

TRANSITION TRACKING
WAVE 4 – Q3'2016 (HE16094365)

SCREENER

[SAVE ALL SCREENING DATA. IF OVER-QUOTA, CONTINUE TO ASK 100% OF SCREENER BEFORE TERMINATING UNLESS OTHERWISE NOTED AS IMMEDIATE TERMINATE]

PROGRAMMING: FIELD GEN POP [GROUP 1] FIRST. ONCE GEN POP QUOTAS ARE CLOSED, AUGMENT FOR MODULE QUOTAS. AUGMENT RESPONDENTS [GROUP 2] GO THROUGH SCREENER

Required Questions: S1 thru DM11 [PROGRAMMING: CONFIRM ARE REQUIRED]

(Survey Language Preference)

RANDOMIZE; SHOW ENGLISH AND SPANISH TO ALL RESPONDENTS FOR BOTH QUESTION AND RESPONSE

S1. For your convenience, this survey can be taken in either English or Spanish. Please choose your language preference below. [QT-SS]

Para su conveniencia, esta encuesta puede realizarse en inglés o en español. Elija a continuación su preferencia de idioma.

| | | |
|---|-------------------|---|
| 1 | English/ Inglés | 1 |
| 2 | Spanish / Español | 2 |

(Industry Screening)

S2. First, are you or is any member of your household currently employed by any of the following? Please select all that apply. [ACCEPT MULTIPLE RESPONSES. RANDOMIZE. ALWAYS SHOW "NONE" LAST] [QT-MS]

| | | |
|---|---|----------------------|
| 1 | A public relations or advertising agency | → TERMINATE |
| 2 | A marketing or marketing research company | → TERMINATE |
| 3 | Automotive | |
| 4 | Beauty/Cosmetics | |
| 5 | Education | |
| 6 | A banking or financial services company | |
| 7 | Film/Movies | → TERMINATE |
| 8 | Television (Network/Cable/Satellite) | → TERMINATE |
| 9 | None of the above | [MUTUALLY EXCLUSIVE] |

(Gender)

S3. Please indicate your gender. [ACCEPT ONE RESPONSE.] [QT-SS]

| | | |
|---|--------|----------------|
| 1 | Male | → CHECK QUOTAS |
| 2 | Female | → CHECK QUOTAS |

(Age)

S4. What is your exact age? [RANGE 0 TO 100] [QT-OEN]

| | | |
|--|--------------------------|--|
| | [FILL IN RESPONSE] _____ | → TERMINATE IMMEDIATELY IF UNDER 12 OR OVER 74 → CHECK QUOTAS |
|--|--------------------------|--|

(Zip Code)

S5. What is your U.S. zip code? (Please Type Zip Code in Box Below) [QT-OEN]

| | | |
|---|---|-----------------------|
| 1 | [RANGE 1-99999, MUST BE 5 DIGITS. CAPTURE LEADING ZEROS.] | |
| 2 | Do not live in the United States | → IMMEDIATE TERMINATE |

(State)

S6. In what state do you live? [INSERT DROP DOWN LIST IN ALPHA ORDER] [SR] [QT-SS]

| REGIONAL NETS: | | | |
|----------------|--------------|----------------------|------------|
| NORTH EAST | MIDWEST | SOUTH | WEST |
| Connecticut | Illinois | Alabama | Alaska |
| Maine | Indiana | Arkansas | Arizona |
| Massachusetts | Iowa | Delaware | California |
| New Hampshire | Kansas | District of Columbia | Colorado |
| New Jersey | Michigan | Florida | Hawaii |
| New York | Minnesota | Georgia | Idaho |
| Pennsylvania | Missouri | Kentucky | Montana |
| Rhode Island | Nebraska | Louisiana | Nevada |
| Vermont | North Dakota | Maryland | New Mexico |
| | Ohio | Mississippi | Oregon |
| | South Dakota | North Carolina | Utah |
| | Wisconsin | Oklahoma | Washington |
| | | South Carolina | Wyoming |
| | | Tennessee | |
| | | Texas | |
| | | Virginia | |
| | | West Virginia | |

(Hispanic Origin)

| S7. | Are you of Hispanic, Latino or Spanish origin? (Choose as many as apply.) [QT-MS] | [MR] |
|-----|---|------|
| | No, not Spanish/Hispanic/Latino [MUTUALLY EXCLUSIVE] | 1 |
| | Yes, Mexican, Mexican American, or Chicano | 2 |
| | Yes, Puerto Rican | 3 |
| | Yes, Cuban | 4 |
| | Yes, other Spanish/Hispanic/Latino group (Please Specify) | 5 |

(Race)

| S8. | ASK IF PUNCH 1 IN QS7. OTHERWISE SKIP TO S9 [QT-SS] Which of the following best describes your race? (Choose one.) | [SR] |
|-----|---|------|
| | White/Caucasian | 1 |
| | Black/African-American | 2 |
| | Asian/Asian-American | 3 |
| | Native American | 4 |
| | Other | 98 |
| | →CHECK ETHNICITY QUOTAS FOR S7/S8 | |

S9 SECONDARY ETHNICITY – DELETE WAVE 2' 2015

CHECK QUOTAS

ASK S10 IF HISPANIC [PUNCH 2-5 IN Q57. OTHERWISE SKIP TO END OF SCREENER]
(Spanish Dominance)

[SR]

ASK HISPANICS ONLY [IF PUNCH 2-5 IN Q57]

S10. Thinking about the languages you use in your home would you say you speak...?
(Choose one.)

ROTATE RESPONSES 1-4 OR 4-1

[QT-SS]

| | |
|--|---|
| Only Spanish | 1 |
| Mostly Spanish, but some English | 2 |
| Mostly English, but some Spanish | 3 |
| Only English | 4 |
| Spanish and English equally [ANCHOR] | 5 |
| → CHECK HISPANIC LANGUAGE QUOTAS FOR S10 | |

S11-S13 – DELETE WAVE 2' 2015

END OF SCREENER [QUESTION COUNT: 13]

SECTION 1: SIZE THE MARKET

SIZE THE MARKET SECTION A: TECHNOLOGY AND SOCIAL NETWORKING

A1 split into 3 questions W4 – Q3'2016

(Hardware Owned, Part 1)

A1a. Which of the following entertainment devices do you or members of your household (e.g. spouse or children) currently own?
(Choose All That Apply) [QT-MS]

| | |
|--|-----|
| [DO NOT RANDOMIZE] Shade every other item in list [white then light gray] SHOW HEADERS | Own |
| Devices: | |
| TVs | |
| 1. TV (non-high definition television) | |
| 2. HDTV (high definition television) | |
| 3. 3D TV | |
| 4. 4K TV | |
| 5. Internet-enabled TV (a TV that connects to the internet without using a separate set-top box or streaming device) | |
| Disc Players & DVRs | |
| 6. DVD Player (not including a gaming console) | |
| 7. Blu-ray Player (not including a gaming console) | |
| 8. 3D Blu-ray Disc Player | |
| 9. DVR/PVR or TiVo | |
| Streaming Devices | |
| 10. Apple TV | |
| 11. Roku Streaming Player | |
| 45. Roku Streaming Stick | |
| 12. Google Chromecast | |
| 46. Amazon Fire TV | |
| 13. Amazon Fire Stick | |
| 14. Other internet streaming device | |

97. None of the above [MUTUALLY EXCLUSIVE]

(Hardware Owned, Part 2)

A1b. Which of these computer or gaming devices do you or members of your household (e.g. spouse or children) currently own?
(Choose All That Apply) [QT-MS]

| | |
|---|-----|
| [DO NOT RANDOMIZE] Shade every other item in list [white then light gray] SHOW HEADERS | Own |
| Computers, Tablets, and Wearables | |
| 15. Desktop Computer | |
| 16. Laptop/Notebook Computer | |
| 17. Smartphone (such as an iPhone or Samsung Galaxy) | |
| 18. Wearable technology (such as Smartwatch. This does not include Fitbit) | |
| 19. iPad | |
| 20. Other Tablet (such as Kindle Fire, Samsung Galaxy Tab, etc.) | |
| Gaming | |
| 21. Microsoft Xbox 360 | |
| 22. Microsoft Xbox One | |
| 23. PS3 or Sony PlayStation 3 | |
| 24. PS4 or Sony PlayStation 4 | |
| 25. Nintendo Wii | |
| 26. Nintendo Wii U | |
| 27. Other gaming console | |
| 44. CODE: NET Gaming Console (selected codes 21-27); DO NOT SHOW | |
| 28. Handheld gaming device (such as PS Vita, Nintendo 3DS, etc.) | |
| 53. A virtual reality device used for gaming or entertainment purposes | |
| 98. None of the above [MUTUALLY EXCLUSIVE] | |

(Services Used/Subscribed to)

A1c. Which of the following entertainment services do you or members of your household (e.g. spouse or children) currently subscribe to?
(Choose All That Apply) [QT-MS]

| | |
|---|--------------|
| [DO NOT RANDOMIZE] Shade every other item in list [white then light gray] SHOW HEADERS | Subscribe to |
| Cable/Satellite, Disc by Mail and Internet Services | |
| 29. Basic cable or Satellite TV – Just broadcast networks such as ABC, CBS, NBC, FOX and local channels | |
| 30. Expanded cable or Satellite TV with channels like TNT, ESPN, USA, AMC but not premium channels like HBO, Showtime | |
| 31. Cable or Satellite TV with Premium Channels such as HBO, Showtime | |
| 32. Broadband/ high speed Internet (not dial-up) | |
| 33. By mail DVD/Blu-ray Disc rental subscription (e.g. Netflix by mail) | |
| Streaming Services | |
| 34. Netflix Watch Instantly | |
| 35. Amazon Prime | |
| 36. Hulu | |
| 37. CBS All Access | |
| 38. WWE Network | |

| | | |
|-----|---|--|
| 39. | Sling TV | |
| 40. | HBO Go-It Alone [KEEP HIDDEN UNTIL LAUNCH] | |
| 41. | Verizon New OTT service [KEEP HIDDEN UNTIL LAUNCH] | |
| 42. | PlayStation Vue [KEEP HIDDEN UNTIL LAUNCH] | |
| 43. | Showtime All Access [KEEP HIDDEN UNTIL LAUNCH] | |
| 47. | HBO Now (Please do not select if it is part of a cable channel subscription)[ADDED Q2 2015] | |
| 48. | Starz (Please do not select if it is part of a cable channel subscription) [ADDED Q3 2016] | |
| 49 | PlayStation Vue [ADDED Q2 2015] | |
| 50 | Showtime (Please do not select if it is part of a cable channel subscription) [ADDED Q2 2015] | |
| 51 | Noggin | |
| 52 | Yaveo | |
| 99 | None of the above [MUTUALLY EXCLUSIVE] | |

PROGRAMMER: FLAG IF SELECT "None of the above" FOR ALL (A1a, A1b, AND A1c)

(Cable/Satellite Provider)

ONLY ASK IF A1= CODE 29-31 [SUBSCRIBE TO CABLE/SATELLITE SERVICES]
RANDOMIZE, ANCHOR PUNCH 98

A2. Which of the following cable or satellite service providers do you have?

| | |
|---|----|
| (Please choose one.) [QT-SS] | |
| Comcast | 1 |
| Time Warner Cable | 2 |
| DirecTV | 3 |
| DISH | 4 |
| AT&T U-Verse | 5 |
| Verizon FiOS | 6 |
| Cox | 7 |
| Charter | 8 |
| Cablevision | 9 |
| Other service provider (specify) _____ [ANCHOR] | 98 |

(Premium Cable Channels)

ONLY ASK IF A1= CODE 31 PREMIUM CABLE
RANDOMIZE, ANCHOR PUNCH 98

A3. Which of the following premium networks does your household currently subscribe to?

| | |
|---|---|
| (Please choose all that apply.) [QT-MS] | |
| HBO | 1 |
| Showtime | 2 |
| Cinemax | 3 |
| Starz | 4 |
| The Movie Channel | 5 |
| Encore | 6 |
| Epix | 7 |

| | |
|------------------|----|
| Other not listed | 98 |
|------------------|----|

(Digital Locker Accounts)

RANDOMIZE, ANCHOR PUNCH 98/99

A4. Which of the following accounts do you have to download, stream, or save TV Shows and movies to a cloud storage or digital locker?

| | |
|---|----|
| (Please choose all that apply.) [QT-MS] | |
| iTunes | 1 |
| UltraViolet | 2 |
| Amazon Instant Video | 3 |
| Vudu | 4 |
| Google Play | 5 |
| Disney Movies Anywhere | 6 |
| CinemaNow | 7 |
| Flixster | 8 |
| Other not listed above | 98 |
| None, do not have an account [MUTUALLY EXCLUSIVE] | 99 |

(Type of Smartphone)

ASK IF 'SMARTPHONE' IN A1_CODE 17
RANDOMIZE, ANCHOR PUNCH 98

A5. What kind of smartphone do you have? If you have a work phone and personal phone, please select the type of personal phone you have below.

| | |
|-----------------------------|----|
| Choose one. [QT-SS] | |
| Android | 1 |
| Windows phone | 2 |
| BlackBerry | 3 |
| iPhone | 4 |
| Other Smartphone not listed | 98 |

A6 (Number of TV Sets Own) - DELETED WAVE 17

(Cord Cutting: How Long Have Not Had Cable)

ASK IF DOES NOT HAVE CABLE OR SATELLITE TV SERVICE IN A1*29-31]

A7. If you ever had cable or satellite TV service, how long ago did you cancel it?

| | |
|--|---|
| (Choose one.) [QT-SS] | |
| Within the last 6 months | 1 |
| Within the last 6 to 12 months | 2 |
| Over a year ago | 3 |
| I have never had cable or satellite TV service | 4 |

DELETED A8 - (Cord Cutting: Reasons For Cord Cutting Closed End)

[ASK A8A IF PUNCH 1, 2, OR 3 IN A7]

[NEW W3 2016]:

A8a. Why did you decide to cancel your cable or satellite TV service, and what are you now using instead to watch TV and movies?

Enter your response below, Please be as detailed as possible.

OPEN –END – MINIMUM OF FIVE CHARACTERS

(Device Usage: Physical vs. Digital)

A9. Which of the following devices do you typically use to watch TV shows/movies on DVD or Blu-ray Disc, and which do you use to stream or download TV shows/movies from the Internet? [QT-TT3]

| | DO NOT RANDOMIZE; SHOW ONLY RESPONSES SELECTED IN A1 PLEASE MAKE SURE PIPING IS SOURCING CORRECT ATTRIBUTE | a. Use to watch TV shows or movies on DVD or Blu-ray Disc (Choose All That Apply) | b. Use to <u>stream or</u> <u>download</u> TV shows or movies from Internet (Choose All That Apply) |
|-----|---|---|--|
| 1. | Internet-enabled TV [show if A1=5] | N/A | |
| 2. | DVD Player [show if A1=6] | | N/A |
| 3. | Blu-ray Player [show if A1=7/8] | | |
| 4. | DVR/PVR or TiVo [show if A1=9] | N/A | |
| 5. | Apple TV [show if A1=10] | N/A | |
| 6. | Roku Streaming Player [show if A1=11] | N/A | |
| 23. | Roku Stick [show if A1=45] | N/A | |
| 7. | Google Chromecast [show if A1=12] | N/A | |
| 24. | Amazon Fire TV [show if A1=46] | N/A | |
| 8. | Amazon Fire Stick [show if A1=13] | N/A | |
| 9. | Other internet streaming device [show if A1=14] | N/A | |
| 10. | Desktop Computer [show if A1=15] | | |
| 11. | Laptop/Notebook Computer [show if A1=16] | | |
| 12. | Smartphone [show if A1=17] | N/A | |
| 13. | iPad [show if A1=19] | N/A | |
| 14. | Other Tablet [show if A1=20] | N/A | |
| 15. | Microsoft Xbox 360 [show if A1=21] | | |
| 16. | Microsoft Xbox One [show if A1=22] | | |
| 17. | PS3 or Sony PlayStation 3 [show if A1=23] | | |
| 18. | PS4 or Sony PlayStation 4 [show if A1=24] | | |
| 19. | Nintendo Wii [show if A1=25] | N/A | |
| 20. | Nintendo Wii U [show if A1=26] | N/A | |
| 21. | Other gaming console [show if A1=27] | | |
| 22. | Handheld gaming device [show if A1=28] | N/A | |
| 99. | None of the above [MUTUALLY EXCLUSIVE] | | |

A10 - YOUTUBE USAGE - DELETED WAVE 2 -

(SOCIAL NETWORKING SITES OWN/USE)

RANDOMIZE, ANCHOR PUNCH 98 AND 99

A11. Which **social networks**, if any, have you used in the past month? And which, if any, of these sites do you regularly use to comment, post, or discuss TV shows or movies? [QT-MS]

| | [RANDOMIZE ORDER] | a. Social network accounts used in <u>past month</u> (Choose all that apply) | c. Sites use to comment/post about TV shows/movies (Choose all that apply) |
|--|------------------------------------|--|--|
| | Facebook | 1 | 1 |
| | Foursquare | 2 | 2 |
| | Google+ | 3 | 3 |
| | Instagram | 4 | 4 |
| | LinkedIn | 5 | 5 |
| | MySpace | 6 | 6 |
| | Pinterest | 7 | 7 |
| | Snapchat | 8 | 8 |
| | Tumblr | 9 | 9 |
| | Twitter | 10 | 10 |
| | Vine | 11 | 11 |
| | Periscope | 12 | 12 |
| | Other: Please specify _____ | 98 | 98 |
| | None of these [MUTUALLY EXCLUSIVE] | 99 | 99 |

A12 - NEW QUESTION ADDED Q1 2016 (WAVE 3)

RANDOMIZE, ANCHOR PUNCH 98 AND 99

A12. Which of the following VR (Virtual Reality) devices are you aware of? [only show if A1=code 53] And which of the following do you own? [RANDOMIZE; MULTIPLE RESPONSE] [QT-TT3]

| | [RANDOMIZE ORDER] | A12a. Aware of [show all] | A12b. Device(s) Own [only show if A1=code 53] |
|-----|------------------------------------|------------------------------|--|
| 1. | Google Cardboard | | |
| 2. | Samsung Gear VR | | |
| 3. | Oculus Rift | | |
| 4. | Sony PlayStation VR | | |
| 5. | HTC Vive (Steam VR) | | |
| 6. | Microsoft HoloLens | | |
| 7. | FOVE VR | | |
| 8. | Zeiss VR One | | |
| 9. | Avegant Glyph | | |
| 10. | Razer OSVR | | |
| 11. | Freefly VR | | |
| 12. | LG 360 [ADDED W4 – Q3'2016] | | |
| 13. | Sulon Q [ADDED W4 – Q3'2016] | | |
| 98. | Other (specify) _____ | | |
| 99. | None of these [MUTUALLY EXCLUSIVE] | | |

A13a/b Current/ Future Usage of VR device – ADDED WAVE 3, DELETED WAVE 4

ATTENTION CHECK QUESTION, ADDED WAVE 4, Q3'2016

RANDOMIZE

AT1. In the list below, please select [IF MALE AND 12-34, INSERT "apple"] [IF MALE AND 35-74, INSERT "pencil"] [IF FEMALE AND 12-34, INSERT "singing"] [IF FEMALE AND 35-74, INSERT "computer"].

| | | |
|----|------------------------------|---|
| 1 | Apple | FLAG IF MALE AND 12-34 AND NOT SELECTED |
| 2 | Pencil | FLAG IF MALE AND 35-74 AND NOT SELECTED |
| 3 | Singing | FLAG IF FEMALE AND 12-34 AND NOT SELECTED |
| 4 | Computer | FLAG IF FEMALE AND 35-74 AND NOT SELECTED |
| 5 | Terrier | |
| 6 | Cereal | |
| 7 | Tissue | |
| 8 | Valentine | |
| 9 | Folder | |
| 10 | Doorknob | |
| 98 | Other (Please specify) _____ | |
| 99 | None of the above | |

SIZE THE MARKET SECTION B: OVERALL CONSUMPTION: TV SHOWS/MOVIES/GAMING

(TV SHOW CONSUMPTION)

KEEP ALL PURCHASED ITEMS TOGETHER AND ALL RENTED/WATCHED ITEMS TOGETHER; ROTATE ORDER OF ITEMS SHOWN IN "PURCHASED" [1-4 OR 4-1] AND "RENTED/WATCHED" [5-11 OR 11-5] CATEGORIES, AND ROTATE THE ORDER OF THE TWO CATEGORIES; SHOW HEADERS

Shade every other item in list [white then light gray]

B1. And in the past 6 months, how many times have you done the following **TV** activities?

