

BARB ESTABLISHMENT SURVEY OF TV HOMES

SG

DATA PERIOD: QUARTERLY

January - March 2014

Social Grade

	All HH	Amazon/Lovefilm	Netflix	NowTV	Xbox Live
Total HH	27320	1217	2791	239	1527
%H (All HH)		4.5%	10.2%	0.9%	5.6%
AB	6782	512	880	65	388
%V	24.8%	42.1%	31.5%	27.2%	25.4%
%H (All HH)		7.5%	13.0%	1.0%	5.7%
C1	7483	342	933	63	457
%V	27.4%	28.1%	33.4%	26.4%	29.9%
%H (All HH)		4.6%	12.5%	0.8%	6.1%
C2	5474	191	538	45	345
%V	20.0%	15.7%	19.3%	18.8%	22.6%
%H (All HH)		3.5%	9.8%	0.8%	6.3%
D	4341	129	289	43	248
%V	15.9%	10.6%	10.4%	18.0%	16.2%
%H (All HH)		3.0%	6.7%	1.0%	5.7%
E	3240	44	151	23	89
%V	11.9%	3.6%	5.4%	9.6%	5.8%
%H (All HH)		1.4%	4.7%	0.7%	2.7%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

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HW Age

DATA PERIOD: QUARTERLY

January - March 2014

Housewife Age

	All HH	Amazon/Lovefilm	Netflix	NowTV	Xbox Live
Total HH	27320	1217	2791	239	1527
%H (All HH)		4.5%	10.2%	0.9%	5.6%
Under 25	1235	84	328	29	142
%V	4.5%	6.9%	11.8%	12.1%	9.3%
%H (All HH)		6.8%	26.6%	2.3%	11.5%
25 - 34	4292	382	809	49	406
%V	15.7%	31.4%	29.0%	20.5%	26.6%
%H (All HH)		8.9%	18.8%	1.1%	9.5%
35 - 44	4766	299	747	76	435
%V	17.4%	24.6%	26.8%	31.8%	28.5%
%H (All HH)		6.3%	15.7%	1.6%	9.1%
45 - 54	5286	269	598	49	437
%V	19.3%	22.1%	21.4%	20.5%	28.6%
%H (All HH)		5.1%	11.3%	0.9%	8.3%
55 - 64	4446	132	250	25	89
%V	16.3%	10.8%	9.0%	10.5%	5.8%
%H (All HH)		3.0%	5.6%	0.6%	2.0%
65 +	7295	51	59	12	18
%V	26.7%	4.2%	2.1%	5.0%	1.2%
%H (All HH)		0.7%	0.8%	0.2%	0.2%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

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HH Size

DATA PERIOD: QUARTERLY**January - March 2014****Size of Household**

	All HH	Amazon/Lovefilm	Netflix	NowTV	Xbox Live
Total HH	27320	1217	2791	239	1527
%H (All HH)		4.5%	10.2%	0.9%	5.6%
1	8494	163	236	28	117
%V	31.1%	13.4%	8.5%	11.7%	7.7%
%H (All HH)		1.9%	2.8%	0.3%	1.4%
2	9162	372	818	79	301
%V	33.5%	30.6%	29.3%	33.1%	19.7%
%H (All HH)		4.1%	8.9%	0.9%	3.3%
3	4317	267	706	49	441
%V	15.8%	21.9%	25.3%	20.5%	28.9%
%H (All HH)		6.2%	16.4%	1.1%	10.2%
4	3558	261	666	40	395
%V	13.0%	21.4%	23.9%	16.7%	25.9%
%H (All HH)		7.3%	18.7%	1.1%	11.1%
5+	1789	155	365	43	273
%V	6.5%	12.7%	13.1%	18.0%	17.9%
%H (All HH)		8.7%	20.4%	2.4%	15.3%
Average HH size	2.34	2.95	3.10	3.09	3.35

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

Presence of Children

DATA PERIOD: QUARTERLY**January - March 2014****Presence of Children**

	All HH	Amazon/Lovefilm	Netflix	NowTV	Xbox Live
Total HH	27320	1217	2791	239	1527
% <i>H</i> (All HH)		4.5%	10.2%	0.9%	5.6%
Without	20324	682	1608	122	681
% <i>V</i>	74.4%	56.0%	57.6%	51.0%	44.6%
% <i>H</i> (All HH)		3.4%	7.9%	0.6%	3.4%
With	6996	535	1183	117	847
% <i>V</i>	25.6%	44.0%	42.4%	49.0%	55.5%
% <i>H</i> (All HH)		7.6%	16.9%	1.7%	12.1%
0 - 3	2747	224	461	48	228
% <i>V</i>	10.1%	18.4%	16.5%	20.1%	14.9%
% <i>H</i> (All HH)		8.2%	16.8%	1.7%	8.3%
4 - 9	3506	271	603	56	370
% <i>V</i>	12.8%	22.3%	21.6%	23.4%	24.2%
% <i>H</i> (All HH)		7.7%	17.2%	1.6%	10.6%
10 - 15	3214	256	571	61	572
% <i>V</i>	11.8%	21.0%	20.5%	25.5%	37.5%
% <i>H</i> (All HH)		8.0%	17.8%	1.9%	17.8%

Base: Total Network (All Areas) - Households (000s)

%*V* = percentage of vertical total%*H* (ALL HH) = percentage of horizontal total - All HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

