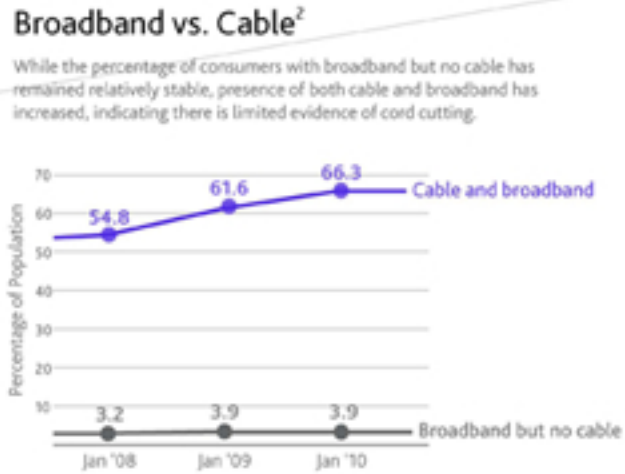
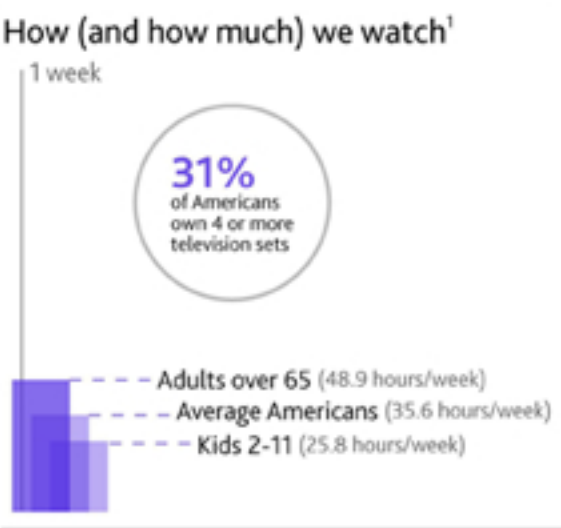
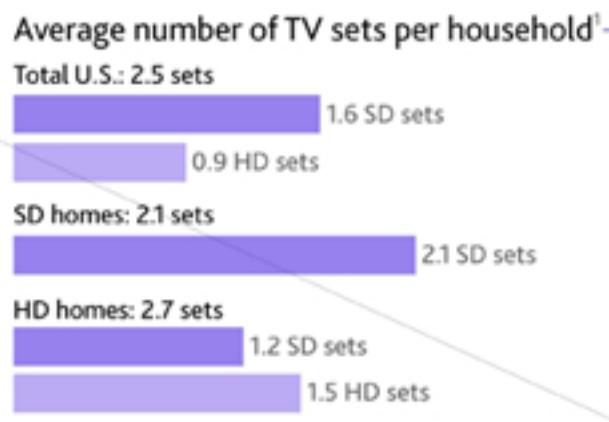


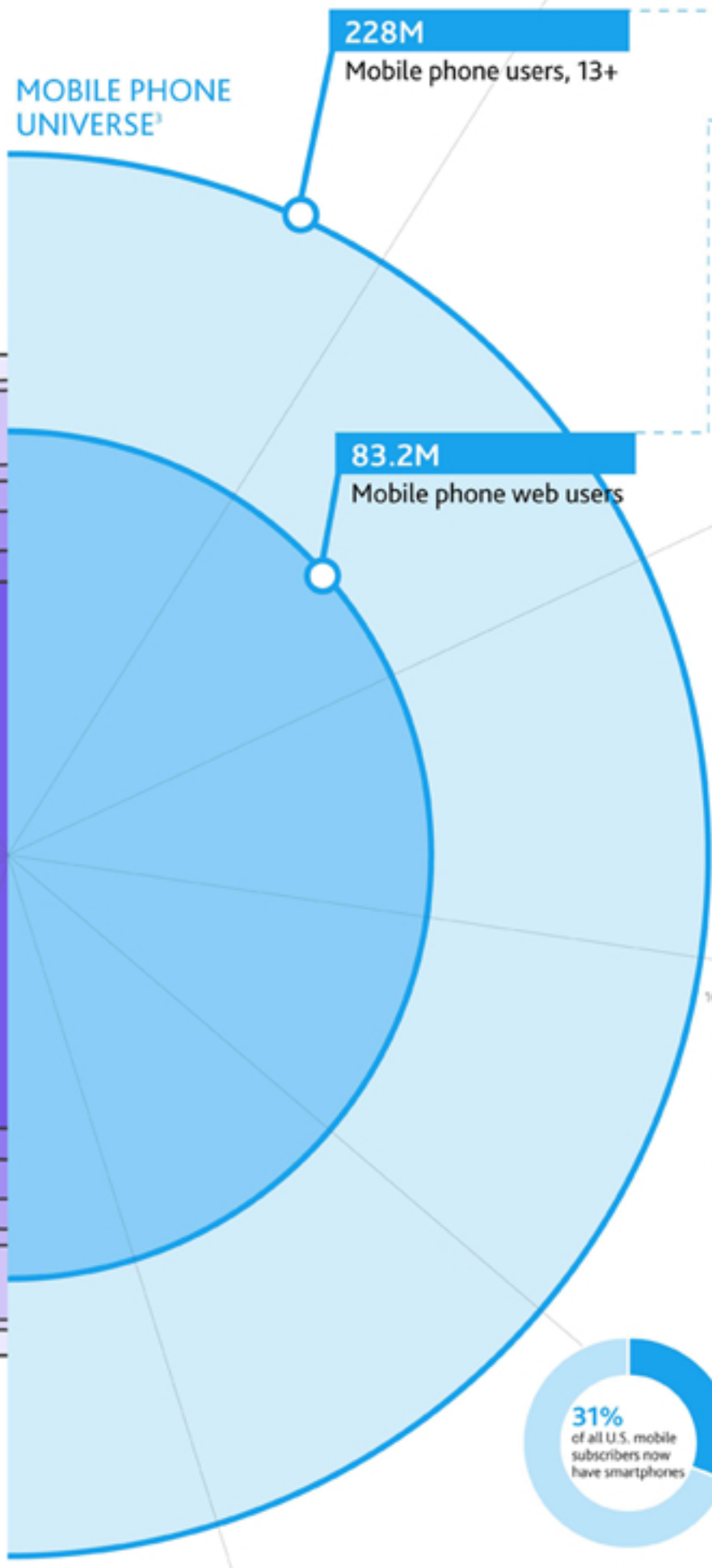
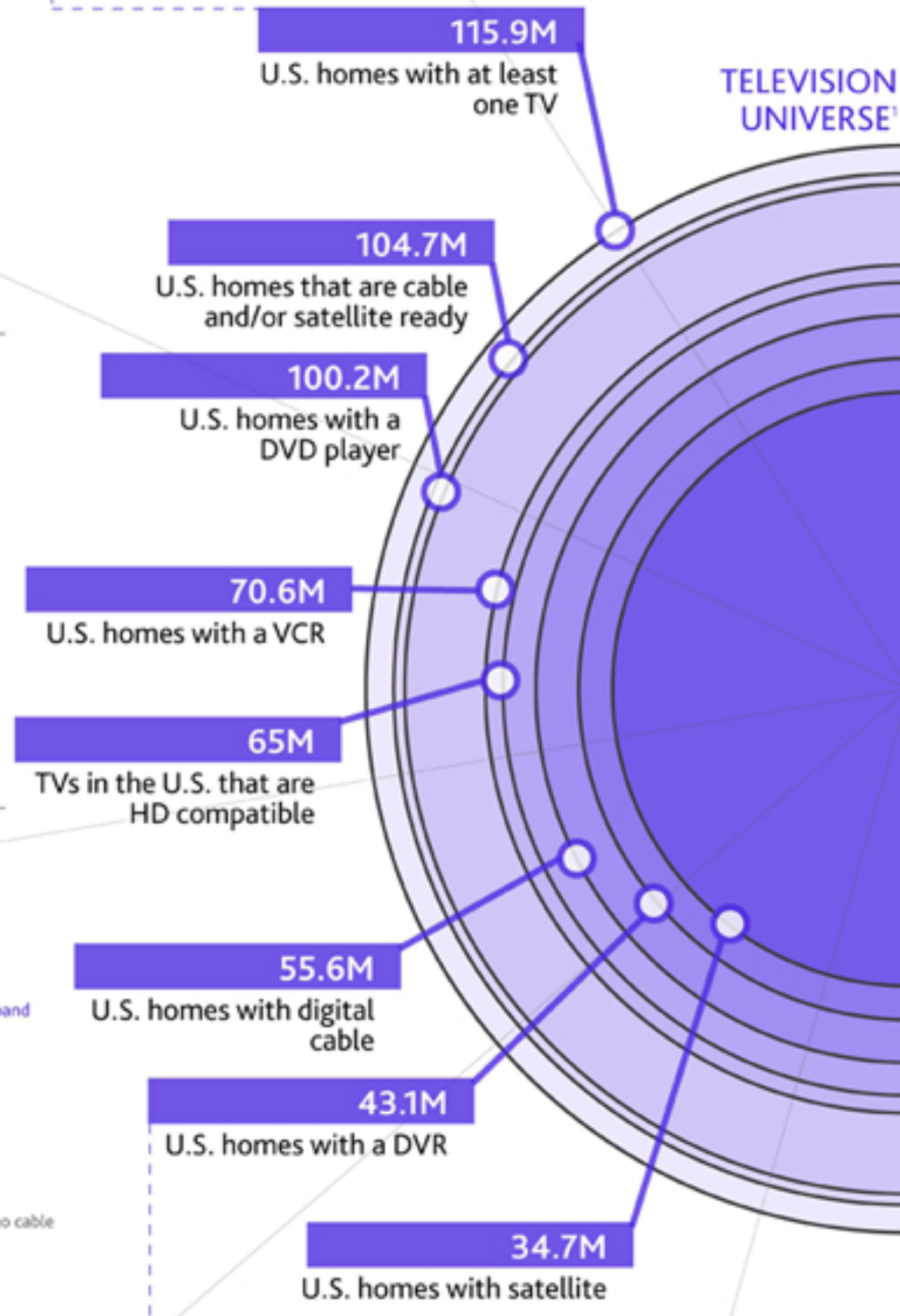
Media Universe



21% of all viewing in DVR homes is DVR playback

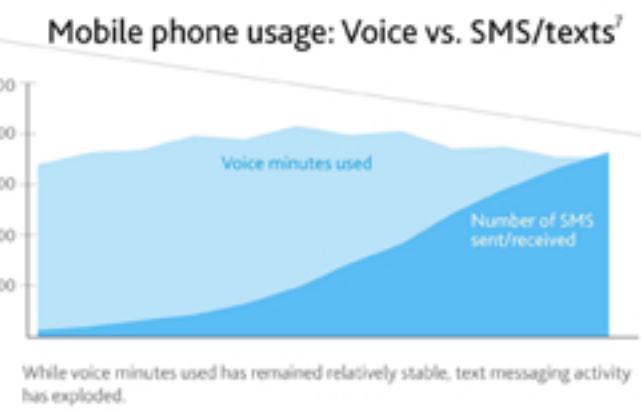
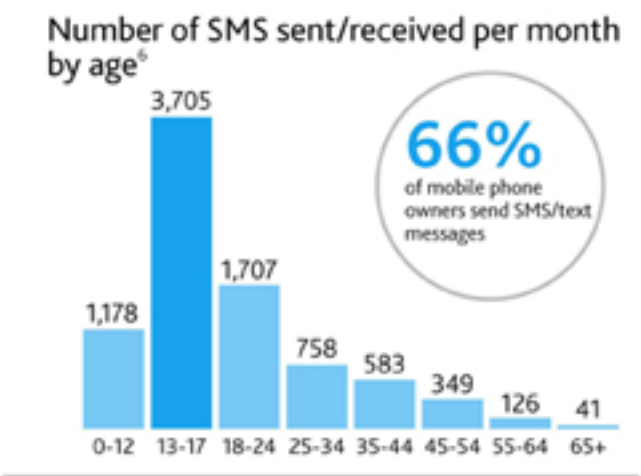
45% of all recorded ads are viewed

2hr 9m of timeshifted TV is watched every week by DVR users



- ### Top 10 Mobile Video Channels⁴
1. YouTube
 2. FOX
 3. Comedy Central
 4. ESPN
 5. MTV
 6. ABC
 7. CBS
 8. AdultSwim
 9. NBC
 10. Discovery Channel

- ### Top 10 Mobile Phones⁵
1. Apple iPhone 3GS
 2. Samsung SCH-U450 Intensity, Doubletake
 3. Motorola Droid
 4. RIM Blackberry 8500 series Curve 8520, 8530
 5. Apple iPhone 4
 6. Apple iPhone 3G
 7. RIM Blackberry 8300 series Curve 8370, 8320, 8330, 8350i
 8. LG VX9200 enV3
 9. Samsung SCH-U350 series Smooth, Glint
 10. RIM Blackberry 9700 Bold



Women talk and text more than men do⁶

In the U.S., women talk 28% more than men (818 minutes a month compared to men's 640); they text more, too, sending or receiving an average of 716 SMS messages a month compared to the 555 monthly text messages sent or received by the average American male.

Gender	Talking (minutes per month)	Texting (texts per month)
WOMEN	818	716
MEN	640	555

31% of all U.S. mobile subscribers now have smartphones