Please type in your response. If you have not watched TV in this way in the past 6 months, type a zero in that row. [ALLOW 0-999] [QT-MON]

| | PURCHASED | |
|---|--|--------------|
| 1 | Bought a full season TV Show on DVD <i>Please count each full season of a show separately unless purchased as part of a multi-season pack together.</i> | [ALLOW 0-50] |
| 2 | Bought a full season TV Show on Blu-ray disc (including Blu-ray combo packs which include a DVD + Blu-ray Disc + digital copy) <i>Please count each full season of a show separately unless purchased as part of a multi-season pack together.</i> | [ALLOW 0-50] |
| 3 | Bought a digital copy of a full season TV Show (as a file saved to your device(s) or saved to your cloud storage or digital locker. Does not include digital copies as part of a Blu-ray combo-pack) <i>Please count each full season of a show separately unless purchased as part of a multi-season pack together.</i> | [ALLOW 0-50] |
| 4 | Bought a digital copy of an individual episode of a TV Show (as a file saved to your device(s) or saved to your cloud storage or digital locker) <i>Please count each individual episode of a show separately.</i> | [ALLOW 0-75] |
| | | |

| | RENTED/WATCHED | |
|----|---|---------------|
| 5 | Rented a full season of a TV Show on DVD or Blu-ray disc from a walk-in store <i>Please count each full season of a show separately.</i> | [ALLOW 0-50] |
| 6 | Rented a full season of a TV Show on DVD or Blu-ray disc through a mail order subscription (like Netflix by Mail) <i>Please count each full season of a show separately.</i> | [ALLOW 0-100] |
| 7 | Streamed a full season of a TV Show as part of subscription plan (like Netflix Watch Instantly) <i>Please count each full season of a show separately.</i> | [ALLOW 0-300] |
| 8 | Streamed individual episodes of a TV show as part of a subscription plan (like Netflix Watch Instantly) <i>Please count each individual episode of a show separately.</i> | [ALLOW 0-500] |
| 9 | Streamed a full season of a TV Show with ads for free (like ABC.com, NBC.com) | [ALLOW 0-300] |
| 10 | Streamed individual episodes of TV show with ads for free (like ABC.com, NBC.com) <i>Please count each individual episode of a show separately.</i> | [ALLOW 0-300] |
| 11 | Watched a TV show on Video-on-Demand (VOD) through your cable or satellite television service at no extra charge (Like Comcast, Time Warner, DirecTV, etc.) <i>Please count each individual episode of a show separately.</i> | [ALLOW 0-500] |

ADDED W4 – Q3'2016

(TV FAMILY VS. NON-FAMILY CONTENT: PAID METHODS ONLY)

SHOW ONLY ITEMS THAT ARE 1+IN B1. KEEP IN SAME ORDER AS B1. IF RESPONDENT INDICATED 0 FOR ITEM, AUTOCODE 0 RESPONSE INTO B1a. SHOW HEADERS. B1a VALUE CANNOT EXCEED VALUE AT B1

| B1a. | How many of the TV shows you bought or rented were "family" shows, intended for children under 13? | Total Number [INSERT VALUES AT B1 BELOW] | # That were FAMILY SHOWS |
|------|--|--|--------------------------|
| | (Please enter the number below.) [INCLUDE A COLUMN WITH THE VALUES FROM B1. VALUE AT B1a CANNOT EXCEED VALUE FROM B1] [QT-MON] | | |
| | PURCHASED | | |
| 1 | Bought a full season TV Show on DVD <i>Please count each full season of a show separately unless purchased as part of a multi-season pack together.</i> | | |
| 2 | Bought a full season TV Show on Blu-ray disc (including Blu-ray combo packs which include a DVD + Blu-ray Disc + digital copy) <i>Please count each full season of a show separately unless purchased as part of a multi-season pack together.</i> | | |
| 3 | Bought a digital copy of a full season TV Show (as a file saved to your device(s) or saved to your cloud storage or digital locker. Does not include digital copies as part of a Blu-ray combo-pack) <i>Please count each full season of a show separately unless purchased as part of a multi-season pack together.</i> | | |
| 4 | Bought a digital copy of an individual episode of a TV Show (as a file saved to your device(s) or saved to your cloud storage or digital locker) <i>Please count each individual episode of a show separately.</i> | | |
| | | | |
| | RENTED | | |
| 5 | Rented a full season of a TV Show on DVD or Blu-ray disc from a walk-in store <i>Please count each full season of a show separately.</i> | | |

| | | | |
|---|--|-------|-------|
| 6 | Rented a full season of a <u>TV Show</u> on DVD or Blu-ray disc through a mail order subscription (like Netflix by Mail) <i>Please count each full season of a show separately.</i> | _____ | _____ |
| 7 | Streamed a full season of a <u>TV Show</u> as part of subscription plan (like Netflix Watch Instantly) <i>Please count each full season of a show separately.</i> | _____ | _____ |
| 8 | Streamed individual episodes of a <u>TV show</u> as part of a subscription plan (like Netflix Watch Instantly) <i>Please count each individual episode of a show separately.</i> | _____ | _____ |
| 9 | Streamed a full season of a <u>TV Show</u> with ads for free (like ABC.com, NBC.com) | _____ | _____ |

(TV NEW RELEASES VS. CATALOG: PAID METHODS ONLY)

SHOW ONLY ITEMS THAT ARE 1+ IN B1. KEEP IN SAME ORDER AS B1. IF RESPONDENT INDICATED 0 FOR ITEM, AUTOCODE 0 RESPONSE INTO B2. SHOW HEADERS. B2 VALUE CANNOT EXCEED VALUE AT B1

| | | | |
|---|--|---|--|
| B2. | And how many of the TV shows you bought or rented had already been available to watch via that method for more than 6 months from the time you bought or rented it? | Total Number [INSERT VALUES AT B1 BELOW] | # That were available to watch for MORE than 6 Months |
| (Please enter the number below.) [INCLUDE A COLUMN WITH THE VALUES FROM B1. VALUE AT B2 CANNOT EXCEED VALUE FROM B1] [QT-MON] | | | |
| PURCHASED | | | |
| 1 | Bought a full season <u>TV Show</u> on DVD <i>Please count each full season of a show separately unless purchased as part of a multi-season pack together.</i> | _____ | _____ |
| 2 | Bought a full season <u>TV Show</u> on Blu-ray disc (including Blu-ray combo packs which include a DVD + Blu-ray Disc + digital copy) <i>Please count each full season of a show separately unless purchased as part of a multi-season pack together.</i> | _____ | _____ |
| 3 | Bought a digital copy of a full season TV Show (as a file saved to your device(s) or saved to your cloud storage or digital locker. Does not include digital copies as part of a Blu-ray combo-pack) <i>Please count each full season of a show separately unless purchased as part of a multi-season pack together.</i> | _____ | _____ |
| 4 | Bought a digital copy of an individual episode of a <u>TV Show</u> (as a file saved to your device(s) or saved to your cloud storage or digital locker) <i>Please count each individual episode of a show separately.</i> | _____ | _____ |
| RENTED | | | |
| 5 | Rented a full season of a <u>TV Show</u> on DVD or Blu-ray disc from a walk-in store <i>Please count each full season of a show separately.</i> | _____ | _____ |
| 6 | Rented a full season of a <u>TV Show</u> on DVD or Blu-ray disc through a mail order subscription (like Netflix by Mail) <i>Please count each full season of a show separately.</i> | _____ | _____ |
| 7 | Streamed a full season of a <u>TV Show</u> as part of subscription plan (like Netflix Watch Instantly) <i>Please count each full season of a show separately.</i> | _____ | _____ |

| | | | |
|---|--|-------|-------|
| 8 | Streamed individual episodes of a <u>TV show</u> as part of a subscription plan (like Netflix Watch Instantly) <i>Please count each individual episode of a show separately.</i> | _____ | _____ |
|---|--|-------|-------|

(MOVIE CONSUMPTION)

KEEP IN-THEATER, PURCHASED, AND RENTED ITEMS TOGETHER; RANDOMIZE ITEMS WITHIN CATEGORIES [KEEP 2-3 AND 5-7 TOGETHER], AND RANDOMIZE THE ORDER OF THE THREE CATEGORIES. SHOW HEADERS

B3. And in the past 6 months, how many times have you done the following **movie** activities?

Please type in your response. If you have not watched a movie in this way in past 6 months, type a zero in that row. **[ALLOW 0-999][QT-MON]**

| | | |
|-----------------------|--|----------------------|
| IN-THEATER | | |
| 1 | Saw a <u>movie</u> in theaters | [ALLOW 0-50] |
| PURCHASED | | |
| 2 | Bought a <u>movie</u> on DVD | [ALLOW 0-50] |
| 3 | Bought a <u>movie</u> on Blu-ray disc (including Blu-ray combo packs which include a DVD + Blu-ray Disc + digital copy) | [ALLOW 0-50] |
| 4 | Bought a digital copy of a <u>movie</u> (as a file saved to your device(s) or saved to your cloud storage or digital locker. <i>[This does not include digital copies as part of a Blu-ray combo-pack]</i>) | [ALLOW 0-50] |
| RENTED/WATCHED | | |
| 5 | Rented a <u>movie</u> on DVD or Blu-ray disc from a walk-in store | [ALLOW 0-50] |
| 6 | Rented a <u>movie</u> on DVD or Blu-ray disc from a kiosk (like Redbox) | [ALLOW 0-100] |
| 7 | Rented a <u>movie</u> on DVD or Blu-ray disc through a mail order subscription (like Netflix by Mail) | [ALLOW 0-100] |
| 8 | Rented a <u>movie</u> digitally for a one-time fee (through a service like iTunes) | [ALLOW 0-75] |
| 9 | Streamed a <u>movie</u> as part of subscription plan (like Netflix Watch Instantly) | [ALLOW 0-300] |
| 10 | Streamed/downloaded a <u>movie</u> for free through the Internet | [ALLOW 0-300] |
| 11 | Rented a <u>movie</u> on Video-on-Demand/Pay-Per-View through your cable or satellite provider (like Comcast, Time Warner, DirecTV, etc.) | [ALLOW 0-75] |

ADDED W4 – Q3'2016**(MOVIE FAMILY VS. NON-FAMILY: PAID METHODS ONLY)**

SHOW ONLY ITEMS THAT ARE 1+ IN B3. KEEP IN SAME ORDER AS B3. IF RESPONDENT INDICATED 0 FOR ITEM, AUTOCODE 0 RESPONSE INTO B3a. SHOW HEADERS. B3a VALUE CANNOT EXCEED VALUE AT B3

| | | | |
|--|---|---|----------------------------------|
| B3a. | How many of the movies you bought or rented were "family" movies, intended for children under 13? | Total Number [INSERT VALUES AT B3 BELOW] | # That were FAMILY MOVIES |
| (Please enter the number below.) | | | |
| [INCLUDE A COLUMN WITH THE VALUES FROM B3. VALUE AT B3a CANNOT EXCEED VALUE FROM B3] [QT-MON] | | | |
| PURCHASED | | | |
| 1 | Bought a <u>movie</u> on DVD | _____ | _____ |
| 2 | Bought a <u>movie</u> on Blu-ray disc (including Blu-ray combo packs which include a DVD + Blu-ray Disc + digital copy) | _____ | _____ |

| | | | |
|---|---|--|-------|
| 3 | Bought a digital copy of a <u>movie</u> | | _____ |
| | RENTED/WATCHED | | |
| 4 | Rented a <u>movie</u> on DVD or Blu-ray disc from a walk-in store | | _____ |
| 5 | Rented a <u>movie</u> on DVD or Blu-ray disc from a kiosk (like Redbox) | | _____ |
| 6 | Rented a <u>movie</u> on DVD or Blu-ray disc through a mail order subscription (like Netflix by Mail) | | _____ |
| 7 | Rented a <u>movie</u> digitally for a one-time fee (through a service like iTunes) | | _____ |
| 8 | Streamed a <u>movie</u> as part of subscription plan (like Netflix Watch Instantly) | | _____ |
| 9 | Rented a <u>movie</u> on Video-on-Demand/Pay-Per-View through your cable or satellite provider (Like Comcast, Time Warner, DirecTV, etc.) | | _____ |

(MOVIE NEW RELEASE VS. CATALOG: PAID METHODS ONLY)

SHOW ONLY ITEMS THAT ARE 1+ IN B3. KEEP IN SAME ORDER AS B3. IF 0 FOR ITEM IN B3, AUTOFILL RESPONSE IN B4. SHOW HEADERS

NOTE: B4 VALUE CANNOT EXCEED VALUE AT B3

| | | | |
|-----|--|--|--|
| B4. | And how many of the movies you bought or rented had already been available to watch via that method for <u>more than 6 months</u> from the time you bought or rented it? | Total Number [INSERT VALUES AT B3 BELOW] | # That were available to watch for MORE than 6 months |
| | Please enter the number below. [QT-MON] [INCLUDE A COLUMN WITH THE VALUES FROM B3. VALUE AT B4 CANNOT EXCEED VALUE FROM B3] | | |
| | PURCHASED | | |
| 1 | Bought a <u>movie</u> on DVD | | _____ |
| 2 | Bought a <u>movie</u> on Blu-ray disc (including Blu-ray combo packs which include a DVD + Blu-ray Disc + digital copy) | | _____ |
| 3 | Bought a digital copy of a <u>movie</u> | | _____ |
| | RENTED/WATCHED | | |
| 4 | Rented a <u>movie</u> on DVD or Blu-ray disc from a walk-in store | | _____ |
| 5 | Rented a <u>movie</u> on DVD or Blu-ray disc from a kiosk (like Redbox) | | _____ |
| 6 | Rented a <u>movie</u> on DVD or Blu-ray disc through a mail order subscription (like Netflix by Mail) | | _____ |
| 7 | Rented a <u>movie</u> digitally for a one-time fee (through a service like iTunes) | | _____ |
| 8 | Streamed a <u>movie</u> as part of subscription plan (like Netflix Watch Instantly) | | _____ |
| 9 | Rented a <u>movie</u> on Video-on-Demand/Pay-Per-View through your cable or satellite provider (Like Comcast, Time Warner, DirecTV, etc.) | | _____ |

IF AUGMENT (GROUP 2), SKIP TO MODULE QUALIFICATIONS BEFORE SECTION D**(GAMING CONSUMPTION)**

KEEP PURCHASED AND RENTED/PLAYED ITEMS TOGETHER; RANDOMIZE ITEMS WITHIN CATEGORIES, AND RANDOMIZE THE ORDER OF THE TWO CATEGORIES ARE SHOWN. SHOW HEADERS

B5. And in the past 6 months, how many times have you done the following gaming activities?

