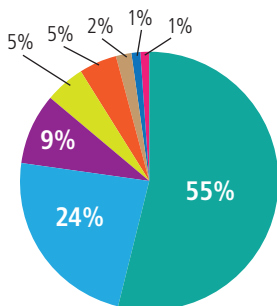
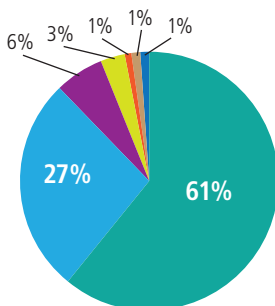


Where All Video Content is Watched... by Age Group

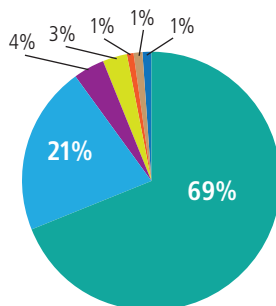
Age 12-17 (n=132)



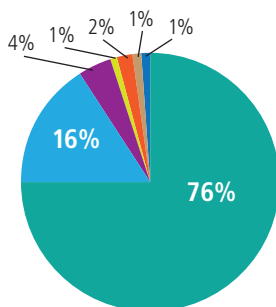
Age 18-24 (n=132)



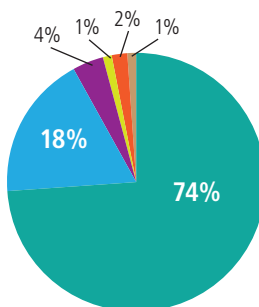
Age 25-34 (n=211)



Age 35-54 (n=396)



Age 55+ (n=231)



- Television
- Personal Computer
- Movie Theatre Screen
- Portable Digital Media Player

- Portable DVD Player
- In-Vehicle DVD Player
- Mobile Phone or PDA
- Other Mentions



Source: Ipsos MediaCT
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Base: Have streamed or downloaded video content