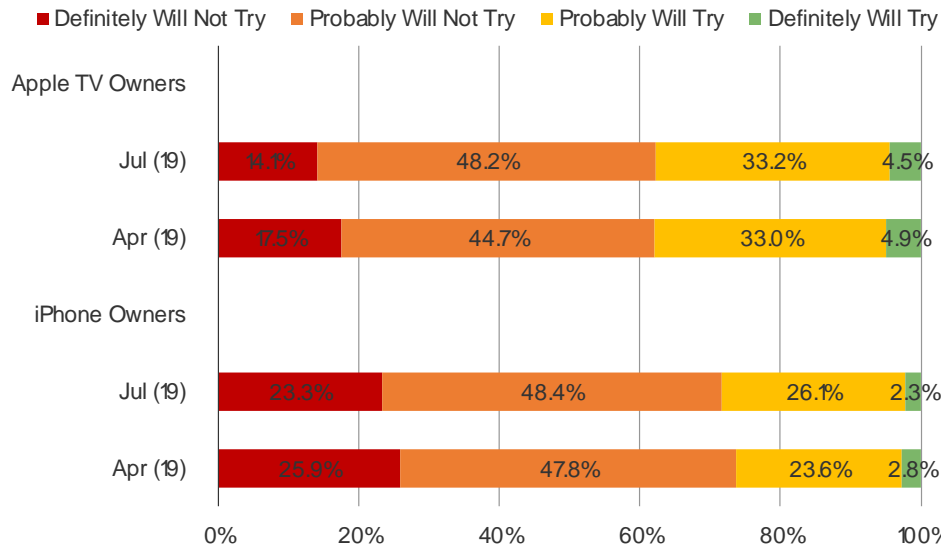


AAPL | Streaming Video Price Expectations

How much interest do you have in trying out Apple's upcoming streaming video service?

Posed to Apple Customers



*Expected Price (monthly)
Among Those With Interest:*

	iPhone Owners	Apple TV Owners
Average	\$ 15.81	\$ 17.74
Median	\$ 10.00	\$ 10.00

Noteworthy Stats:

92.4%

Of iPhone owners thought the price would be more than \$5 per month.

96.6%

Of iPhone owners thought the price would be more than \$5 per month.

AAPL | Streaming Video Price Expectations

How much interest do you have in trying out Apple's upcoming streaming video service?

