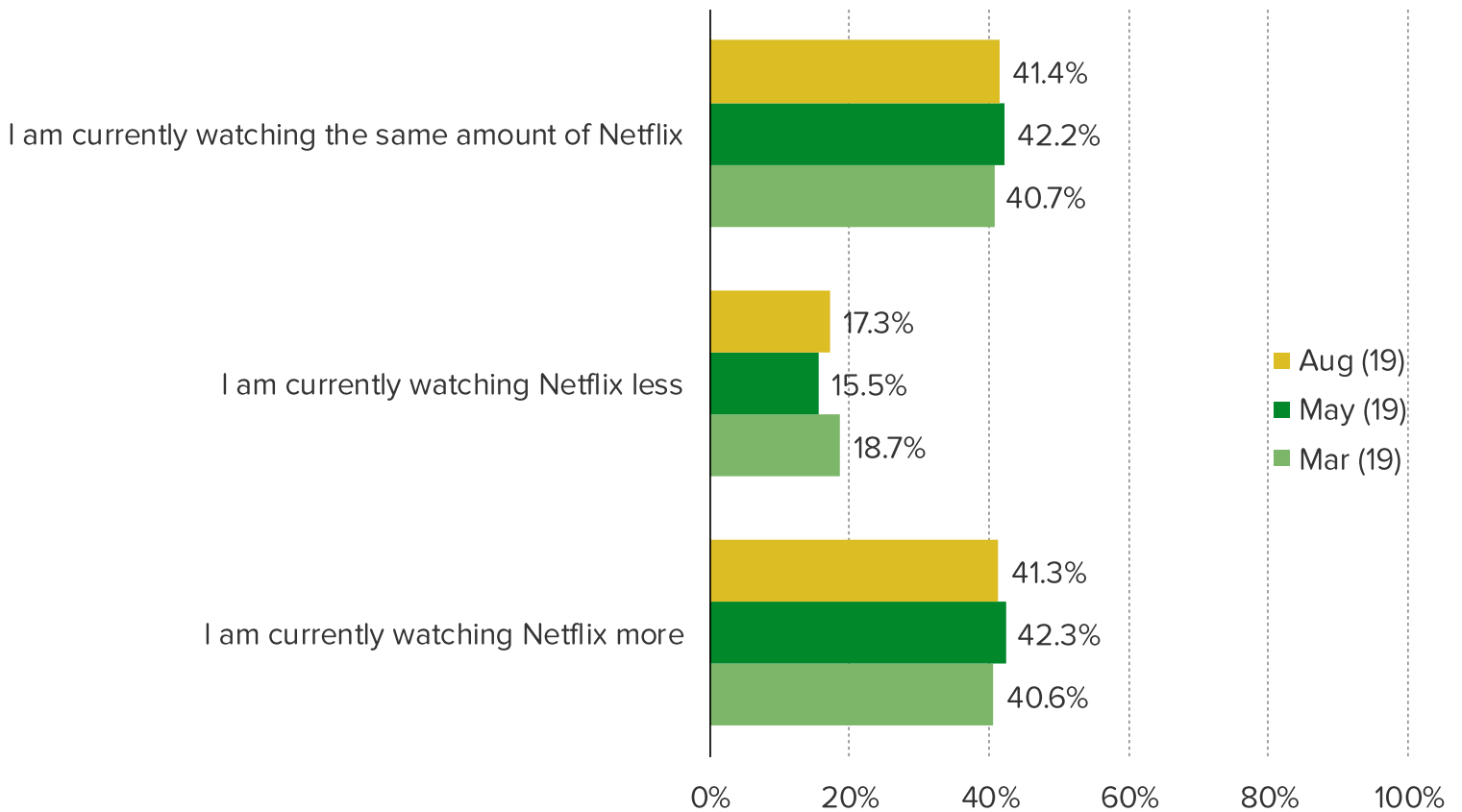
Cross Tab: Respondents Who Play 2+ Hours of Video Games Per Day