Please type in your response. If you have not bought, rented, or played a game in this way in past 6 months, type a zero in for that row. [ALLOW 0-999][QT-MON]

| | |
|------------------|--|
| PURCHASED | |
|------------------|--|

| | | |
|---|--|-------|
| 1 | Bought a <u>game</u> on disc | _____ |
| 2 | Bought a digital copy of a <u>game</u> from an online store (like Sony PlayStation, Xbox Live, etc.) | _____ |
| 3 | Bought a <u>game</u> through an in-app purchase on a device (like Angry Birds, Trivia Crack, etc.) | _____ |
| | RENTED/PLAYED | |
| 4 | Rented a <u>game</u> on disc from a walk-in store | _____ |
| 5 | Rented a <u>game</u> on disc from a kiosk (like Redbox) | _____ |
| 6 | Rented a <u>game</u> on disc through a by-mail subscription service (like Gamefly) | _____ |
| 7 | Rented a <u>game</u> digitally from an online store (like Sony PlayStation, Xbox Live, etc.) | _____ |
| 8 | Played a <u>game</u> on online or through and app for free | _____ |

PRICES CURRENT AS OF SEPT 2016**(SHARE OF WALLET: SUBSCRIPTION STREAMING)**

ASK IF A1= CODES 33-39, 47, 49, 50-52 OTHERWISE SKIP. SHOW HEADERS

B6. And in the past month, how much have you paid for each of the subscription services you use? [QT-MON] [SS]

Please select the options to which you or your spouse subscribed to in this past month. If you or your spouse do not pay for this account, please select "Someone else's account."

| | | |
|----|---|--|
| | Netflix Watch Instantly (Choose one option below) [ONLY SHOW IF A1= CODE 34] | |
| 1 | \$0 Free 30 Day Trial only | |
| 2 | \$7.99 Basic (watch on up to 1 SD screen) | |
| 3 | \$9.99 Standard (watch on up to 2 HD screens at the same time) | |
| 4 | \$11.99 Premium (watch on up to 4 HD screens at the same time) | |
| 5 | I use someone else's account | |
| | Netflix By Mail (Choose one option below) [ONLY SHOW IF A1= CODE 33] | |
| 6 | \$0 Free 30 Day Trial only | |
| 7 | \$4.99 a month: 1 DVD at-a-time, limited to 2 DVDs a month | |
| 8 | \$7.99 a month: 1 DVD at-a-time | |
| 9 | \$11.99 a month: 2 DVDs at-a-time | |
| 10 | \$15.99 a month: 3 DVDs at-a-time | |
| 11 | \$5.99 a month: 1 Blu-ray Disc at-a-time, limited 2 Blu-ray Discs a month | |
| 12 | \$9.99 a month: 1 Blu-ray Disc at-a-time | |
| 13 | \$14.99 a month: 2 Blu-ray Discs at-a-time | |
| 14 | \$19.99 a month: 3 Blu-ray Discs at-a-time | |
| 15 | I use someone else's account | |
| | Amazon Prime (Choose one option below) [ONLY SHOW IF A1= CODE 35] | |
| 16 | \$0 Free 30 Day Trial only | |
| 49 | \$8.99 a month Prime Video subscription, paid monthly, DOES NOT include other Prime benefits | |
| 50 | \$10.99 a month Prime subscription, paid monthly, includes all other Prime benefits | |
| 17 | \$99 a year Prime subscription, paid annually (equal to \$8.25 a month) includes all other Prime benefits | |
| 18 | I use someone else's account | |
| | Hulu (Choose one option below) [ONLY SHOW IF A1= CODE 36] | |
| 19 | \$0 Free Week Trial only | |
| 20 | \$7.99 a month, with minimal commercials | |
| 51 | \$11.99 a month, with NO commercials | |
| 21 | I use someone else's account | |

| | | |
|----|--|--|
| | CBS All Access (Choose one option below) [ONLY SHOW THIS OPTION IF A1= CODE 37] | |
| 22 | \$0 Free Week Trial only | |
| 23 | \$5.99 a month, with limited commercials | |
| 52 | \$9.99 a month, with NO commercials | |
| 24 | I use someone else's account | |
| | | |
| | Sling TV (Choose one option below) [ONLY SHOW THIS OPTION IF A1= CODE 39] | |
| 25 | \$0 Free Week Trial only | |
| 26 | \$20 a month ("Sling Orange") | |
| 53 | \$25 a month ("Sling Blue") | |
| 54 | \$40 a month ("Sling Orange + Blue") | |
| 27 | I use someone else's account | |
| | | |
| | WWE Network (Choose one option below) [ONLY SHOW THIS OPTION IF A1= CODE 38] | |
| 28 | \$0 Free Month Trial only | |
| 29 | \$9.99 a month | |
| 30 | I use someone else's account | |
| | | |
| | HBO Now (Choose one option below) [ONLY SHOW THIS OPTION IF A1= CODE 47] | |
| 31 | \$0 Free Month Trial only | |
| 32 | \$14.99 a month | |
| 33 | I use someone else's account | |
| | | |
| | PlayStation Vue (Choose one option below) [ONLY SHOW THIS OPTION IF A1= CODE 49] | |
| 34 | \$0 Free Month Trial only | |
| 35 | \$____ a month (please round to nearest dollar.) [ENTER NUMERIC VALUE IN DOLLARS] ALLOW \$00-\$99. DO NOT ALLOW DECIMAL PLACES] | |
| 36 | I use someone else's account | |
| | | |
| | Starz (Choose one option below) [ONLY SHOW IF A1= CODE 48] | |
| 37 | \$0 Free Month Trial only | |
| 38 | \$8.99 a month | |
| 39 | I use someone else's account | |
| | | |
| | Showtime (Choose one option below) [ONLY SHOW THIS OPTION IF A1= CODE 50] | |
| 40 | \$0 Free Month Trial only | |
| 41 | \$10.99 a month | |
| 42 | I use someone else's account | |
| | | |
| | Noggin (Choose one option below) [ONLY SHOW THIS OPTION IF A1= CODE 51] | |
| 43 | \$0 One week Trial only | |
| 44 | \$5.99 a month | |
| 45 | I use someone else's account | |
| | | |
| | Yavee [ONLY SHOW THIS OPTION IF A1= CODE 52] | |
| 46 | \$0 One Week Trial only | |
| 47 | \$7.99 a month | |
| 48 | I use someone else's account | |

(AMAZON PRIME ADD-ON SUBSCRIPTIONS)**ASK IF B6 = ANY OF OPTIONS 16, 17, 49, 50**

B6b. Which of the following Amazon Prime add-on subscriptions do you or does anyone in your household subscribe to?

SHOW HEADERS, DO NOT RANDOMIZE

| | | | |
|----|--|-------------------------------------|---|
| 99 | None, don't subscribe to any Amazon Prime add-on subscriptions [MUTUALLY EXCLUSIVE] | | |
| | Entertainment | Learn & Discover (cont.) | Sports & Outdoors (cont.) |
| 1 | Acorn (\$4.99) | 26 | DocComTV (\$3.99) |
| 2 | Best TV Ever (\$0.99) | 27 | Docurama (\$4.99) |
| 3 | British Pathé Presents Secrets of the Cinema (\$4.99) | 28 | Dox (\$2.99) |
| 4 | CineFest (\$4.99) | 29 | History Vault (\$4.99) |
| 5 | Comic-Con HQ (\$4.99) | 30 | Panna (\$1.99) |
| 6 | CONtv (\$4.99) | 31 | Paula Deen Network (\$4.99) |
| 7 | DramaFever Instant (\$3.99) | 32 | Smithsonian Earth (\$3.99) |
| 8 | Filmbox Live (\$4.99) | 33 | Sundance Doc Club (\$6.99) |
| 9 | Hi-Yah (\$2.99) | 34 | Tastemade (\$4.99) |
| 10 | Indie Club (\$2.99) | 35 | The Great Courses Signature Collection (\$7.99) |
| 11 | IndieFlix Shorts (\$2.99) | 36 | XiveTV (\$4.99) |
| 12 | Lifetime Movie club (\$3.99) | 37 | Scholarview (\$4.99) |
| 13 | Machinima (\$2.99) | 38 | SpaceRip (\$2.99) |
| 14 | Seeso (\$3.99) | | Health & Fitness |
| 15 | Shout Factory TV (\$2.99) | 39 | AcaciaTV (\$6.99) |
| 16 | Showtime (\$8.99) | 40 | Be Fit (\$6.99) |
| 17 | Starz (\$8.99) | 41 | FITFUSIONTV (\$4.99) |
| 18 | Tribeca Shortlist (\$4.99) | 42 | Gaia (\$9.95) |
| 19 | Urban Movie Channel (\$4.99) | 43 | Grokker Yoga & Fitness (\$6.99) |
| 20 | Warriors & Gangsters (\$2.99) | | Sports & Outdoors |
| 21 | Here TV (\$7.99) | 44 | GONE TV (\$3.99) |
| 22 | CinePride (\$3.99) | 45 | Powerslam Wrestling Network (\$5.99) |
| 23 | ScreenJunkies Plus (\$4.99) | 46 | Secret Golf (\$7.95) |
| | Learn & Discover | 47 | The RingTV (\$2.99) |
| 24 | Curiosity Stream (\$5.99) | 48 | Undisputed Champion Network (\$3.99) |
| 25 | Daring Docs (\$2.99) | 49 | Xterra.tv (\$2.99) |
| | | | Kids & Family |
| | | 59 | All Babies Channel (ABC) (\$1.99) |
| | | 60 | Ameba (\$3.99) |
| | | 61 | Dove Channel (\$4.99) |
| | | 62 | HooplaKidz Plus (\$5.99) |
| | | 63 | Nursery Rhymes Club (\$2.99) |
| | | 64 | UP Faith & Family (\$4.99) |
| | | | Horror |
| | | 65 | Fear Factory (\$2.99) |
| | | 66 | FullMoon (\$6.99) |
| | | 67 | Monsters and Nightmares (\$2.99) |
| | | 68 | Shudder (\$4.99) |
| | | | Lifestyle |
| | | 69 | Cheddar (\$6.99) |
| | | 70 | Jennifer Adams: Home & Lifestyle (\$3.99) |

(SLING TV ADD-ON SUBSCRIPTIONS)**ASK IF B6 = ANY OF OPTIONS 26, 53, 54**

B6c. Which of the following Sling TV add-on subscriptions do you or does anyone in your household subscribe to?

99 None, don't subscribe to any Sling TV add-on subscriptions **[MUTUALLY EXCLUSIVE]**

| | | |
|-------------------------------|---------------------------------------|----------------------------------|
| 1. Sports Extra (\$5.00) | 7. Lifestyle Plus Extra (\$5.00) | 13. España Extra (\$5.00) |
| 2. Kids Extra (\$5.00) | 8. Hollywood Extra (\$5.00) | 14. Broadcast Extra (\$5.00) |
| 3. HBO (\$15.00) | 9. World News Extra (\$5.00) | 15. World Cricket Extra (\$5.00) |
| 4. Cinemax (\$10.00) | 10. Best of Spanish TV Extra (\$5.00) | 16. Hindi Extra (\$5.00) |
| 5. Starz (\$9.00) | 11. Caribe Extra (\$5.00) | 17. TV Globo Extra (\$15.00) |
| 6. Comedy Plus Extra (\$5.00) | 12. Sudamérica Extra (\$5.00) | 18. Pak-India Extra (\$10.00) |

(SHARE OF WALLET: ALL OTHER TV/MOVIE/GAMING)**ONLY SHOW ITEMS IN A1 OR 1+ IN B1-B3, B5. SHOW HEADERS**

KEEP ITEMS TOGETHER IN EACH BUCKET, ROTATE ORDER BUCKETS SHOWN, ROTATE ORDER WITHIN EACH BUCKET [FIRST TO LAST AND LAST TO FIRST WITHIN EACH BUCKET]

B7. Still thinking about this past month, how much money would you estimate you have spent on each of the following activities? **[QT-MON]**

Please enter the amount in dollars below. Your best estimate is fine. If you have not done this activity in the past month, please enter zero for that item. If you or your spouse did not pay for the service or activity, please do not include it in your estimate.

| | | [NUM] [ALLOW \$0-999] |
|----|--|--------------------------------------|
| | \$ SPENT IN PAST MONTH | |
| 1 | Monthly cable or satellite services (like Comcast or DirecTV) [ONLY IF A1= CODE 29-31 AND AGE = 18+] [ANCHOR AT THE TOP] | _____ |
| | TV Shows | |
| 2 | TV Shows <u>bought</u> on DVD/Blu-ray Disc [ONLY SHOW IF B1= 1+ FOR 1 OR 2] | _____ |
| 3 | TV Shows you <u>bought</u> digitally [ONLY SHOW IF B1 1+ FOR= 3, 4] | _____ |
| 4 | TV Shows <u>rented</u> on DVD or Blu-ray Disc from a walk-in store [ONLY SHOW IF B1= 1+ FOR 5] | _____ |
| 17 | TV Shows <u>rented</u> on DVD or Blu-ray Disc through a mail order subscription (like Netflix by Mail) [ONLY SHOW IF B1= 1+ FOR 6] | _____ |
| | Movies | |
| 5 | Movies seen in theaters [ONLY SHOW IF B3= 1+ FOR 1] | _____ |
| 6 | Movies <u>bought</u> on DVD or Blu-ray Disc [ONLY SHOW IF B3= 1+ FOR 2 or 3] | _____ |
| 7 | Movies you <u>bought</u> digitally [ONLY SHOW IF B3= 1+ FOR 4] | _____ |
| 8 | Movies <u>rented</u> on DVD or Blu-ray Disc from a walk-in store [ONLY SHOW IF B3= 1+ FOR 5-6 5] | _____ |
| 9 | Movies <u>rented</u> on DVD or Blu-ray Disc from a kiosk [ONLY SHOW IF B3= 1+ FOR 6] | _____ |
| 18 | Movies <u>rented</u> on DVD or Blu-ray Disc through a mail order subscription [ONLY SHOW IF B3= 1+ FOR 7] | _____ |
| 10 | Movies you <u>rented</u> digitally for a one-time fee [ONLY SHOW IF B3= 1+ FOR 8] | _____ |
| 11 | Movies <u>rented</u> on Video-on-Demand or Pay-Per-View through your cable provider [ONLY SHOW IF B3= 1+ FOR 11] | _____ |
| | Video Games | |
| 12 | Video games <u>bought</u> on disc [ONLY SHOW IF B5= 1+ FOR 1] | _____ |
| 13 | Video games <u>bought</u> digitally [ONLY SHOW IF B5= 1+ FOR 2] | _____ |
| 14 | Video games <u>rented</u> on disc [ONLY SHOW IF B5= 1+ FOR 4-6] | _____ |
| 15 | Video games <u>rented</u> digitally from an online store [ONLY SHOW IF B5= 1+ FOR 7] | _____ |
| 16 | Video games <u>bought</u> through an in-app purchase on a device [ONLY SHOW IF B5= 1+ FOR 3] | _____ |

(SHARE OF TIME: PAST WEEK)

SHOW HEADERS KEEP ITEMS TOGETHER IN EACH BUCKET, ROTATE ORDER BUCKETS SHOWN, ROTATE ORDER WITHIN EACH BUCKET [1-8 OR 8-1, 9-16 OR 16-9, 17-22 OR 22-17]

**[NUM]
[ALLOW 0-168]**

B8. Now please think about your viewing and gaming activities over the past week. Or if this past week was not a typical week for you, please think about a typical week. How many hours a week did you spend doing each of these activities? **[QT-MON]**

Please enter your time in hours for the past week (or a typical week). You can enter up to two decimal places.

| | | |
|-----|---|----------------------------|
| | ALLOW UP TO TWO DECIMAL PLACES. SHOW SUMS. FOR ERROR MESSAGE "Please use the range 0-168, you can use up to two decimal places." | HOURS PER WEEK |
| | Watched TV Shows | [AUTOSUM 1-8] |
| 1. | Watched shows live on television [SHOW ALL] | _____ |
| 2. | Watched shows pre-recorded on DVR/TiVo [SHOW IF SELECTED CODE 9 AT A1] | _____ |
| 3. | Watched shows you <u>own</u> on DVD/Blu-ray Disc [SHOW ALL] | _____ |
| 4. | Watched shows you <u>rented</u> on DVD or Blu-ray Disc [SHOW IF B1= 1+ FOR 5-86] | _____ |
| 5. | Watched shows you <u>own</u> digitally [SHOW ALL] | _____ |
| 6. | Streamed shows with ads for <u>free</u> (like ABC.com, NBC.com) [SHOW IF B1= 1+ FOR 9-10] | _____ |
| 7. | Streamed shows as part of a subscription plan (like Netflix Watch Instantly) [SHOW IF B1= 1+ FOR 7-8] | _____ |
| 8. | Watched shows on Video on Demand through your cable or satellite provider at no extra charge [SHOW IF B1= 1+ FOR 11] | _____ |
| | Watched movies | [AUTOSUM 10-16, 23] |
| 9. | Watched movies in theaters [SHOW IF B3= 1+ FOR 1] HIDE | _____ |
| 10. | Watched movies you <u>own</u> on DVD or Blu-ray disc [SHOW ALL] | _____ |
| 11. | Watched movies you <u>rented</u> on DVD or Blu-ray disc [SHOW IF B3= 1+ FOR 5-7] | _____ |
| 12. | Watched movies you <u>own</u> digitally [SHOW ALL] | _____ |
| 13. | Watched movies you <u>rented</u> digitally for a one-time fee (through a service like iTunes) [SHOW IF B3= 1+ FOR 8] | _____ |
| 14. | Streamed movies as part of a subscription plan (like Netflix Watch Instantly) [SHOW IF B3= 1+ FOR 9] | _____ |
| 15. | Streamed/downloaded a movie for <u>free</u> through the Internet [SHOW IF B3= 1+ FOR 10] | _____ |
| 16. | Rented a movie on Video-on-Demand/Pay-Per-View for a one-time fee through your cable or satellite provider [SHOW IF B3= 1+ FOR 11] | _____ |
| 23. | Watched movies live on TV [SHOW ALL] | _____ |
| | Played Video Games | [AUTOSUM 17-22] |
| 17. | Played video games that you <u>own</u> on disc [SHOW ALL] | _____ |
| 18. | Played video games that you <u>own</u> digitally [SHOW ALL] | _____ |
| 19. | Played video games you <u>own</u> through an in-app purchase on a device [SHOW ALL] | _____ |
| 20. | Played video games that <u>rented</u> on disc [SHOW IF B5= 1+ FOR 4-5] | _____ |
| 21. | Played video games you <u>rented</u> digitally [SHOW IF B5= 1+ FOR 7] | _____ |
| 22. | Played video games online for <u>free</u> [SHOW ALL] | _____ |
| | [TOTAL SUM: AUTOSUM CODES 1-23 CANNOT EXCEED 168 HOURS] | AUTO SUM [1-23] |

(SHARE OF TIME: TV MOVIES BY CHANNEL TYPE)

ASK IF B8 = 23 ("WATCHED MOVIES LIVE ON TV")

IF A1c ≠ 30 AND 31, AUTO-CODE RESPONSE FROM B8(23) INTO CODE 1 BELOW, AND DO NOT ASK B8b

B8b. During the [PIPE IN RESPONSE FOR B8 (23)] hours that you watched movies live on TV, how much of that time were you watching on each of the channel types shown below?

Please enter your time in hours for the past week (or a typical week). You can enter up to two decimal places.

