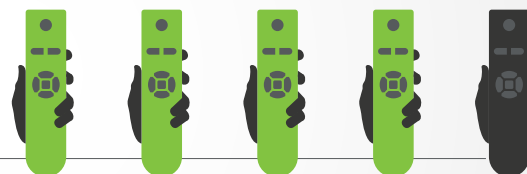


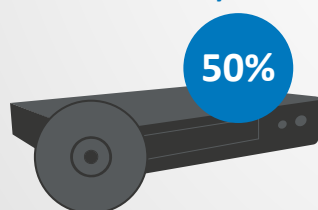
Zooming in on Media Entertainment Consumers

Today's entertainment consumers are everywhere—in every room, on every device, on every platform. Whether streaming or downloading, buying or renting, in the theater or on the couch, big screen or phone screen, they are consuming movies, TV, games, and music anywhere and anytime. That means there's a lot of competition for their attention and entertainment budgets. **Here's a look at what we're watching in the media entertainment market . . .**

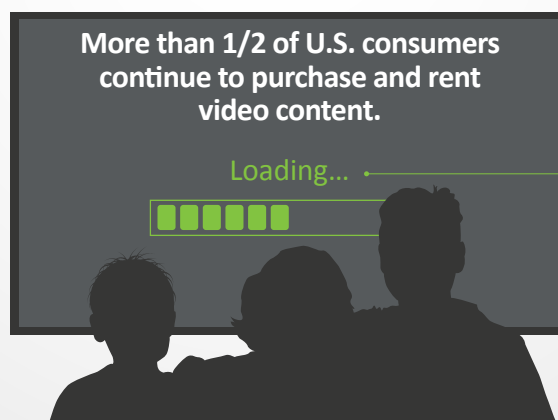
4 out of 5 U.S. consumers engage in home entertainment activities.



Among those who purchase or rent movies, **50% only use DVD or Blu-ray discs.**



More than 1/2 of U.S. consumers continue to purchase and rent video content.



Nearly 20% of transactions are digital only.

SVOD Services

22%

22% of movie/TV hours are spent watching **Netflix and other SVOD services.**

1/4

Nearly 1/4 of SVOD subscribers **subscribe to three or more services.**



The number of subscriptions per household continues to rise!

The NPD Group's **Entertainment Trends in America** gives you an unprecedented view across entertainment categories, delivering in-depth analysis that covers video, music, and video games. Explore the entertainment options competing for consumers' time, attention, and budget so you can evaluate potential business opportunities and risks.

Source: The NPD Group/Entertainment Trends in America, 2019

To learn more, contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