No of sets

DATA PERIOD: QUARTERLY

January - March 2014

Number of TV sets in household

	All HH	Amazon/Lovefilm	Netflix	NowTV	Xbox Live
Total HH	27320	1217	2791	239	1527
%H (All HH)		4.5%	10.2%	0.9%	5.6%
1	10540	442	805	67	269
%V	38.6%	36.3%	28.8%	28.0%	17.6%
%H (All HH)		4.2%	7.6%	0.6%	2.6%
2	8994	346	826	59	432
%V	32.9%	28.4%	29.6%	24.7%	28.3%
%H (All HH)		3.8%	9.2%	0.7%	4.8%
3	3984	188	559	51	375
%V	14.6%	15.4%	20.0%	21.3%	24.6%
%H (All HH)		4.7%	14.0%	1.3%	9.4%
4	1617	137	309	40	243
%V	5.9%	11.3%	11.1%	16.7%	15.9%
%H (All HH)		8.5%	19.1%	2.5%	15.0%
5+	841	76	204	21	195
%V	3.1%	6.2%	7.3%	8.8%	12.8%
%H (All HH)		9.0%	24.3%	2.5%	23.2%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

Screen Size

DATA PERIOD: QUARTERLY**January - March 2014****Screen size**

	All HH	Amazon/Lovefilm	Netflix	NowTV	Xbox Live
Total HH	27320	1217	2791	239	1527
%H (All HH)		4.5%	10.2%	0.9%	5.6%
Under 20"	5930	282	579	55	410
%V	21.7%	23.2%	20.7%	23.0%	26.9%
%H (All HH)		4.8%	9.8%	0.9%	6.9%
20" - 29"	9989	423	967	83	642
%V	36.6%	34.8%	34.6%	34.7%	42.0%
%H (All HH)		4.2%	9.7%	0.8%	6.4%
30" - 39"	13866	730	1490	132	936
%V	50.8%	60.0%	53.4%	55.2%	61.3%
%H (All HH)		5.3%	10.7%	1.0%	6.8%
40" and over	11458	624	1728	171	999
%V	41.9%	51.3%	61.9%	71.5%	65.4%
%H (All HH)		5.4%	15.1%	1.5%	8.7%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

Plat provider

DATA PERIOD: QUARTERLY**January - March 2014****Platform provider**

	All HH	Amazon/Lovefilm	Netflix	NowTV	Xbox Live
Total HH	27320	1217	2791	239	1527
%H (All HH)		4.5%	10.2%	0.9%	5.6%
Any DSAT provider	11021	508	1268	80	792
%V	40.3%	41.7%	45.4%	33.5%	51.9%
%H (All HH)		4.6%	11.5%	0.7%	7.2%
Sky with subcription	9154	441	1094	62	700
%V	33.5%	36.2%	39.2%	25.9%	45.8%
%H (All HH)		4.8%	12.0%	0.7%	7.6%
Sky without subscription	644	25	79	10	47
%V	2.4%	2.1%	2.8%	4.2%	3.1%
%H (All HH)		3.9%	12.3%	1.6%	7.3%
Freesat	1079	39	112	7	55
%V	3.9%	3.2%	4.0%	2.9%	3.6%
%H (All HH)		3.6%	10.4%	0.6%	5.1%
Other satellite provider	339	13	22	4	18
%V	1.2%	1.1%	0.8%	1.7%	1.2%
%H (All HH)		3.8%	6.5%	1.2%	5.3%
DCAB	4190	271	764	55	341
%V	15.3%	22.3%	27.4%	23.0%	22.3%
%H (All HH)		6.5%	18.2%	1.3%	8.1%
DTT	19245	791	1777	183	1042
%V	70.4%	65.0%	63.7%	76.6%	68.2%
%H (All HH)		4.1%	9.2%	1.0%	5.4%
DTT Only	10671	400	647	89	337
%V	39.1%	32.9%	23.2%	37.2%	22.1%
%H (All HH)		3.7%	6.1%	0.8%	3.2%

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%H (ALL HH) = percentage of horizontal total - All HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

Recorders and HD

DATA PERIOD: QUARTERLY**January - March 2014****Recorders and other equipment**

	All HH	Amazon/Lovefilm	Netflix	NowTV	Xbox Live
Total HH	27320	1217	2791	239	1527
%H (All HH)		4.5%	10.2%	0.9%	5.6%
PVR	16015	868	1987	150	1100
%V	58.6%	71.3%	71.2%	62.8%	72.0%
%H (All HH)		5.4%	12.4%	0.9%	6.9%
DVDR	1138	47	124	12	41
%V	4.2%	3.9%	4.4%	5.0%	2.7%
%H (All HH)		4.1%	10.9%	1.1%	3.6%
VCR	777	22	31	2	13
%V	2.8%	1.8%	1.1%	0.8%	0.9%
%H (All HH)		2.8%	4.0%	0.3%	1.7%
Any recorder	16754	878	2022	150	1107
%V	61.3%	72.1%	72.4%	62.8%	72.5%
%H (All HH)		5.2%	12.1%	0.9%	6.6%
(via STB or built-in reception)	14037	783	1942	175	1073
%V	51.4%	64.3%	69.6%	73.2%	70.3%
%H (All HH)		5.6%	13.8%	1.2%	7.6%
DVD/Blu-ray player or recorder	20416	1056	2258	181	1307
%V	74.7%	86.8%	80.9%	75.7%	85.6%
%H (All HH)		5.2%	11.1%	0.9%	6.4%

Base: Total Network (All Areas) - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH