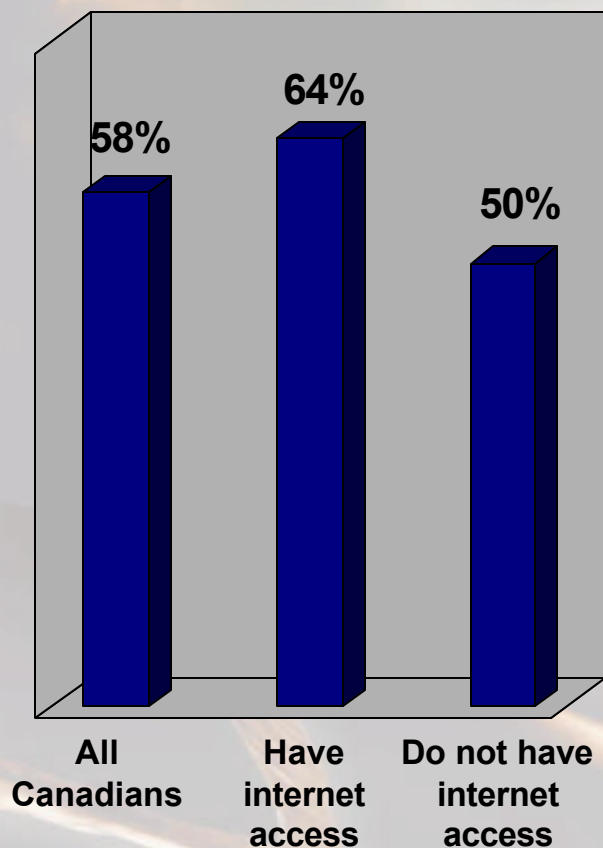


Interactive Television

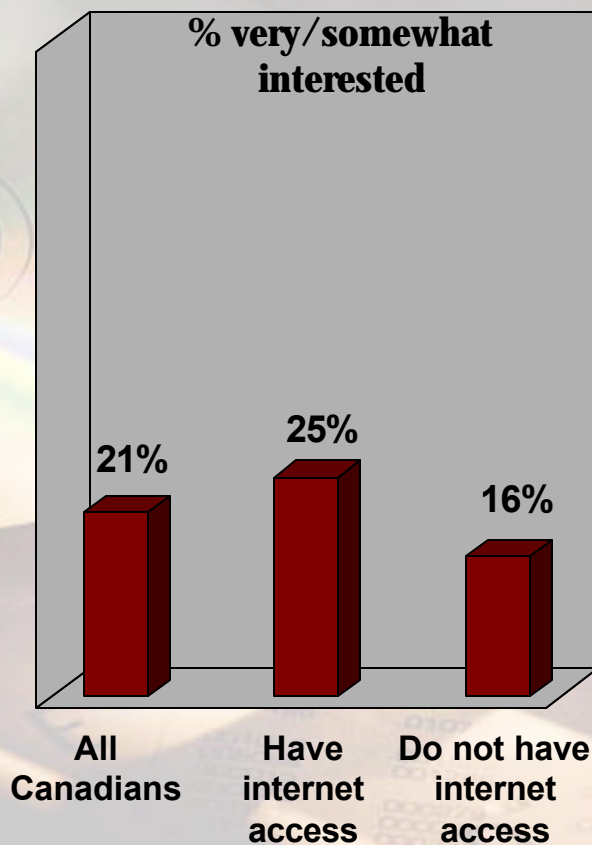
"Interactive Television is a digital service that provides you with Internet access through your television set, including email, browsing, chatting, banking, shopping, bookmarks, and online information such as news, sports, weather, stocks, and travel information."

- Awareness of ITV -



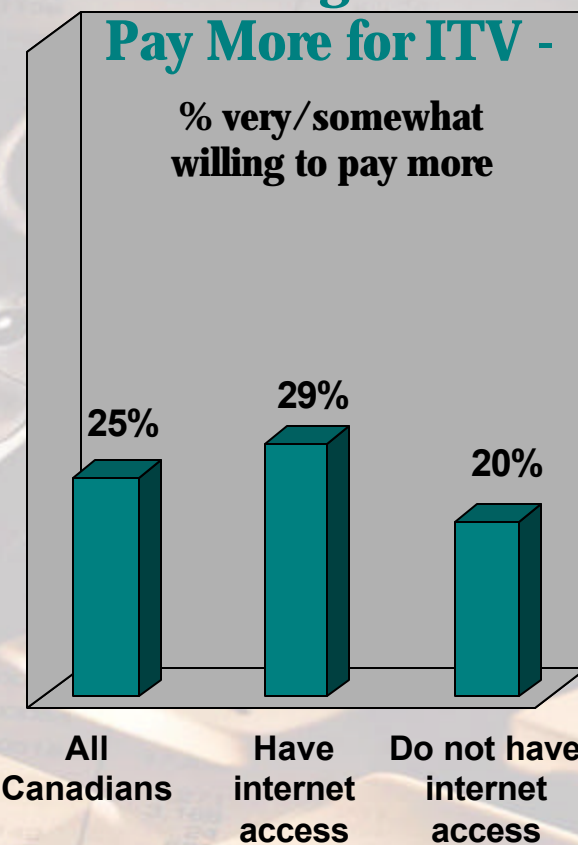
Home internet access only	60%
Work internet access only	62%

- Interest in ITV -



Home internet access only	24%
Work internet access only	28%

- Willingness to Pay More for ITV -



Home internet access only	26%
Work internet access only	32%