Video Gamers and Netflix

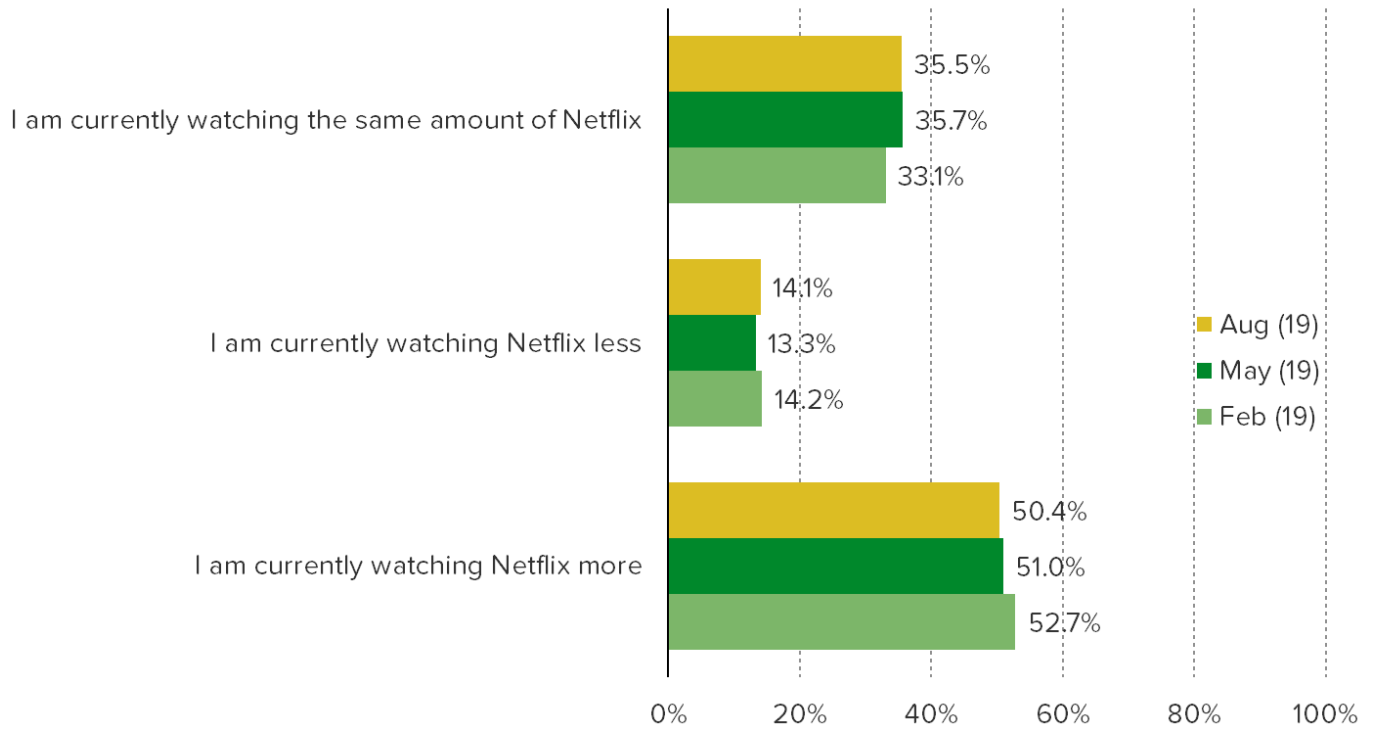
PLEASE COMPARE YOUR USAGE OF NETFLIX WITH YOUR USAGE 3-6 MONTHS AGO

Posed to gamers who are also Netflix account holders.