[NUM]

HOURS PER WEEK

[AUTOSUM 1-3]

DO NOT RANDOMIZE

1. Broadcast networks channels such as ABC, CBS, NBC, FOX and local channels [SHOW ALL]

2. Expanded cable or Satellite TV channels like TNT, ESPN, USA, AMC but not premium channels like HBO, Showtime [SHOW IF SELECTED CODE 30 AT A1c]

3. Premium Channels like HBO, Showtime or Starz [SHOW IF SELECTED CODE 31 AT A1c]

[SUM OF B8b MUST EQUAL RESPONSE FOR CODE 23 AT B8]

B9 (TV Methods used more/less vs. last year) DELETED WAVE 4 – Q3'2016

B10 (Movie Methods used more/less vs. last year) DELETED WAVE 4 – Q3'2016

SIZE THE MARKET SECTION C: MOTIVATIONS AND BARRIERS

(TV MOTIVATIONS AND BARRIERS)

C1 TV Genres Watched – Deleted ??

C2 Importance of Factors in choosing TV method DELETED W4 – Q3'2016

(TV VIEWING METHOD MOTIVATIONS)

DO NOT RANDOMIZE LIST. ROTATE ORDER OF METHODS [A-H, H-A]. DO NOT SHOW HEADERS. REPEAT METHOD OPTIONS AFTER EVERY 15 ROWS. SHADE EVERY OTHER LINE/ATTRIBUTE IN LIST [WHITE THEN LIGHT GRAY]

C3. And thinking about all the ways you can watch TV shows (other than as it airs "live") please indicate which of the following statements best describes why you would choose each method.

For each method, select all the reasons that best describe why you use this method. If a reason does not apply to any method, select "None." Every row must have at least one response.

[QT-TT3]

ACROSS THE TOP:

- a. Buy on DVD/Blu-ray Disc [ASK IF B1_1,2= 1+]
- b. Buy a digital copy of a full season [ASK IF B1_3= 1+]
- c. Buy a digital copy of an individual episode [ASK IF B1_4= 1+]
- d. Rent on disc from a walk-in-store [ASK IF B1_5=1+]
- e. Rent on disc through a by-mail subscription service [ASK IF B1_6=1+]
- f. Stream as part of a subscription streaming plan [ASK IF B1_7,8=1+]
- g. Stream with ads for free [ASK IF B1_9,10=1+]
- h. Watch on Video-On-Demand [ASK IF B1_11=1+]
- i. None of the methods [ANCHOR; MUTUALLY EXCLUSIVE]

Portability

1. Allows me to access my shows from anywhere, even away from home

| | | | | | | |
|--|--|--|--|--|--|--|
| 2. | Allows me to watch TV shows in a room that does not have a DVD or Blu-ray player | | | | | |
| 3. | Allows me to watch on a portable device (such as a laptop, tablet or smartphone) | | | | | |
| 4. | Allows me to watch in a room without a television set | | | | | |
| Cost | | | | | | |
| 5. | Is cheap/inexpensive | | | | | |
| 6. | Is a good value | | | | | |
| Availability | | | | | | |
| 7. | Has new TV shows available to watch soon after the season airs | | | | | |
| 8. | Has new episodes of the TV shows I watch available soon after they air "live" | | | | | |
| Selection | | | | | | |
| 9. | Has a good selection of TV shows to choose from | | | | | |
| 10. | Has a good selection of new-release titles to choose from | | | | | |
| 11. | Has a good selection of hard to find titles | | | | | |
| 12. | Offers original TV Shows you can't watch on television (such as a Netflix original series) | | | | | |
| Convenience | | | | | | |
| 13. | Is easy to browse and find shows I want to watch | | | | | |
| 14. | Is a convenient way for me to watch shows | | | | | |
| 15. | Allows me to watch immediately, no need to go to the store or wait for it to arrive in the mail | | | | | |
| 16. | Allows me to watch TV shows commercial free | | | | | |
| 17. | It's convenient, I don't need to leave the house | | | | | |
| Catch-up/Re-watch/Binge viewing | | | | | | |
| 18. | Allows me to binge on TV shows and watch several episodes at a time | | | | | |
| 19. | Allows me to watch a show over and over again | | | | | |
| 20. | Allows me to sample new TV shows | | | | | |
| 21. | Has all the episodes from the <u>current</u> season of a TV series available to watch | | | | | |
| 22. | Has all the episodes of a <u>past</u> seasons of a TV series available to watch | | | | | |
| Misc. | | | | | | |
| 23. | Allows me to add my favorite shows to a library or collection | | | | | |
| 24. | Has the best sound quality | | | | | |
| 25. | Has the best picture/video quality | | | | | |
| 26. | Has bonus content/special features included | | | | | |
| 27. | Allows me to watch in high definition | | | | | |
| 28. | Allows me to watch a physical copy on DVD or Blu-ray Disc (only can be selected for a, d, and e) | | | | | |
| 29. | Allows me to watch on a big screen TV | | | | | |
| 30. | Allows me to lend the show to other people (ADDED W4 – Q3'2016) | | | | | |

STRAIGHT-LINE CHECK C3

(TV SHOW OCCASIONS)

C4 Frequency of watching in particular circumstances – DELETED

(NEW QUESTION Q2 2015 BARRIERS FOR TV SHOW METHODS)

DO NOT SHOW HEADERS. FREEZE BANNER SO IT'S SHOWING AS RESPONDENT SCROLLS. SHADE EVERY OTHER LINE. IF RESPONDENT DOES NOT QUALIFY FOR ANY BANNER POINTS A-D TO BE SHOWN, THEN SKIP QUESTION – ALLOW ONE OTHER SPECIFY PER COLUMN. IF COLUMNS A-D NOT SHOWN, SKIP TO C9

C5b. Thinking about the methods you have NOT used to watch **TV Shows** in the past 6 months. Please indicate which of the following statements best describes why you have not used each method to watch TV shows.

For each method, select all the reasons that best describe why you do not use this method. [QT-TT3]

| | | A. Subscription Streaming Show if [B9_9=f or B1_7 AND 8=0]. | B. Buy on Disc Show if [B9_4=f or B1 code 1 AND 2=0]. | C. Buy Digitally Show if [B9_5=f or B1 code 3 AND 4=0]. | D. Rent on Disc Show if [B9_6 if [B9_6 AND 7=f or B1 code 5 AND 6=0]. |
|---------------------------------------|---|---|---|--|---|
| Cost | | | | | |
| 1 | It's too expensive | | | | |
| 2 | There are cheaper ways to see the same TV shows | | | | |
| 3 | It doesn't seem worth the money to me/ It's not a good value | | | | |
| Alternative methods | | | | | |
| 4 | I prefer to watch my TV shows from the internet <u>for free</u> , from sites like ABC.com, NBC.com, etc. | | | | |
| 5 | I prefer to watch them on Pay-Per-View/Video-on-Demand through my cable or satellite service | | | | |
| 6 | I prefer to buy and own digital copies of TV shows (as a file saved to my device(s) or saved to my cloud storage or digital locker) | | | N/A | |
| 7 | I prefer to watch TV shows through an internet subscription streaming service (Like Netflix Watch Instantly) | N/A | | | |
| 8 | I prefer to buy it on DVD or Blu-ray disc instead | | N/A | | |
| 9 | I prefer to watch TV "live" as it airs | | | | |
| 10 | I prefer to record TV shows on DVR/TiVo | | | | |
| 11 | I prefer to rent them on disc | | | | N/A |
| Selection | | | | | |
| 12 | The selection of TV shows available isn't good enough | | | | |
| 13 | I already own all my favorite TV shows | | | | |
| 14 | New episodes/ seasons take too long to be available | | | | |
| Equipment/ Process/ Technology | | | | | |
| 15 | The video quality isn't always good (e.g., choppy during playback, slow buffering, etc.) | | | | |
| 16 | I do not own the equipment/devices needed to watch using this method | | | | |
| 17 | The process of watching TV shows this way is too confusing or hard to do | | | | |

| | | | | | |
|--------------|---|-----|-----|-----|-----|
| 18 | I don't think DVDs and Blu-ray Discs will be around much longer, so I don't want to buy them | N/A | | N/A | |
| 19 | I don't know how to stream/download TV shows on my TV set | | N/A | | N/A |
| 20 | DVD and Blu-ray Discs can get scratched/damaged | | N/A | | N/A |
| 21 | It takes too long to download | N/A | N/A | | N/A |
| 22 | It takes up too much space on my hard drive | N/A | N/A | | N/A |
| Other | | | | | |
| 23 | I'm watching fewer TV shows than I used to | | | | |
| 24 | It doesn't include bonus content, like behind-the-scenes material or featurettes | | | | |
| 25 | I don't usually watch TV shows more than once, so I don't need to own them | | N/A | N/A | |
| 26 | There are more convenient ways to watch the same TV shows | | | | |
| 27 | The discs take up too much space/ I don't have room to store them | N/A | | N/A | |
| 28 | I do not own it when I buy digitally | N/A | N/A | | |
| 29 | It's hard to navigate through the TV show (rewind, fast forward, etc.) when using this method | | | | |
| 30 | I can't lend the show to someone else | | N/A | | N/A |
| 96 | Other (Specify) [ANCHOR] | | | | |
| 97 | Other (Specify) [ANCHOR] | | | | |
| 98 | Other (Specify) [ANCHOR] | | | | |
| 99 | Other (Specify) [ANCHOR] | | | | |

PROGRAMMER: ADD STRAIGHT-LINE CHECK AT C4

C5 – C8 DELETED WAVE 2

C9 MOVIE GENRES - DELETED

C10 IMPORTANCE OF FACTORS DELETED WAVE 4 – Q3'2016

(MOTIVATIONS FOR USING METHOD FOR MOVIES)

DO NOT RANDOMIZE LIST. DO NOT SHOW HEADERS. ROTATE ORDER OF METHODS [A-I, I-A]. REPEAT METHOD OPTIONS AFTER EVERY 15 ROWS. SHADE EVERY OTHER LINE/ATTRIBUTE IN LIST [white then light gray]

C11. And thinking about all the ways you can watch **movies** please indicate which of the following statements best describes why you would choose each method.

For each method, select all the reasons that best describe why you use this method. If a reason does not apply to any method, select "None." Every row must have at least one response.

| | | | | | |
|--|---|--|--|--|--|
| ACROSS THE TOP: | | | | | |
| a. | Buy on DVD/Blu-ray Disc | [ASK IF B3_2 or 3 = 1+] | | | |
| b. | Buy a digital copy | [ASK IF B3_4= 1+] | | | |
| c. | Rent a digital copy | [ASK IF B3_8= 1+] | | | |
| d. | Rent on disc from a walk in-store | [ASK IF B3_5=1+] | | | |
| e. | Rent on disc from a kiosk | [ASK IF B3_6=1+] | | | |
| f. | Rent on disc through a by-mail subscription service | [ASK IF B3_7=1+] | | | |
| g. | Streamed as part of a subscription streaming plan | [ASK IF B3_9=1+] | | | |
| h. | Stream/download for free | [ASK IF B3_10=1+] | | | |
| i. | Watch on Video-On-Demand/Pay-Per View | [ASK IF B3_11=1+] | | | |
| j. | None of the methods | [ANCHOR] | | | |
| Portability | | | | | |
| 1. | Allows me to access my movies from anywhere, even away from home | | | | |
| 2. | Allows me to watch movies in a room that does not have a DVD or Blu-ray player | | | | |
| 3. | Allows me to watch on a portable device (such as a laptop, tablet or smartphone) | | | | |
| 4. | Allows me to watch in a room without a television set | | | | |
| Cost | | | | | |
| 5. | Is cheap/inexpensive | | | | |
| 6. | Is a good value | | | | |
| Availability | | | | | |
| 7. | Has new movies available to watch soon after they are released in theaters | | | | |
| Selection | | | | | |
| 8. | Has a good selection of movies to choose from | | | | |
| 9. | Has a good selection of new release titles to choose from | | | | |
| 10. | Has a good selection of hard to find titles | | | | |
| 11. | Has a selection of movies available that are still playing in theaters | | | | |
| 12. | Offers original movies that are not available to watch in theaters | | | | |
| Convenience | | | | | |
| 13. | Is easy to browse and find movies I want to watch | | | | |
| 14. | Is a convenient way for me to watch movies | | | | |
| 15. | Allows me to watch immediately, no need to go to the store or wait for it to arrive in the mail | | | | |
| 16. | It's convenient, I don't need to leave the house | | | | |
| Catch-up/Re-watch/Binge viewing | | | | | |
| 17. | Allows me to watch a movie over and over again | | | | |
| Misc. | | | | | |
| 18. | Allows me to add your movies to a library or collection | | | | |
| 19. | Has the best sound quality | | | | |
| 20. | Has the best picture/video quality | | | | |
| 21. | Has bonus content/special features included | | | | |
| 22. | Allows me to watch in high definition | | | | |
| 23. | Is a physical copy (on DVD or Blu-ray Disc) Allows me to watch a physical copy on DVD or Blu-ray Disc | [CAN BE SELECTED FOR a, d, e, OR f ONLY] | | | |

| | | | | | |
|-----|--|--|--|--|--|
| 24. | Allows me to watch on a big screen TV | | | | |
| 25. | Allows me to lend the movie to other people (new W4 – Q3'2016) | | | | |

STRAIGHT-LINE CHECK AT C11

(MOVIE SHOW OCCASIONS)

C12 FREQUENCY OF WATCHING MOVIES IN SPECIFIC CIRCUMSTANCES DELETED

(NEW QUESTION Q2 2015 BARRIERS FOR MOVIE METHODS)

DO NOT SHOW HEADERS. FREEZE BANNER SO IT'S SHOWING AS RESPONDENT SCROLLS. SHADE EVERY OTHER LINE. IF RESPONDENT DOES NOT QUALIFY FOR ANY BANNER POINTS A-F TO BE SHOWN, THEN SKIP QUESTION. ALLOW ONE "OTHER SPECIFY" PER COLUMN

C13b. Thinking about the methods you have NOT used to watch **movies** in the past 6 months. Please indicate which of the following statements best describes why you have not used each method to watch movies.

For each method, select all the reasons that best describe why you do not use this method.

| | | A. Subscription Streaming Show if [B10_10=f or B3 code 9 =0] | B. Buy on Disc Show if [B10_3=f or B3 code 2 AND 3 =0] | C. Buy Digitally Show if [B10_4 =f or B3 code 4 =0]. | D. Rent on Disc Show if [B10_6, 7, AND 8=f or B3 code 5, 6, AND 7 =0] | E. Rent Digitally Show if [B10_5 =for B3 code 8 =0]. | F. Rent on Pay-Per-View/Video-On-Demand Show if [B10_12=f or B3 code 11 =0] |
|----------------------------|---|--|--|--|---|--|---|
| Cost | | | | | | | |
| 1 | It's too expensive | | | | | | |
| 2 | There are cheaper ways to see the same movies | | | | | | |
| 3 | It doesn't seem worth the money to me/ It's not a good value | | | | | | |
| Alternative Methods | | | | | | | |
| 4 | I prefer to download or stream my movies from the internet <u>for free</u> | | | | | | |
| 5 | I prefer to watch them on Pay-Per-View/Video-on-Demand through my cable or satellite service | | | | | | n/a |
| 6 | I prefer to buy and own digital copies of movies (as a file saved to my device(s) or saved to my cloud storage or digital locker) | | | n/a | | | |
| 7 | I prefer to buy it on DVD or Blu-ray disc instead | | n/a | | | | |
| 8 | I prefer to watch movies through an internet subscription streaming service (Like Netflix Watch Instantly) | n/a | | | | | |

| | | | | | | | |
|---------------------------------------|--|-----|-----|-----|-----|-----|-----|
| 9 | I prefer to rent them on disc | | | | n/a | | |
| 10 | I prefer to rent movies digitally for a one-time fee | | | n/a | | | |
| Selection | | | | | | | |
| 11 | The selection of movies available isn't good enough | | | | | | |
| 12 | I already own all my favorite movies | | | | | | |
| 13 | New movies take too long to be available | | | | | | |
| Equipment/ Process/ Technology | | | | | | | |
| 14 | The video quality isn't always good (e.g., choppy during playback, slow buffering, etc.) | | | | | | |
| 15 | I do not own the equipment/devices needed to watch movies using this method | | | | | | |
| 16 | The process of watching TV shows movies this way is too confusing or hard to do | | | | | | |
| 17 | I don't think DVDs and Blu-ray Discs will be around much longer, so I don't want to buy them | n/a | | n/a | n/a | n/a | n/a |
| 18 | I don't know how to stream/download TV shows on my TV set | | n/a | | n/a | | n/a |
| 19 | DVD and Blu-ray Discs can get scratched/damaged | n/a | | n/a | | n/a | n/a |
| 20 | It takes too long to download | n/a | n/a | | n/a | | n/a |
| 21 | It takes up too much space on my hard drive | n/a | n/a | | n/a | | n/a |
| Other | | | | | | | |
| 22 | I'm watching fewer movies than I used to | | | | | | |
| 23 | It doesn't include bonus content, like behind-the-scenes material or featurettes | | | | | | |
| 24 | I don't usually watch movies more than once, so I don't need to own them | n/a | | | n/a | n/a | n/a |
| 25 | There are more convenient ways to watch the same movies | | | | | | |

| | | | | | | | |
|----|---|-----|-----|-----|-----|-----|-----|
| 26 | The discs take up too much space/ I don't have room to store them | n/a | | n/a | n/a | n/a | n/a |
| 27 | I do not own it when I buy digitally | n/a | n/a | | n/a | n/a | n/a |
| 28 | It's hard to navigate through the movie (rewind, fast forward, etc.) when using this method | | | | | | |
| 29 | I can't lend the movie to other people | | n/a | | n/a | | |
| 94 | Other (Specify) [ANCHOR] | | | | | | |
| 95 | Other (Specify) [ANCHOR] | | | | | | |
| 96 | Other (Specify) [ANCHOR] | | | | | | |
| 97 | Other (Specify) [ANCHOR] | | | | | | |
| 98 | Other (Specify) [ANCHOR] | | | | | | |
| 99 | Other (Specify) [ANCHOR] | | | | | | |

C13- C18 DELETED WAVE 2

C14 ADDED WAVE 3 – Q1'2016

ASK IF B3 DOES NOT = 1+ FOR CODE 4

C14. Earlier you mentioned that you have not bought **movies** digitally in the past 6 months. What would be the top **THREE** things that would motivate you to **buy movies digitally** in the future?
Please be as detailed and specific as possible when entering your answer in the space provided.

SHOW THREE TEXT BOXES - validate three characters [i.e. Minimum 3 characters] FOR EACH

C18b AND C18c DELETED WAVE 4 – Q3'2016

ASK IF B3 DOES NOT = 1+ FOR CODE 2 or 3

C18d. Earlier you mentioned that you have not bought **movies on DVD or Blu-ray Disc** in the past 6 months. What would be the top **THREE** things that would motivate you to **buy movies on disc** in the future?
Please be as detailed and specific as possible when entering your answer in the space provided. [QT-OE]

SHOW THREE TEXT BOXES - validate three characters [i.e. Minimum 3 characters] FOR EACH

| | |
|--|--|
| | |
|--|--|

C18b AND C18c DELETED WAVE 4 – Q3'2016

C18e AND C18f DELETED WAVE 4 – Q3'2016

ASK IF B3 DOES= 0 FOR 8 AND 11 AND B3=1+ FOR 5 OR 6

C18g. Earlier you mentioned that have not rented movies on PPV or digitally through the Internet in the past 6 months. What would be the top THREE things that would motivate you to rent more movies on PPV or digitally through the internet in the future?

Please be as detailed and specific as possible when entering your answer in the space provided.. [QT-OE]

SHOW THREE TEXT BOXES - validate three characters [i.e. Minimum 3 characters] FOR EACH

(Sources of Awareness for TV Shows/Movies)

C19. In what ways do you typically learn about TV shows and movies you watch?

| (Choose all that apply for each column.) | | | |
|---|--|----------|--------|
| | RANDOMIZE, ANCHOR CODE 99 KEEP 1-2,3-4, 14-15 TOGETHER | TV Shows | Movies |
| 1. From watching online trailers | | | |
| 2. From watching trailer in theaters | | N/A | |
| 3. Social media post from friends or family | | | |
| 4. Social media post from someone I don't know (such as a celebrity, blogger, etc.) | | | |
| 5. Reading a critic review (such as Rotten Tomatoes) | | | |
| 6. Somewhere online other than a trailer (such as search, ads, in the news, short video clip, etc.) | | | |
| 7. From friends or family (not including social media) | | | |
| 8. Browsing the entertainment section aisle of a store | | | |
| 9. TV commercial | | | |
| 10. TV talk, review, or entertainment show | | | |
| 11. Around town (billboards, bus ads, etc.) | | | |
| 12. Newspapers or Magazines | | | |
| 13. Radio | | | |
| 14. An advertisement in your social media | | | |
| 15. An advertisement in a smartphone app | | | |
| 99. None of these [ANCHOR] | | | |

(Attitudes on Movies, TV Shows, and Technology)

| | | | |
|--|--|--|--|
| C20. Please indicate whether you agree or disagree with the following statements below about your attitudes towards TV and movies. | | | |
| (Please choose "YES - AGREE" for all the statements that you agree with below.) REPEAT SCALE OPTIONS AFTER EVERY 15 ROW. SHADE EVERY OTHER LINE/ATTRIBUTE IN LIST [WHITE THEN LIGHT GRAY] | | | |

| | RANDOMIZE WITHIN BUCKETS. DO NOT SHOW HEADERS | Yes - Agree | No - Disagree |
|---------------------------------|--|-------------|---------------|
| TV specific attitudes | | | |
| 2. | I schedule my day around my favorite TV programs | | |
| 3. | I am too busy to watch TV live so I DVR all of my shows | | |
| 4. | I will wait to watch my favorite TV shows so I don't have to watch the commercials | | |
| 5. | I prefer waiting until all the episodes air and then binging on a TV show all at once | | |
| 6. | I prefer watching TV shows live as they air every week | | |
| 7. | I'm watching so many TV shows, I don't have much time to watch movies | | |
| 8. | I often have the TV on as background noise as I do other tasks | | |
| 9. | I prefer to watch older TV shows over the newer programs that are out today | | |
| 10. | I prefer to watch premium channels such as HBO and Showtime over network shows (like on NBC, ABC, or FOX) | | |
| 11. | If it is a TV show I really like, I usually buy it as soon as it comes out | | |
| 12. | I like to collect/own my favorite TV shows on DVD/Blu-ray Disc | | |
| 13. | I like to collect/own my favorite TV shows digitally | | |
| 14. | I expect to pay less for TV shows I buy on disc or digitally now that I can watch them for free through network websites (like ABC.com, FOX.com) | | |
| 15. | I don't need to own TV shows now that I have a library of TV shows I can access through my subscription streaming service | | |
| 16. | I'm willing to pay more to see the TV shows I like as soon as they come out on disc or digital download | | |
| 17. | I frequently like, pin, or follow my favorite TV shows on social media (like Facebook or Twitter) | | |
| 18. | I use social media sites (like Facebook, Twitter) to stay connected or interact with TV shows | | |
| 19. | I like to talk about or comment on TV shows I've seen on social media sites (like Facebook or Twitter) | | |
| 20. | I regularly use TV shows as a way to entertain or occupy my child | | |
| Movie specific attitudes | | | |
| 22. | I am very selective about which movies I see in theaters | | |
| 23. | I prefer to watch older movies over the newer movies released this year | | |
| 24. | I prefer to spend my downtime watching movies instead of TV shows | | |
| 25. | I would rather watch movies at home than go to the theater | | |
| 26. | I prefer to watch older movies over the newer movies that are released | | |
| 27. | If it is a movie I really like, I usually buy it as soon as it comes out | | |
| 28. | I like to collect/own my favorite movies on DVD/Blu-ray Disc | | |
| 29. | I like to collect/own my favorite movies digitally | | |
| 30. | I'm willing to pay more to see the movies I like as soon as they come out on disc or digital download | | |
| 31. | I don't need to own movies now that I have a library of movies I can access through my subscription streaming service | | |
| 32. | I frequently like, pin, or follow my favorite movies on social media (like Facebook or Twitter) | | |
| 33. | I like to talk about or comment on movies I've seen on social media sites (like Facebook or Twitter) | | |
| 34. | I regularly use movies as a way to entertain or occupy my child | | |
| Social Networking | | | |
| 36. | Social media sites (like Facebook, Twitter) make me feel connected to my friends/family | | |
| 37. | It's harder to connect and have quality conversations with family/friends using social media sites | | |
| 38. | I am wary about sharing too much information about myself online or on social media sites | | |

| | | | |
|--|--|--|--|
| 39. | I'm an open book and usually share everything about my life with family/friends online or on social media sites | | |
| Screen Time | | | |
| 41. | I think it's important to limit the TV shows and movies my children watch | | |
| 42. | I try and limit how many TV shows/movies I watch each week | | |
| 43. | I try and limit the amount of time my child is on the Internet each week | | |
| 44. | I consider TV shows and movies an important educational tool for my children | | |
| 45. | I try and limit the amount of time I spend on the Internet each week | | |
| 46. | I often use a portable device (like a tablet, smartphone) while I'm watching TV shows/movies to view content on the Internet NOT related to what I'm watching | | |
| 47. | I often use a portable device (like a tablet, smartphone) while I'm watching TV shows/movies to read, post, or comment about content on the Internet related to what I'm watching | | |
| Video Quality | | | |
| 48. | The video quality of TV shows/movies in high definition is much better than standard definition | | |
| 49. | There is NOT a big difference in video quality when watching TV shows/Movies in high definition vs. watching it in standard definition | | |
| 50. | I am willing to pay more to watch a TV Show/movie in high definition | | |
| 51. | I will pay more to own TV Shows/movies on Blu-ray Disc because the video quality is superior to DVD | | |
| 52. | I invest a lot of money in my home entertainment systems (such as the size/quality of TV set, projector screen, surround sound, etc.) | | |
| General Attitudes toward Buying/Renting TV/Movies | | | |
| 53. | I usually wait until DVD and Blu-ray Discs are on sale to buy them | | |
| 54. | I don't see myself ever buying TV shows/movies or movies digitally | | |
| 55. | Over the next few years, I see myself buying more TV shows/movies digitally than on DVD or Blu-ray Disc | | |
| 56. | I expect to pay less for a digital copy than I would for the DVD or Blu-ray Disc of a TV show or movie | | |
| 57. | I usually wait until DVD and Blu-ray Discs are on sale to buy them | | |
| 58. | Please select "Yes, Agree" for this row [ATTENTION CHECK] | | |

END OF SECTION 1 (QUESTION COUNT: XX); TOTAL TALLY: XX *****

SECTION 2 QUOTA QUALIFICATIONS:

TO QUALIFY FOR IN-DEPTH MODULES [SECTION 2] RESPONDENT MUST QUALIFY FOR AT LEAST ONE OF THE FOLLOWING:

| | Qualified for section |
|--|-----------------------|
| Subscription Streaming (Section D) [Qualify for Section D if [B1 code 7 + B1 code 8 + B3 code 9]= SUM to 2+] EST (Section E) [Qualify for Section E if [B1 code 3 + B1 code 4 + B3 code 4] SUM to 2+] | |
| VOD (Section F) [Qualify for Section F if ([B3 code 8 + B3 code 11] SUM to 2+) if [B3 code 8 + B3 code 11] SUM to 2+] && [B3 code 8 >0 or A1 codes 29-31]] | |
| Disc Buyers (Section G) [Qualify for Section G if [B1 code 1 + B1 code 2 + B3 code 2 + B3 code 3]= SUM to 2+] IF RESPONDENT DOES NOT QUALIFY FOR ANY OF SECTIONS D-G, THEN SKIP TO SECTION 3 | |

IF QUALIFIED, RESPONDENTS WILL THEN QUALIFY FOR OCCASIONS WITHIN EACH GROUP [UP TO 9 POSSIBLE OCCASION]

| | Step 1: Show hidden screen w/ all Respondent is Qualified For | | |
|--|---|----------------------------|-----------------------------|
| | All qualified for | Qualify for FIRST occasion | Qualify for SECOND occasion |
| Subscription Streaming (Section D) | | | |
| 1. Sub Stream TV [Qualify for ONE occasion if B1 code 7 + code 8 SUM to 1; Qualify for TWO Occasions if B1 code 7 + code 8 SUM to 2+] | | | |
| 2. Sub Stream Movie [Qualify for ONE occasion if B3 code 9= 1; Qualify for TWO Occasions if B1 code 9 =2+] | | | |
| EST (Section E) | | | |
| 3. EST TV Full Season [Qualify for ONE occasion if B1 code 3= 1; Qualify for TWO Occasions if B1 code 3= 2+] | | | |
| 4. EST TV Episodic [Qualify for ONE occasion if B1 code 4= 1; Qualify for TWO Occasions if B1 code 4= 2+] | | | |
| 5. EST Movies [Qualify for ONE occasion if B3 code 4= 1; Qualify for TWO Occasions if B3 code 4= 2+] | | | |
| VOD (Section F) | | | |
| 6 CVID Movies [Qualify for ONE occasion if B3 code 11 = 1 and A1 codes 29-31 then qualify for one occasion; Qualify for TWO Occasions if B3 code 11= 2+ and A1 codes 29-31 then qualify for two occasion] | | | |
| 7. iVOD Movies [Qualify for ONE occasion if B3 code 8= 1; Qualify for TWO Occasions if B3 code 8 + code 8 = 2+] | | | |
| Disc Buyers (Section G) | | | |
| 8. Disc TV [Qualify for ONE occasion if [B1 code 1 + code 2] SUM to 1; Qualify for TWO Occasions if [B1 code 1 + code 2] SUM to 2+] | | | |
| 9. Disc Movies [Qualify for ONE occasion if [B3 code 2 + code 3] SUM to 1; Qualify for TWO Occasions if [B3 code 2 + code 3] SUM to 2+] | | | |
| 10. Does not qualify for any qualifying groups above [1-9] | | SKIP TO SECTION 3 | |

SECTION 2: QUOTA ASSIGNMENT

| | STEP 2: Check Quotas | | STEP 3: Quota Assignment | | | |
|-----------------------------------|----------------------|---|--------------------------|------------|------------|------------|
| | Minimum Quota | Quota Instructions | Occasion 1 | Occasion 2 | Occasion 3 | Occasion 4 |
| Subs Streaming (Section D) | | Each respondent can qualify for UP TO THREE FOUR occasions total (across Sections D, E, F, G) | | | | |
| 1. Subs Stream TV | 600 Min | | | | | |
| 2. Subs Stream Movie | 600 Min | Respondents in augment can qualify for FIVE occasions total | | | | |
| EST (Section E) | | There are 9 qualifying groups a respondent can qualify for. A respondent can qualify to go through each of the 9 groups up to TWICE (in a loop) | | | | |
| EST TV NET | 600 Min | | | | | |
| 3. EST TV Full Season | 100 Min | Restriction, if a respondent qualifies for 2 or more modules (D, E, F, G) must go through at least 2 modules. If only qualify for one module, all occasions can be in same module | | | | |
| 4. EST TV Episodic | 100 Min | | | | | |
| 5. EST Movies | 600 | Please assign respondent to up to four occasions they qualify for based on the LEAST fill quota needed | | | | |
| VOD (Section F) | | | | | | |
| 6. CVD Movies | 600 Min | Once all min quotas are full, quotas can be assigned at random | | | | |
| 7. iVOD Movies | 600 Min | | | | | |
| Disc Buyers (Section G) | | | | | | |
| 8. Disc TV | 600 Min | | | | | |
| 9. Disc Movies | 600 Min | | | | | |

FOR MODULE F [GROUP 6] - A1 CODES 29-31 [HAS CABLE/SATELLITE] MUST BE SELECTED TO QUALIFY FOR THIS MODULE

SECTION 2: IN-DEPTH MODULES

IN-DEPTH MODULES SECTION D: SUBSCRIPTION STREAMING

Intro: FIRST subscription streaming occasion [Showed for 1st occasion intro and 2nd occasion intro IF it is a different TV/Movie type [e.g. TV and then movie occasion]

In this section, we would like to find out about the most recent time you used a subscription streaming service to watch a [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"]. Please answer the following questions as accurately as possible.

Please type in the space provided the name of the last most recent [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] you streamed through a subscription service. _____

[PROGRAMMER PLEASE INSERT THIS TITLE EVERYWHERE "[INSERT TITLE]" IS SHOWN

****NOTE: THIS SECTION WILL NOT BE ANALYZED AT TITLE LEVEL, THIS IS ONLY TO HELP CONSUMER REMEMBER LAST RENTAL/PURCHASE EXPERIENCE AS THEY ANSWER QUESTIONS.**

DP NOTE: CODE ALL TITLES ON BACK-END: PREMIUM CHANNEL, ORIGINAL SERIES

| IF THERE ARE 2 SUBSCRIPTION STREAMING OCCASIONS AND | | |
|---|--------------------------------------|-------------------------------|
| FIRST SUB STREAM OCCASION IS... | AND SECOND SUB STREAM OCCASION IS... | THEN SHOW... |
| GROUP 1 | GROUP 1 | SECOND SUB STREAM INTRO |
| GROUP 1 | GROUP 2 | REPEAT FIRST SUB STREAM INTRO |
| GROUP 2 | GROUP 2 | SECOND SUB STREAM INTRO |
| GROUP 2 | GROUP 1 | REPEAT FIRST SUB STREAM INTRO |

Intro: SECOND subscription streaming occasion [Only show if the SAME TV/movie type: 2 movies OR 2 TV]. IF 2ND subscription stream occasion, but DIFFERENT TV/movie type, show 1st intro]

Now, we would like to find out about your second most recent time you used a subscription streaming service to watch a [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"]. Please answer the following questions as accurately as possible.

Please type in the space provided the name of the next most recent [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] you streamed through a subscription service. This would be the most recent time before watching [INSERT SUBS STREAM TITLE 1] through a subscription streaming service. _____

[PROGRAMMER PLEASE INSERT THIS TITLE EVERYWHERE "[INSERT TITLE]" IS SHOWN

DP NOTE: CODE ALL TITLES ON BACK-END: PREMIUM CHANNEL, ORIGINAL SERIES

NOTE: FOR SECTION D, Group 1 will see "TV ONLY" Group 2 will see "MOVIE ONLY"

(Last Subs. Stream: TV/Movie Genre)

| | | |
|-----------------------------------|--|--|
| D1. What genre is [INSERT TITLE]? | | |
| (Choose one.) | | |
| | TV SHOW GENRES – RANDOMIZE; SHOW THIS LIST FOR GROUP 1 | MOVIE GENRES – RANDOMIZE; SHOW THIS LIST FOR GROUP 2 |
| 1 | Action/Adventures | 1 Action |
| 2 | Comedies | 2 Animated |
| 3 | Cop/Crime Drama | 3 Comedy |
| 4 | Drama | 4 Documentary |
| 5 | Medical Drama | 5 Drama |
| 6 | Children's cartoons | 6 Independent |
| 7 | Children's live action | 7 Faith/Spirituality |
| 8 | Science & Nature | 8 Classic movies |
| 9 | Reality | 9 Romance |
| 10 | Food & Travel | 10 Children & Family |
| 11 | Classic TV shows | 11 Horror |
| 12 | Sci-fi & Fantasy | 12 Musical |
| 13 | Miniseries | 13 Action-Comedy |
| 14 | Sports/Sporting Events | 14 Sci-Fi/Fantasy |
| 15 | Western | 15 Foreign |
| | | 16 Western |

(Last Subs. Stream: Service Used)

| | |
|---|--|
| D2. What service did you use to subscription stream [INSERT TITLE]? | |
| (Choose one.) RANDOMIZE ORDER, ANCHOR 98 | |
| 1. | Netflix Watch Instantly |
| 2. | Amazon Prime |
| 3. | Hulu Plus paid-subscription-streaming-service |
| 4. | CBS All Access [SHOW ONLY IF GROUP 1] |
| 5. | Sling TV [SHOW ONLY IF GROUP 1] |
| 6. | WWE Network [SHOW ONLY IF GROUP 1 AND D1= CODE 14] |
| 7. | HBO Go-It-Along [KEEP HIDDEN UNTIL LAUNCH] |
| 8. | Verizon OTT service [KEEP HIDDEN UNTIL LAUNCH] |
| 9. | PlayStation Vue [KEEP HIDDEN UNTIL LAUNCH] |
| 10. | Showtime All Access [KEEP HIDDEN UNTIL LAUNCH] |
| 11. | HBO Now [ADDED Q2'2015] |
| 12. | PlayStation Vue [ADDED Q2 2015] |
| 13. | Showtime Anytime [ADDED Q2 2015] |
| 14. | Noggin [ADDED Q2 2015] |
| 15. | Yaveo [ADDED Q2 2015] [WAVE 4 REMOVED Q3'2016] |
| 16. | Starz Play [ADDED Q3 2016] |
| 98. | Other subscription streaming site [ANCHOR] |

(LAST SUB STREAMING OCCASION: SOURCES OF INFORMATION)

RANDOMIZE, ANCHOR 98/99

| | |
|--|---------------|
| D3. In what ways did you learn [INSERT TITLE] was available to stream through [INSERT RESPONSE FROM D2]? | |
| (Choose all that apply.) | |
| 1. | TV commercial |

| | | |
|-----|---|--|
| 2. | An advertisement in your social media | |
| 3. | An advertisement in a smartphone app | |
| 4. | Saw an advertisement somewhere else online (other than on social media or in an app) | |
| 5. | Social media post from friends or family | |
| 6. | Social media post from someone I don't know (such as a celebrity, blogger, etc.) | |
| 7. | Found it while browsing for [INSERT: TV Shows/movies] on this site | |
| 8. | It was a recommendation provided to me on my subscription streaming site | |
| 9. | I received an email from my subscription streaming site that this title was now available | |
| 10. | From friends or family (not including social media) | |
| 11. | Around town (billboards, bus ads, etc.) | |
| 12. | Newspapers or Magazines | |
| 13. | Radio | |
| 14. | Reviews from critics | |
| 98. | Other (Specify) _____ [ANCHOR] | |
| 99. | None of these [ANCHOR] | |

(Last Subs Stream: HD or SD)

D4. And what format did you stream this [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] in?

(Choose one.)

| | | |
|----|---|--|
| 1. | HD (High definition) digital download | |
| 2. | SD (Standard definition) digital download | |

D5. Thinking about [INSERT TITLE], please tell us a little more about the last occasion you subscription streamed this title.

SHOW ALL QUESTIONS ON SAME SCREEN. RANDOMIZE CODES 18-38

| | |
|---|--|
| D5a. Who were you with? (Choose all that apply) | |
| 1. | I was watching by myself [MUTUALLY EXCLUSIVE] |
| 2. | I was watching with friends |
| 3. | I was watching with my significant other |
| 4. | I was watching with an adult family member |
| 5. | I was watching with child under age 12 |
| 6. | I was watching with a child age 12 to 17 |
| D5b. Where were you? (Choose one) | |
| 7. | I was watching at home |
| 8. | I was traveling (in a plane or car) |
| 9. | I was at a friend or family members house |
| 10. | I was in a public place (like a coffee shop, library, at work, etc.) |
| 11. | Other (Specify) _____ |
| D5c. What day and time was it? (Choose one) | |
| It was during the week (Monday-Friday): | |
| 12. | Weekday morning/afternoon (5am to 4pm) |
| 13. | Weekday evening (5pm to 9pm) |
| 14. | Weekday late night/early am (10pm-4am) |
| It was on the weekend (Saturday or Sunday): | |
| 15. | Weekend morning/afternoon (5am to 4pm) |
| 16. | Weekend evening (5pm to 9pm) |
| 17. | Weekend late night/early am (10pm-4am) |

| | | |
|-----|---|--|
| | D5d. And, which of the following, if any, describes the occasion you watched [INSERT TITLE]? (Choose all that apply) | |
| 18. | I needed to entertain or occupy kid(s) | |
| 19. | This was a planned activity with friends | |
| 20. | This was a family night/family bonding time | |
| 21. | I had some downtime and just wanted to relax | |
| 22. | I couldn't sleep/needed something to watch before bed | |
| 23. | This is part of my schedule or routine | |
| 24. | I wanted something to watch/listen to in the background while I was doing something else | |
| 25. | I'd never watched this TV series and wanted to sample/try it [SHOW ONLY IF GROUP 1] | |
| 26. | I wanted to try a new/different type of movie I do not typically watch [SHOW ONLY IF GROUP 2] | |
| 27. | I wanted to watch commercial free [SHOW ONLY IF GROUP 1] | |
| 28. | I didn't want to leave the house | |
| 29. | I wanted to stay in and save money | |
| 30. | I was having a movie-marathon [SHOW ONLY IF GROUP 2] | |
| 31. | I wanted to binge/watch several episodes of this show [SHOW ONLY IF GROUP 1] | |
| 32. | I needed to catch up on episodes I missed airing "live" [SHOW ONLY IF GROUP 1] | |
| 33. | I needed to catch up on past seasons of this TV show [SHOW ONLY IF GROUP 1] | |
| 34. | I wanted to re-watch a past season or episodes of a show I've already seen [SHOW ONLY IF GROUP 1] | |
| 35. | My child asked to watch this [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] | |
| 36. | Another family member asked to watch this [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] | |
| 37. | I wanted to watch something on a big screen TV | |
| 38. | I wanted something I could watch on a portable device (laptop, tablet, etc.) | |
| 39. | Other (Specify) [ANCHOR] | |
| 40. | None of the above [MUTUALLY EXCLUSIVE, ANCHOR] | |

(Last Subs Stream: Number of episodes)**(Last Subs Stream: # of Episodes Watched – TV ONLY)**

ASK FOR TV SHOWS ONLY: (GROUP 1): DO NOT RANDOMIZE. IF GROUP 2 (MOVIES) SKIP TO D7

D6. How many episodes of [INSERT TITLE] did you watch on this particular occasion?

(Choose one.)

| | | |
|----|-----------------------|--|
| 1. | One episode | |
| 2. | Two episodes | |
| 3. | Three episodes | |
| 4. | Four or more episodes | |

(Last Subs Stream: Device Used to Watch)

D7. What did you use to watch it on?

(Choose one.)

| | | |
|----|---|--|
| | [PIPE IN ONLY RESPONSES SELECTED IN A1. RANDOMIZE] | |
| 1. | TV set that was connected to an internet streaming device (like an Apple TV or Roku) [SHOW IF A1= 10-14, 45, 46] | |
| 2. | TV set that was connected to the Internet through a gaming console [SHOW IF A1=21-27] | |
| 3. | Smart TV that has built-in Internet connection [SHOW IF A1=5] | |
| 4. | TV set connected to a Blu-ray Player [SHOW IF A1=7] | |
| 5. | TV set connected to a DVR/PVR or TiVo [SHOW IF A1=9] | |
| 6. | Desktop Computer [SHOW IF A1=15] | |

| | | |
|-----|---|--|
| 7. | Laptop/Notebook Computer [SHOW IF A1=16] | |
| 8. | Smartphone [SHOW IF A1=17] | |
| 9. | Tablet [SHOW IF A1=19,20] | |
| 98. | Other device (specify) _____ | |

(Last Subs. Stream: Motivations for Streaming)**RANDOMIZE STATEMENTS, ANCHOR 98**D8. Still thinking about **[INSERT TITLE]**, why did you decide to subscription stream this **[IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"]**?

(Please choose up to five reasons.)

| | | |
|-----|--|--|
| | Portability | |
| 1. | I wanted to access my [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] from anywhere, even away from home | |
| 2. | I wanted to watch in a room without a DVD or Blu-ray player | |
| 3. | I wanted to watch on a portable device (laptop, mobile phone, or tablet) | |
| 4. | I wanted to watch in a room without a television set | |
| | Cost | |
| 5. | It was cheap/inexpensive | |
| 6. | It was a good value | |
| 7. | It was the least expensive option to rent | |
| | Availability | |
| 8. | This TV show was available to subscription stream soon after the <u>season</u> aired [SHOW ONLY IF GROUP 1 (TV)] | |
| 9. | New <u>episodes</u> of this TV show were available to subscription stream soon after they aired "live" [SHOW ONLY IF GROUP 1 (TV)] | |
| 10. | This movie was available to subscription stream soon after it was released in theaters [SHOW ONLY IF GROUP 2 (MOVIE)] | |
| 11. | This [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] was <u>only</u> available to watch through a subscription streaming service | |
| 12. | This [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] was only on my subscription streaming site a limited amount of time/ <u>was</u> about to be removed from this service soon | |
| | Selection | |
| 13. | My subscription streaming service has a good selection of [IF GROUP 1, INSERT "TV shows"] [IF GROUP 2, INSERT "movies"] to choose from | |
| 14. | My subscription streaming service has a good selection of new release titles to choose from | |
| 15. | My subscription streaming service has a good selection of hard to find titles | |
| 16. | It's an original TV Show I couldn't watch on television (such as a Netflix original series) [SHOW ONLY IF GROUP 1 (TV)] | |
| 17. | It's an original movie I couldn't watch in theaters [SHOW ONLY IF GROUP 2 (MOVIE)] | |
| | Convenience | |
| 18. | It was easy to browse and find shows to watch | |
| 19. | Subscription streaming [IF GROUP 1, INSERT "TV shows"] [IF GROUP 2, INSERT "movies"] is a convenient way to watch whenever you want | |
| 20. | I could watch immediately, no need to go to the store or wait for it to arrive in the mail | |
| 21. | I wanted to watch commercial free [SHOW ONLY IF GROUP 1 (TV)] | |
| 22. | It was convenient, I didn't need to leave the house | |
| | Catch-up/Re-watch/Binge viewing | |
| 23. | I wanted to binge/watch several episodes of this show [SHOW ONLY IF GROUP 1 (TV)] | |
| 24. | I wanted to watch this [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] more than once | |
| 25. | I wanted to sample/try this TV series [SHOW ONLY IF GROUP 1 (TV)] | |

| | | |
|-----|---|--|
| 26. | It had all the episodes from the <u>current</u> season of this TV show available to watch [SHOW ONLY IF GROUP 1 (TV)] | |
| 27. | It had episodes of <u>past</u> seasons of this TV show available to watch [SHOW ONLY IF GROUP 1 (TV)] | |
| | Misc. | |
| 28. | It had the best sound quality | |
| 29. | It had the best picture/video quality | |
| 30. | I wanted to watch in high definition | |
| 31. | I wanted to watch on a big screen TV | |
| 98. | Other (Specify) _____ [ANCHOR] | |

(Last Subs. Stream: Planned vs. Impulse)

| | | |
|-----|---|--|
| D9. | And which best describes how you decided to stream [INSERT TITLE] through a subscription streaming service? | |
| | (Choose one response.) DO NOT RANDOMIZE | |
| 1 | I planned to use a subscription streaming service | |
| 2 | I knew I wanted to watch a [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"], but was not sure if I would use a subscription streaming service, or watch it another way | |

(Last Subs. Stream: Title Planned or Unplanned)

| | | |
|------|---|--|
| D10. | And which of the following best describes how you decided on the title [INSERT TITLE]? | |
| | (Choose one response.) DO NOT RANDOMIZE | |
| 1. | I was looking specifically for this title | |
| 2. | I had a few titles in mind I wanted to watch, and this was one of them | |
| 3. | I did not have a specific [IF GROUP 1, INSERT "TV show"] [IF GROUP 2, INSERT "movie"] in mind | |

(Last Subs. Stream: Activities before Subs Streaming)

| | | |
|------|--|--|
| D11. | Did you do any of the following activities BEFORE deciding to subscription stream [INSERT TITLE]? | |
| | DO NOT SHOW HEADERS, KEEP 1-10, 11-18, 19-20 TOGETHER, RANDOMIZE WITHIN EACH BUCKET [Insert Validation: For Column 2 the respondent must select ONE item selected in column 1.] | |
| | RANDOMIZE ORDER, ANCHOR 98/99 DO NOT SHOW HEADERS, KEEP STATEMENTS TOGETHER WITHIN EACH BUCKET, RANDOMIZE WITHIN EACH BUCKET.0 | |
| | IF UNPLANNED TITLE/METHOD {D9=2 and D10= 2 or 3} SHOW 1-10 SHOW ALL | |
| 1 | Browsed to see what was available at the theater | |
| 2 | Browsed to see what's on television "live" or on your DVR | |
| 3 | Browsed to see what was available to buy on DVD or Blu-ray Disc | |
| 4 | Browsed to see what was available to rent on DVD or Blu-ray Disc | |
| 5 | Browsed to see what was available to download or stream for free | |
| 6 | Used a search engine (like Google) to find TV/movies to watch | |
| 7 | Browsed to see what was available to buy digitally | |
| 8 | Browsed to see what was available to rent digitally for a one-time fee [SHOW FOR MOVIES ONLY] | |
| 9 | Browsed to see what was available to rent on Pay-Per-View/Video-On-Demand | |
| 10 | Browsed to see what was available to watch through another subscription streaming website | |

| | | | |
|----|--|--|--|
| | IF PLANNED TITLE/UNPLANNED METHOD {D10=1 2 AND D9=2}, SHOW 10-16 11-18 | | |
| 11 | Checked if this title was available to buy on DVD or Blu-ray Disc | | |
| 12 | Checked if this title was available to rent on DVD or Blu-ray Disc | | |
| 13 | Checked to see if this title was available to rent on Pay-Per-View/Video on Demand | | |
| 14 | Checked to see what was available to buy digitally | | |
| 15 | Checked to see if this title was available to rent digitally for a one-time fee [SHOW FOR MOVIES ONLY] | | |
| 16 | Checked if this title was available to download or stream for free | | |
| 17 | Used a search engine (like Google) to find out where you could watch this title | | |
| 18 | Checked if it was available to watch through another subscription streaming website | | |
| | 19-22 SHOW ALL | | |
| 19 | Read customer reviews or ratings before deciding to rent | | |
| 20 | Read critic reviews or ratings before deciding to rent | | |
| 21 | Other (Specify) _____ [ANCHOR] | | |
| 22 | None, [INSERT SITE AT D2] was the first place I went [MUTUALLY EXCLUSIVE, ANCHOR] | | |

(LAST SUB. STREAM OCCASION: SATISFACTION)

| | | | | | | |
|----|---|----------------------------|-----------------------|---------------------------|---------------------------|-----------------------------|
| | D12.-Overall, how satisfied are you with each of the following aspects of streaming [INSERT TITLE] through your subscription streaming service? (Please choose only one response per row.) | | | | | |
| | {RANDOMIZE LIST. SINGLE RESPONSE PER ROW} | Extremely Satisfied | Very Satisfied | Somewhat Satisfied | Not Very Satisfied | Not At All Satisfied |
| 1. | Ease of browsing/finding [INSERT TV Shows/movies] | | | | | |
| 2. | Convenient to watch | | | | | |
| 3. | Available when you wanted it (did not have to wait) | | | | | |
| 4. | Video quality | | | | | |
| 5. | Value for the money | | | | | |
| 6. | Price | | | | | |
| 7. | Had a good selection of [INSERT TV Shows/movies] I wanted to watch | | | | | |

(LAST SUB. STREAM OCCASION: INTENT TO BUY TV/MOVIE STREAMED)**DO NOT RANDOMIZE**

| | | |
|------|--|--|
| D13. | Now that you subscription streamed [INSERT TITLE], how likely are you to buy it on DVD, Blu-ray Disc, or Digital Download? | |
| | (Choose one option.) | |
| 1. | Definitely plan to buy it | |
| 2. | Probably plan to buy it | |
| 3. | Might or might not plan to buy it | |
| 4. | Probably will not buy it | |
| 5. | Definitely will not buy it | |

(LAST SUB. STREAM OCCASION: POST-WATCH ENGAGEMENT)

| | | |
|------|---|--|
| D14. | After you watched [INSERT TITLE], did you do any of the activities listed below? | |
| | Choose all options that apply to you. | |
| | RANDOMIZE | |
| 1. | Recommend it to friends or family | |
| 2. | Post about it on a social network | |
| 3. | Talk about it with friends or family not on a social network | |
| 4. | Go online to find more information about it, e.g., the cast, the director, etc. | |
| 5. | Visit fan pages for it online | |
| 6. | Visit the official website for it | |
| 7. | Buy merchandise related to it, such as toys, clothes, etc. | |
| 8. | Check out other content related to it, e.g., books, comic books, articles, other movies or TV shows, etc. | |
| 9. | Buy or rent other content related to it, e.g., books, comic books, articles, other movies or TV shows, etc. | |
| 98. | Other (Specify) [ANCHOR] | |
| 99. | None of the above [MUTUALLY EXCLUSIVE, ANCHOR] | |

END OF SECTION 2_D (QUESTION COUNT: XX); TOTAL TALLY:

IN-DEPTH MODULES SECTION E: DIGITAL BUYERS (EST)Intro: FIRST EST occasion [Shown for 1st occasion intro and 2nd occasion intro IF it is a different TV/Movie type [e.g. TV and then movie occasion]

In this section, we would like to find out about the most recent time you bought a digital copy of [IF OCCASION IS GROUP 3, INSERT "a full season of a TV show"] [IF OCCASION IS GROUP 4, INSERT "an individual episode of a TV Show"] [IF OCCASION IS GROUP 5, INSERT "a movie" (as a file saved to your device(s) or saved to your cloud storage or digital locker).

Please type in the space provided the name of the most recent [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"] you bought digitally.

PROGRAMMER PLEASE INSERT THIS TITLE EVERYWHERE "[INSERT TITLE]" IS SHOWN

**NOTE: THIS SECTION WILL NOT BE ANALYZED AT TITLE LEVEL.

DP NOTE: CODE ALL TITLES ON BACK-END: PREMIUM CHANNEL, ORIGINAL SERIES

| IF THERE ARE 2 EST OCCASIONS AND | | |
|----------------------------------|-------------------------------|------------------------|
| FIRST EST OCCASION IS... | AND SECOND EST OCCASION IS... | THEN SHOW... |
| GROUP 3 OR 4 | GROUP 3 OR 4 | SECOND EST INTRO |
| GROUP 3 OR 4 | GROUP 5 | REPEAT FIRST EST INTRO |
| GROUP 5 | GROUP 5 | SECOND EST INTRO |
| GROUP 5 | GROUP 3 OR 4 | REPEAT FIRST EST INTRO |

Intro: SECOND EST occasion

Now, we would like to find out about the second most recent time you bought a digital copy of [IF OCCASION IS GROUP 3, INSERT "a full season of a TV show"] [IF OCCASION IS GROUP 4, INSERT "an individual episode of a TV Show"] [IF OCCASION IS GROUP 5, INSERT "a movie" (as a file saved to your device(s) or saved to your cloud storage or digital locker).

Please type in the space provided the name of the next most recent [IF OCCASION IS GROUP 3, INSERT "a full season of a TV show"] [IF OCCASION IS GROUP 4, INSERT "an individual episode of a TV Show"] [IF OCCASION IS GROUP 5, INSERT "a movie" you bought digitally. This would be the most recent [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"] before buying [INSERT EST TITLE 1].

