

Percentage of Online U.S. Adults Who Would Seriously Consider Each of the Following Entertainment Activities One Year from Now

Access a TV program for free by downloading a podcast you can play on any device you want if it has imbedded ads you can't skip over

13%

Buy a TV program by downloading from the Internet, for \$1.99 and the rights to copy it 3 times to DVD or device like a video iPod

11%

Buy a movie by downloading from the Internet, for \$9.99 and the rights to copy it 3 times to DVD or device like a video iPod

10%

Rent a movie on a time-limited basis (e.g., a week) for \$4.99 to view on the device you use to access the Internet (or other devices if you have them connected via media hub/server)

9%

Rent a TV program (e.g., sports event) on a time-limited basis (e.g., a week) for 99 cents to view on the device you use to access the Internet (or other devices if you have them connected via media hub/server)

9%



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Base: Representative sample of 1,063 online adults from the entire U.S. online adult population