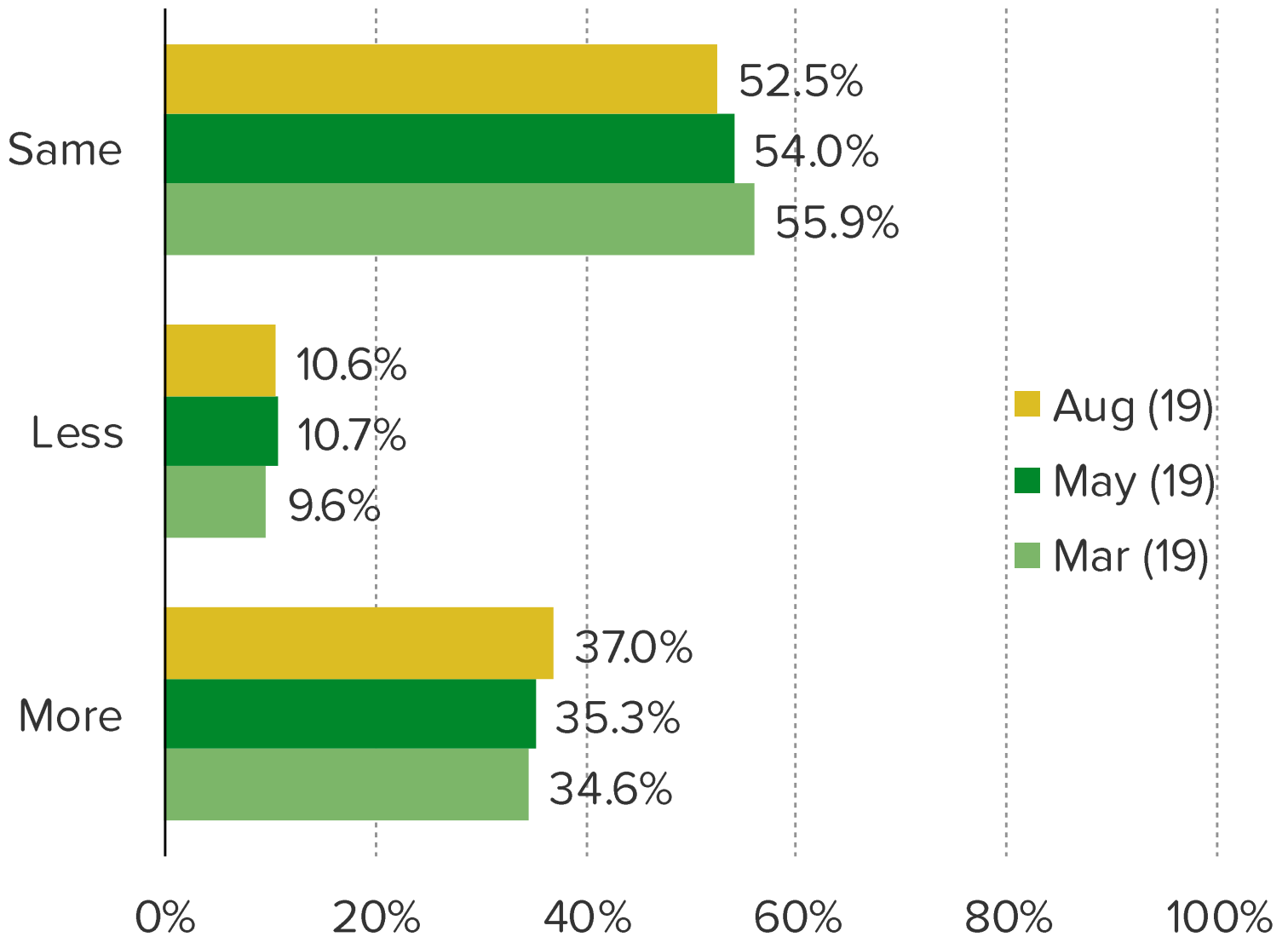
PLEASE COMPARE YOUR USAGE OF NETFLIX WITH YOUR USAGE 3-6 MONTHS AGO

Cross Tab: Respondents Who Play 2+ Hours of Video Games Per Day



DO YOU EXPECT TO USE NETFLIX MORE OR LESS OVER THE NEXT FEW MONTHS?

Posed to gamers who are also Netflix account holders.



DO YOU EXPECT TO USE NETFLIX MORE OR LESS OVER THE NEXT FEW MONTHS?

Cross Tab: Respondents Who Play 2+ Hours of Video Games Per Day