[PROGRAMMER PLEASE INSERT THIS TITLE EVERYWHERE "[INSERT TITLE]" IS SHOWN

DP NOTE: CODE ALL TITLES ON BACK-END: PREMIUM, ORIGINAL SERIES

NOTE: IF ASSIGNED TO GROUP 3 OR 4 WILL SEE "TV SHOW" IF GROUP 5 WILL SEE "MOVIE"

(LAST EST OCCASION: GENRE)E1. What genre was **[INSERT TITLE]**?

(Choose one.)

| TV SHOW GENRES – RANDOMIZE; SHOW THIS LIST FOR GROUP 3 OR 4 | | MOVIE GENRES – RANDOMIZE; SHOW THIS LIST FOR GROUP 5 | |
|---|------------------------|--|--------------------|
| 1 | Action/Adventures | 1 | Action |
| 2 | Comedies | 2 | Animated |
| 3 | Cop/Crime Drama | 3 | Comedy |
| 4 | Drama | 4 | Documentary |
| 5 | Medical Drama | 5 | Drama |
| 6 | Children's cartoons | 6 | Independent |
| 7 | Children's live action | 7 | Faith/Spirituality |
| 8 | Science & Nature | 8 | Classic movies |
| 9 | Reality | 9 | Romance |
| 10 | Food & Travel | 10 | Children & Family |
| 11 | Classic TV shows | 11 | Horror |
| 12 | Sci-fi & Fantasy | 12 | Musical |
| 13 | Miniseries | 13 | Action-Comedy |
| 14 | Sports/Sporting Events | 14 | Sci-Fi/Fantasy |
| 15 | Western | 15 | Foreign |
| | | 16 | Western |

(LAST EST OCCASION: EST SOURCE)**RANDOMIZE, ANCHOR CODE 17**E2. What source did you buy **[INSERT TITLE]** from?

(Choose one.)

| | | | |
|----|-----------------------|-----|--|
| 1. | iTunes | 10. | FandangoNOW (also known as M-GO) |
| 2. | Amazon Instant Video | 11. | Samsung Media Hub |
| 3. | Cinema Now | 12. | Disney Movies Anywhere |
| 4. | StarzPlay | 13. | PlayStation Store |
| 5. | Googleplay.com | 14. | Xbox Marketplace |
| 6. | Vudu | 15. | YouTube |
| 7. | Nook Video | 16. | Comcast Xfinity |
| 8. | Flixster | 17. | Other source (Specify) [ANCHOR] |
| 9. | Nook Video | | |

(LAST EST OCCASION: REASON FOR CHOOSING RETAILER)**RANDOMIZE ORDER, ANCHOR CODE 98**E3. Why did you choose **[INSERT RETAILER FROM E2]**?

(Choose all that apply.)

| | |
|----|--|
| 1. | It has the lowest prices |
| 2. | I have a collection of TV shows and/or movies stored in a digital cloud or library on this website |
| 3. | It has a good selection of TV Shows [ONLY SHOW FOR TV SHOWS] |
| 4. | It has a good selection of movies [ONLY SHOW FOR MOVIES] |
| 5. | It is easy to browse/shop and find TV and movies I want to watch |
| 6. | It's easy to check-out |
| 7. | It has the best exclusive offers |
| 8. | It's a store/website I always go to when buying digital downloads |

| | |
|-----|--|
| 9. | It's a website that showed up when using a search engine |
| 10. | It offers the best value on digital downloads |
| 11. | It's easy to access from the device I was purchasing it on |
| 12. | I found it through a search engine |
| 13. | It's linked to my UltraViolet account |
| 14. | It is the easiest way to watch on a mobile device |
| 15. | It is the easiest way to watch on my television |
| 16. | Previous season(s) or episode(s) were available to sample/try for free on this website |
| 98. | Other reason (Specify) _____ |

(LAST EST OCCASION: HD OR SD PURCHASE)E4. And what format did you purchase this **[IF GROUP 3 OR 4, INSERT "TV Show"]** **[IF GROUP 5, INSERT "movie"]** in?

(Choose one.)

| | Pre-Code |
|--|----------|
| 1. HD (High definition) digital download | 1 |
| 2. SD (Standard definition) digital download | 2 |

(LAST EST OCCASION: SOURCES OF INFORMATION)**RANDOMIZE, ANCHOR 98/99**E5. In what ways did you learn **[INSERT TITLE]** was available to buy digitally?

(Choose all that apply.)

| | | |
|-----|--|--|
| 1. | TV commercial | |
| 2. | An advertisement in your social media | |
| 3. | An advertisement in a smartphone app | |
| 4. | Saw an advertisement somewhere else online (other than on social media or in an app) | |
| 5. | Saw an advertisement while in theaters [SHOW IF MOVIE ONLY] | |
| 6. | Social media post from friends or family | |
| 7. | Social media post from someone I don't know (such as a celebrity, blogger, etc.) | |
| 8. | Saw a special display in a store I was shopping | |
| 9. | Browsing the entertainment aisle of a store | |
| 10. | Browsing the entertainment section of a retailer online | |
| 11. | Browsing a circular | |
| 12. | From friends or family (not including social media) | |
| 13. | Around town (billboards, bus ads, etc.) | |
| 14. | Newspapers or Magazines | |
| 15. | Radio | |
| 16. | Reviews from critics | |
| 98. | Other (Specify) [ANCHOR] | |
| 99. | None of these [ANCHOR] | |

(LAST EST OCCASION: NEW RELEASE OR CATALOG)**DO NOT RANDOMIZE**E6. Which of the following best describes the **[IF GROUP 3 OR 4, INSERT "TV Show"]** **[IF GROUP 5, INSERT "movie"]** you bought digitally?

Choose one response.

| IF GROUP 5, PIPE IN 1-3: | |
|---------------------------------|---|
| 1. | It was newly released (had been released within the past six months) to buy and rent at home |
| 2. | It was not newly released, but was released to buy and rent at home within the <u>past year</u> |

| | | |
|----|--|--|
| 3. | This movie was an older film that was released to buy and rent at home <u>more than a year ago</u> . | |
| | IF GROUP 3 OR 4, PIPE IN 4-7: | |
| 4. | This TV show season was still on air | |
| 5. | This TV show season was not currently on air, but had aired within the <u>past six months</u> | |
| 6. | This TV show season was not currently on air, but had aired within the <u>past year</u> | |
| 7. | This TV show season was a past season or season that aired <u>more than a year ago</u> | |

(LAST EST OCCASION: URGENCY)**ASK IF NEW RELEASE [E6=1 OR 4, 5]. DO NOT RANDOMIZE**

E7. When did you purchase [INSERT TITLE]?

(Choose one response.)

| | | |
|---------------|---|--|
| 1. | As an early digital download (available before it is released on disc) | |
| 2. | Within the first week it was released to buy digitally | |
| 3. | Within the first two weeks it was released to buy digitally | |
| 4. | Within the first month it was released to buy digitally | |
| 5. | More than a month after it was released to buy digitally | |

ASK E7B IF E7= CODES 2, 3, or 4. OTHERWISE SKIP TO E8E7b. Was this purchased as an early digital download that was available to buy before the DVD or Blu-ray Disc?
(Choose one response.)

| | | |
|----|-----|--|
| 1. | Yes | |
| 2. | No | |

(LAST EST OCCASION: Planned vs. Impulse)**DO NOT RANDOMIZE**

E8. And which of the following best describes how you decided to digitally buy [INSERT TITLE]?

Choose one response.

| | | |
|----|---|--|
| 1. | I planned to buy a [IF GROUP 3 OR 4, INSERT "TV Show"] [IF GROUP 5, INSERT "movie"] digitally | |
| 2. | I planned to watch a [IF GROUP 3 OR 4, INSERT "TV Show"] [IF GROUP 5, INSERT "movie"], but was not sure if I would buy it digitally or watch it another way | |
| 3. | It was an impulse purchase, I was not planning to buy or rent any TV shows or movies but decided to buy it on impulse | |

(LAST EST OCCASION: Planned vs. Impulse)**DO NOT RANDOMIZE IF E8= CODE 3 [IMPULSE] AUTOCODE E9 AS CODE 3 AND DO NOT ASK E9**

E9. Which of the following best describes how you decided on [INSERT TITLE]?

Choose one response.

| | | |
|----|--|--|
| 1. | I was looking specifically for this title | |
| 2. | I had a few titles in mind I wanted to watch, and this was one of them | |
| 3. | I did not have a specific title in mind | |

(LAST EST OCCASION: Activities before Buying)

E10. Did you do any of the following activities BEFORE deciding to buy a digital copy of [INSERT TITLE]?

DO NOT SHOW HEADERS, RANDOMIZE WITHIN BUCKET, ANCHOR 98, 99**[Insert Validation: For Column 2 the respondent must select ONE item selected in column 1.]****SHADE ALTERNATING ROWS WHITE AND GRAY**

| | | Select all activities that you did | Select the one activity you did FIRST |
|----------------|--|------------------------------------|---------------------------------------|
| | RANDOMIZE ORDER, ANCHOR 98 AND 99 | | |
| | SHOW ALL | | |
| 1. | Browsed to see what was available at the theater | | |
| 2. | Browsed what's on television "live" or on your DVR | | |
| 3. | Browsed the Video-On-Demand or Pay-Per-View section on your TV guide | | |
| 4. | Browsed a subscription streaming site to see what was available to stream | | |
| 5. | Browsed what was available to stream or download for free | | |
| 6. | Browsed what was available to rent digitally for a one-time fee | | |
| 7. | Browsed what was available to buy digitally on another website (other than where I purchased it) | | |
| 8. | Browsed to see what was available to buy on DVD or Blu-ray Disc before finding the title I bought digitally | | |
| 9. | Was browsing/shopping for something other than TV or movies before finding the title I bought | | |
| 10. | Used a search engine (like Google) to find TV Shows/movies to watch | | |
| 27. | Browsed to see what was available to rent on DVD or Blu-ray Disc | | |
| | SHOW 11-16 IF TITLE PLANNED/METHOD NOT PLANNED (e8= 2 or 3 and E9=1) | | |
| 11. | Checked to see if this title was available to rent digitally for a one-time fee | | |
| 12. | Checked to see if this title was available to buy digitally on another website (other than where I purchased) | | |
| 13. | Checked to see if this title was available to buy on DVD or Blu-ray Disc | | |
| 14. | Checked to see if this title was available to rent on DVD or Blu-ray Disc | | |
| 15. | Checked to see if this title was available to stream or download for free | | |
| 16. | Used a search engine (like google) to find this title | | |
| | 17-26, 98-99 SHOW ALL | | |
| 17. | Rented this title on Pay-Per-View/Video-On-Demand before buying it | | |
| 18. | Rented this title digitally online before buying it | | |
| 19. | Rented this title on DVD or Blu-ray disc before buying it | | |
| 20. | Streamed this title through a subscription streaming service before buying it | | |
| 21. | Sampled episode(s) first by streaming with ads for free [TV ONLY] | | |
| 22. | Sampled episode(s) first by streaming through a subscription service [TV ONLY] | | |
| 23. | Read customer reviews or ratings | | |
| 24. | Read critic reviews or ratings | | |
| 25. | Price checked to compare if this title was cheaper to buy digitally on another website | | |
| 26. | Price checked to compare if this title was cheaper to buy this on DVD or Blu-ray disc instead | | |
| 98. | Other _____ (Specify) | | |
| 99. | None, [INSERT E2 SITE] was the first place I went to [MUTUALLY EXCLUSIVE] | | |

(LAST EST OCCASION: ADVANCED PLANNING)

E10b. How far in advance of buying [INSERT TITLE] did you start to look for information (e.g., release date, retailer exclusives, prices, etc.) about it?
(Choose one.)

DO NOT RANDOMIZE LIST

| | | | |
|----|---------------------------|---|--|
| 1. | Not at all in advance | I bought it without looking for information ahead of time | |
| 2. | A couple of days before | | |
| 3. | About a week before | | |
| 4. | Two to three weeks before | | |
| 5. | A month or more | | |

E11 REVISED WAVE 4 – Q3'2016**(LAST EST OCCASION: HAVE WATCHED SINCE BUYING)**

E11. How soon after buying [INSERT TITLE] did you watch it?
(Choose one.)

DO NOT RANDOMIZE LIST

| | | |
|----|--|--|
| 1- | Yes, I watched it immediately after buying it | |
| 2- | Yes, I watched it within the first week after buying it | |
| 3- | Yes, I watched it, but not in the first week after buying it | |
| 5 | The same day | |
| 6 | 1 day later | |
| 7 | 2 days later | |
| 8 | 3 days later | |
| 9 | 4 days later | |
| 10 | 5 days later | |
| 11 | 6 days later | |
| 12 | 7 or more days later | |
| 4. | No, I have not watched it [SKIP TO E15 IF E11=CODE 4] | |

(LAST EST OCCASION: WHERE WATCHED AND WITH WHO)**IF E11 ≠ 4, PLEASE ASK E12 OTHERWISE SKIP TO E15**

E12. Thinking about the first time you watched [INSERT TITLE], please tell us about the occasion when you watched this title.

SHOW ALL QUESTIONS ON SAME SCREEN, RANDOMIZE 18-38

| | | |
|---|---|--|
| | E12a. Who were you with? (Choose all that apply) | |
| 1 | I was watching by myself [MUTUALLY EXCLUSIVE] | |
| 2 | I was watching with friends | |
| 3 | I was watching with my significant other | |
| 4 | I was watching with an adult family member | |
| 5 | I was watching with child under age 12 | |
| 6 | I was watching with a child age 12 to 17 | |
| | E12b. Where were you? (Choose one) | |
| 7 | I was watching at home | |
| 8 | I was traveling (in a plane or car) | |
| 9 | I was at a friend or family members house | |

| | | |
|----|---|--|
| 10 | I was in a public place (like a coffee shop, library, at work, etc.) | |
| 11 | Other (Specify) _____ | |
| | E12c. What day and time was it? (Choose one) | |
| | It was during the week (Monday-Friday): | |
| 12 | Weekday morning/afternoon (5am to 4pm) | |
| 13 | Weekday evening (5pm to 9pm) | |
| 14 | Weekday late night/early am (10pm-4am) | |
| | It was on the weekend (Saturday or Sunday): | |
| 15 | Weekend morning/afternoon (5am to 4pm) | |
| 16 | Weekend evening (5pm to 9pm) | |
| 17 | Weekend late night/early am (10pm-4am) | |
| | E12d. And, which of the following, if any, describes this occasion when you first watched [INSERT TITLE]? (Choose all that apply.) | |
| 18 | I needed to entertain or occupy kid(s) | |
| 19 | This was a planned activity with friends | |
| 20 | This was a family night/family bonding time | |
| 21 | I had some downtime and just wanted to relax | |
| 22 | I couldn't sleep/needed something to watch before bed | |
| 23 | This is part of my schedule or routine | |
| 24 | I wanted something to watch/listen to in the background while I was doing something else | |
| 25 | I'd never watched this TV series and wanted to sample/try it [TV ONLY] | |
| 26 | I wanted to try a new/different type of movie I do not typically watch [MOVIE ONLY] | |
| 27 | I wanted to watch commercial free [TV ONLY] | |
| 28 | I didn't want to leave the house | |
| 29 | I wanted to stay in and save money | |
| 30 | I was having a movie-marathon [MOVIE ONLY] | |
| 31 | I wanted to binge/watch several episodes of this show [TV ONLY] | |
| 32 | I needed to catch up on episodes I missed airing "live" [TV ONLY] | |
| 33 | I needed to catch up on past seasons of this TV show [TV ONLY] | |
| 34 | I wanted to re-watch a past season or episodes of a show I've already seen [TV ONLY] | |
| 35 | My child asked to watch this [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"] | |
| 36 | Another family member asked to watch this [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"] | |
| 37 | I wanted to watch something on a big screen TV | |
| 38 | I wanted something I could watch on a portable device (laptop, tablet, etc.) | |
| 98 | Other (Specify) _____ [ANCHOR] | |
| 99 | None of the above [MUTUALLY EXCLUSIVE, ANCHOR] | |

—(LAST EST OCCASION: NUMBER OF EPISODES—TV ONLY)**ASK FOR TV SHOWS ONLY:**

E13. How many episodes of [INSERT TITLE] did you watch on this particular occasion?
(Choose one.)

| | | |
|----|-----------------------|--|
| | | |
| 1. | One episode | |
| 2. | Two episodes | |
| 3. | Three episodes | |
| 4. | Four or more episodes | |

(LAST EST OCCASION: DEVICE PURCHASED ON AND DEVICE WATCHED ON)

E14. What device did you use to purchase [INSERT TITLE]? And what screen did you use to watch this [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"]?

(Choose one for each column.)

| | PIPE IN ONLY RESPONSES SELECTED IN A1 | Device used to purchase | Screen used to watch |
|-----|---|-------------------------|----------------------|
| 1. | Television set [SHOW IF A1=1-4] | N/A | |
| 2. | Smart TV that has built-in Internet [SHOW IF A1=5] | | |
| 3. | TV set that was connected to an internet streaming device (like an Apple TV or Roku) [SHOW IF A1=10-14, 45, 46] | | |
| 4. | TV set connected to the Internet through a gaming console [SHOW IF A1=21-27] | | |
| 5. | TV set connected to the Internet through a Blu-ray Player [SHOW IF A1=7/8] | | |
| 6. | TV set connected to the Internet through a DVR/PVR or TiVo [SHOW IF A1=9] | | |
| 7. | Desktop Computer [SHOW IF A1=15] | | |
| 8. | Laptop/Notebook Computer [SHOW IF A1=16] | | |
| 9. | Smartphone [SHOW IF A1=17] | | |
| 10. | Tablet [SHOW IF A1=19/20] | | |
| 98. | Other device (specify) _____ | | |

(LAST EST OCCASION: MOTIVATIONS FOR EST PURCHASE)

RANDOMIZE, ANCHOR CODE 98

E15. Still thinking about [INSERT TITLE], why did you decide to buy a digital copy of this title?

(Please choose up to five reasons.)

| | Portability |
|----|---|
| 1 | I wanted to access this [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"] from anywhere, even away from home |
| 2 | I wanted to watch in a room without a DVD or Blu-ray player |
| 3 | I wanted to watch on a portable device (laptop, mobile phone, or tablet) |
| 4 | I wanted to watch in a room without a television set |
| 5 | I like being able to access and store all of my TV shows and movies online through the cloud or digital locker |
| 6 | It was cheap/inexpensive |
| 7 | It was a good value |
| 8 | It was on sale |
| 9 | It was the least expensive option to buy |
| | Availability |
| 10 | This TV show was available to buy digitally soon after the season aired "live" [SHOW TV ONLY] |
| 11 | New episodes of this TV show were available to buy digitally soon after they aired "live" [SHOW FOR TV ONLY] |
| 12 | This movie was available to buy digitally soon after they are released in theaters [SHOW MOVIE ONLY] |
| 13 | This [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"] was only available to buy digitally |

| | Selection |
|----|---|
| 14 | There was a good selection of [IF GROUP 3 OR 4, INSERT "TV shows"] [IF GROUP 5, INSERT "movies"] to choose from when buying digitally |
| 15 | There was a good selection of new release titles to choose from when buying digitally |
| 16 | There was a good selection of hard to find titles when buying digitally |
| | Convenience |
| 17 | It's easy to browse and find shows to watch |
| 18 | Owning the [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"] digitally is a convenient way to watch whenever you want |
| 19 | I could watch immediately, no need to go to the store or wait for it to arrive in the mail |
| 20 | I wanted to watch commercial free |
| 21 | It was convenient, I didn't need to leave the house |
| | Catch-up/Re-watch TV shows |
| 22 | I wanted to binge/watch several episodes of this show [SHOW FOR TV ONLY] |
| 23 | I wanted to watch this [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"] more than once |
| 24 | I wanted to sample/try this TV series [SHOW FOR TV ONLY] |
| 25 | It had all the episodes from the current season of this TV show available to watch [SHOW FOR TV ONLY] |
| 26 | It had episodes of a past seasons of this TV show available to watch [SHOW FOR TV ONLY] |
| | Misc. |
| 27 | I wanted to add this [IF GROUP 3 OR 4, INSERT "TV show"] [IF GROUP 5, INSERT "movie"] to my digital library or collection |
| 28 | It had the best sound quality |
| 29 | It had the best picture/video quality |
| 30 | I wanted the bonus content/special features included |
| 31 | I wanted to watch in high definition |
| 32 | I wanted to watch on a big screen TV |
| 98 | Other not listed (Specify) _____ |

E15a REVISED TO OPEN END WAVE 4 – Q3'2016

(WHY BOUGHT DIGITAL OVER DISC)

RANDOMIZE LIST, ANCHOR 98

E15A. Why did you choose to buy [INSERT TITLE] digitally instead of buying it on DVD or Blu-ray Disc?

(Choose all that apply.)

| | |
|-----|--|
| 1. | It was cheaper to buy digitally |
| 2. | Discs can be lost/damaged/scratched |
| 3. | I wanted to watch on a portable device (such as a laptop, tablet or smartphone) |
| 4. | I wanted to be able to access this [INSERT: show/movie] from anywhere, even away from home |
| 5. | I prefer to store my movies and TV shows in a cloud or digital locker |
| 6. | It was more convenient to watch this way |
| 7. | I could browse and purchase from home, didn't need to go to the store |
| 8. | It was not available to buy on DVD or Blu-ray Disc |
| 9. | I only wanted to purchase some of the episodes, not the entire season [TV SHOWS ONLY] |
| 10. | Other (Specify) _____ [ANCHOR] |

E15a. Why did you choose to buy [INSERT TITLE] digitally instead of buying it on DVD or Blu-ray Disc?

Please be as specific as possible. [QT-OE]

Open-end response- validate three characters [i.e. Minimum 3 characters]

(LAST EST: POST-WATCH ENGAGEMENT)

| | | |
|------|---|--|
| E16. | After you watched [INSERT TITLE], did you do any of the activities listed below? | |
| | Choose all options that apply to you. | |
| | RANDOMIZE | |
| 1. | Recommend it to friends or family | |
| 2. | Post about it on a social network | |
| 3. | Talk about it with friends or family not on a social network | |
| 4. | Go online to find more information about it, e.g., the cast, the director, etc. | |
| 5. | Visit fan pages for it online | |
| 6. | Visit the official website for it | |
| 7. | Buy merchandise related to it, such as toys, clothes, etc. | |
| 8. | Check out other content related to it, e.g., books, comic books, articles, other movies or TV shows, etc. | |
| 9. | Buy or rent other content related to it, e.g., books, comic books, articles, other movies or TV shows, etc. | |
| 98. | Other (Specify) [ANCHOR] | |
| 99. | None of the above [MUTUALLY EXCLUSIVE, ANCHOR] | |

END OF SECTION 2_E (QUESTION COUNT: XX); TOTAL TALLY: XX

For module F [group 6] A1 codes 29-31 [has cable/satellite] must be selected to qualify for this module

IN-DEPTH MODULES SECTION F: VOD (iVOD/cVOD)

NOTE: MOVIES ONLY. GROUP 6 CVOID, INSERT "Pay-Per-View/Video-on-Demand" GROUP 7 iVOD INSERT "digitally" in below intro

Intro: FIRST VOD occasion [Showed for 1st occasion intro and 2nd occasion intro IF it is a different VOD type [e.g. iVOD and then cVOD]

In this section, we would like to find out about your most recent time you rented a movie [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand through your cable/satellite provider"] [IF GROUP 7, INSERT "digitally"].

Please type in the space provided the name of the last most recent movie you rented [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand through your cable/satellite provider"] [IF GROUP 7, INSERT "digitally"]

[PROGRAMMER PLEASE INSERT THIS TITLE EVERYWHERE "[INSERT TITLE]" IS SHOWN]

****NOTE: THIS SECTION WILL NOT BE ANALYZED AT TITLE LEVEL.**

DP NOTE: CODE ALL TITLES ON BACK-END: PREMIUM CHANNEL, ORIGINAL SERIES

Intro: SECOND VOD occasion [Only show if the SAME VOD type: 2 iVOD OR 2 cVOD]. IF 2ND VOD occasion, but DIFFERENT TV/movie type, show 1st intro]

Now, we would like to find out about your second most recent time you rented a movie [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand through your cable/satellite provider"] [IF GROUP 7, INSERT "digitally"]

Please type in the space provided the name of the next most recent movie you rented this way. This would be the most recent time movie before renting [INSERT VOD TITLE 1].

[PROGRAMMER PLEASE INSERT THIS TITLE EVERYWHERE "[INSERT TITLE]" IS SHOWN]

DP NOTE: CODE ALL TITLES ON BACK-END: PREMIUM

Note: IF ASSIGNED TO GROUP 6 WILL SEE "CVOID" IF ASSIGNED TO GROUP 7 WILL SEE "iVOD"

(Last VOD Occasion: Genre)

| | | |
|-----|--------------------------------|--|
| F1. | What genre was this movie? | |
| | (Choose one response.) | |
| | MOVIE GENRES- RANDOMIZE | |
| 1. | Action | |
| 2. | Animated | |
| 3. | Comedy | |
| 4. | Documentary | |

| | | |
|-----|--------------------|--|
| 5. | Drama | |
| 6. | Independent | |
| 7. | Faith/Spirituality | |
| 8. | Classic movies | |
| 9. | Romance | |
| 10. | Children & Family | |
| 11. | Horror | |
| 12. | Musical | |
| 13. | Action-Comedy | |
| 14. | Sci-Fi/Fantasy | |
| 15. | Foreign | |
| 16. | Western | |

(Last iVOD Only: Rental Source)**ASK ONLY IF GROUP 7. OTHERWISE, SKIP QUESTION. RANDOMIZE, ANCHOR CODE 16**

F2. What source did you rent [INSERT TITLE] from?

(Choose one option.)

| | | | |
|---|----------------------|----|---------------------------------|
| 1 | iTunes | 10 | FandangoNOW (also known as MGO) |
| 2 | Amazon Instant Video | 11 | Samsung Media Hub |
| 3 | Cinema Now | 12 | Disney Movies Anywhere |
| 4 | StarzPlay | 13 | PlayStation Store |
| 5 | Googleplay.com | 14 | Xbox Marketplace |
| 6 | Vudu | 15 | YouTube |
| 7 | Nook Video | 16 | Other source (Specify) [ANCHOR] |
| 8 | Flixster | | |
| 9 | Nook Video | | |

(Last iVOD Only: Reason for Choosing Retailer)**ASK ONLY IF GROUP 7. OTHERWISE, SKIP QUESTION.. RANDOMIZE, ANCHOR 98**

F3. Why did you choose [INSERT RETAILER FROM F2]?

(Choose all that apply.)

| | |
|-----|--|
| 1. | It has the lowest prices |
| 2. | I have a collection of TV shows and/or movies stored in a digital cloud or library on this website |
| 3. | It has a good selection of TV Shows (ONLY SHOW FOR TV SHOWS) |
| 4. | It has a good selection of movies |
| 5. | It is easy to browse/shop and find TV and movies I want to watch |
| 6. | It's easy to check-out |
| 7. | It has the best exclusive offers |
| 8. | It's a website I always go to when renting digital copies to download/stream |
| 9. | It's a website that showed up when using a search engine |
| 10. | It offers the best value on renting digital copies to download/stream |
| 11. | It's easy to access from the device I was purchasing it on |
| 12. | It's the easiest way to watch on a portable device |
| 13. | It's the easiest way to watch on my television set |
| 98. | Other reason (Specify) [ANCHOR] |

(Last VOD Occasion: Version Rented)

F4. And what format did you rent this movie in?

(Choose one response.)

| | | |
|----|-------------------------------------|--|
| 1. | Watched in HD (High definition) | |
| 2. | Watched in SD (Standard definition) | |

(Last VOD Occasion: Sources of Awareness)**RANDOMIZE, ANCHOR 99**

F5. In what ways did you learn [INSERT TITLE] was available to rent?

(Choose all that apply.)

| | |
|-----|--|
| 1. | TV commercial |
| 2. | Flipping channels on my television |
| 3. | Browsing the Pay-Per-View/Video-On-Demand section on my television |
| 4. | An advertisement in your social media |
| 5. | An advertisement in a smartphone app |
| 6. | Saw an advertisement somewhere else online (other than on social media or in an app) |
| 7. | Saw an advertisement while in theaters |
| 8. | Social media post from friends or family |
| 9. | Social media post from someone I don't know (such as a celebrity, blogger, etc.) |
| 10. | Saw a special display in a store I was shopping |
| 11. | From friends or family (not including social media) |
| 12. | Around town (billboards, bus ads, etc.) |
| 13. | Newspapers or Magazines |
| 14. | Radio |
| 15. | Reviews from critics |
| 99. | None of these [ANCHOR] |

(Last VOD Occasion: New Release vs. Catalog)

F6. Which of the following best describes when you rented [INSERT TITLE] [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand through your cable/satellite provider"] [IF GROUP 7, INSERT "digitally"]?

(Choose one response.)

| | | |
|----|--|--|
| 1. | It was still playing in theaters | |
| 2. | It was newly released (had been released within the past six months) to buy and rent at home | |
| 3. | It was not newly released, but was released to buy and rent at home within the past year | |
| 4. | This movie was an older film that was released to buy and rent at home more than a year ago | |

~~(Last VOD Occasion: Rental Urgency)~~**~~ASK IF NEW RELEASE (F6=1 or 2). DO NOT RANDOMIZE~~****~~F7. Did you rent [INSERT TITLE]...?~~****~~(Choose one response.)~~**

| | | |
|---------------|--|--|
| 1. | Within the first week it was available to rent | |
| 2. | Within the first two weeks it was available to rent | |

| | | |
|----|--|--|
| 3. | Within the first month it was available to rent | |
| 4. | More than a month after it was available to rent | |

(Last VOD Occasion: Planned vs. Impulse)**DO NOT RANDOMIZE.**

F8. And which best describes how you rented [INSERT TITLE]?

(Choose one response.)

| | | |
|----|---|--|
| 1. | I planned to rent a movie [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand through my cable/satellite provider"] [IF GROUP 7, INSERT "digitally"] | |
| 2. | I planned to watch a movie, but was not sure if I would rent it [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand through my cable/satellite provider"] [IF GROUP 7, INSERT "digitally"] or watch it another way | |
| 3. | It was an impulse rental, I was not planning to buy or rent any TV shows or movies but decided to rent it on impulse | |

(Last VOD Occasion: Title Planned vs. Impulse)**DO NOT RANDOMIZE IF F8= CODE 3 [IMPULSE] AUTOCODE F9 AS CODE 3 AND DO NOT ASK F9**

F9. Which of the following best describes how you decided on [INSERT TITLE]?

(Choose one response.)

| | | |
|----|--|--|
| 1. | I was looking specifically for this title | |
| 2. | I had a few titles in mind I wanted to watch, and this was one of them | |
| 3. | I did not have a specific title in mind | |

(Last VOD Occasion: Activities before Renting)**DO NOT SHOW HEADERS, RANDOMIZE WITHIN BUCKETS, ANCHOR 98/99**

F10. Did you do any of the following activities BEFORE deciding to rent [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand through your cable/satellite provider"] [IF GROUP 7, INSERT "digitally"]? [Insert Validation: For Column 2 the respondent must select ONE item selected in column 1.]

| | Select all activities that you did | Select the one activity you did FIRST |
|---|------------------------------------|---------------------------------------|
| UNPLANNED TITLE/METHOD [F8=2/3 and F9=2/3] SHOW 1-10 SHOW ALL | | |
| 1. Browsed to see what was available at the theater | | |
| 2. Browsed what's on television "live" or on your DVR | | |
| 3. Browsed to see what was available to <u>buy</u> on DVD or Blu-ray Disc | | |
| 4. Browsed to see what was available to <u>buy</u> digitally | | |
| 5. Browsed to see what was available to <u>rent</u> on DVD or Blu-ray Disc | | |
| 6. Browsed to see what was available to download or stream for <u>free</u> | | |
| 7. Used a search engine (like Google) to find movies to watch | | |
| 8. Browsed to see what was available to <u>rent</u> digitally for a one-time fee [SHOW ONLY IF GROUP 6 (cVOD)] | | |
| 9. Browsed to see what was available to <u>rent</u> on Pay-Per-View/Video-On-Demand [SHOW ONLY IF GROUP 7 (iVOD)] | | |

| | | | |
|----|---|--|--|
| 10 | Browsed to see what was available to watch through a subscription streaming website | | |
| | PLANNED TITLE/UNPLANNED METHOD [F9=1 AND F8=2,3] SHOW 11-18 | | |
| 11 | Checked if this title was available to <u>buy</u> on DVD or Blu-ray Disc | | |
| 12 | Checked if this title was available to <u>buy</u> digitally | | |
| 13 | Checked if this title was available to <u>rent</u> on DVD or Blu-ray Disc | | |
| 14 | Checked to see if this title was available to rent on Pay-Per-View/Video-on-Demand (SHOW iVOD ONLY) | | |
| 15 | Checked to see if this title was available to rent digitally for a one-time fee (SHOW PPV/VOD ONLY) | | |
| 16 | Checked if this title was available to download or stream for <u>free</u> | | |
| 17 | Used a search engine (like google) to find out where you could watch this title | | |
| 18 | Checked if it this title was available to watch through a subscription streaming website | | |
| | 19-20, 98-99 SHOW ALL | | |
| 19 | Read customer reviews or ratings before deciding to rent | | |
| 20 | Read critic reviews or ratings before deciding to rent | | |
| 98 | Other (Specify) _____ (ANCHOR) | | |
| 99 | None, [IF GROUP 6 (cVOD), INSERT SITE FROM A2] [IF GROUP 7 (iVOD), INSERT SITE FROM F2] was the first place I went to [MUTUALLY EXCLUSIVE, ANCHOR] | | |

(Last VOD Occasion: Occasion Type)

F11. Thinking about when you rented [INSERT TITLE], please tell us a little more about the occasion when you watched this title.

SHOW ALL QUESTIONS ON SAME SCREEN, RANDOMIZE 18-32

| | | |
|-----|--|--|
| | F11a. Who were you with? (Choose all that apply) | |
| 1. | I was watching by myself [MUTUALLY EXCLUSIVE] | |
| 2. | I was watching with friends | |
| 3. | I was watching with my significant other | |
| 4. | I was watching with an adult family member | |
| 5. | I was watching with child under age 12 | |
| 6. | I was watching with a child age 12 to 17 | |
| | F11b. Where were you? (Choose one) | |
| 7. | I was watching at home | |
| 8. | I was traveling (in a plane or car) | |
| 9. | I was at a friend or family members house | |
| 10. | I was in a public place (like a coffee shop, library, at work, etc.) | |
| 11. | Other (Specify) _____ | |
| | F11c. What day and time was it? | |
| | It was during the week (Monday-Friday): | |
| 12. | Weekday morning/afternoon (5am to 4pm) | |
| 13. | Weekday evening (5pm to 9pm) | |
| 14. | Weekday late night/early am (10pm-4am) | |
| | It was on the weekend (Saturday or Sunday): | |
| 15. | Weekend morning/afternoon (5am to 4pm) | |

| | | |
|-----|---|--|
| 16. | Weekend evening (5pm to 9pm) | |
| 17. | Weekend late night/early am (10pm-4am) | |
| | F11d. And, which of the following, if any, describes this occasion when you rented [INSERT TITLE]? | |
| 18. | I needed to entertain or occupy kid(s) | |
| 19. | This was a planned activity with friends | |
| 20. | This was a family night/family bonding time | |
| 21. | I had some downtime and just wanted to relax | |
| 22. | I couldn't sleep/needed something to watch before bed | |
| 23. | This is part of my schedule or routine | |
| 24. | I wanted something to watch/listen to in the background while I was doing something else | |
| 25. | I wanted to try a new/different type of movie I do not typically watch | |
| 26. | I didn't want to leave the house | |
| 27. | I wanted to stay in and save money | |
| 28. | I was having a movie-marathon | |
| 29. | My child asked to watch this movie | |
| 30. | Another family member asked to watch this movie | |
| 31. | I wanted to watch something on a big screen TV | |
| 32. | I wanted something I could watch on a portable device (laptop, tablet, etc.) | |
| 98. | Other (Specify) [ANCHOR] | |
| 99. | None of the above [MUTUALLY EXCLUSIVE, ANCHOR] | |

(Last cVOD Occasion: Screen Watched On)**RANDOMIZE, ANCHOR 98 ASK ONLY IF GROUP 6 (CVOD)**

F12. And what device did you use to watch this movie?

(Choose one option.)

| | [PIPE IN ONLY RESPONSES SELECTED IN A1] | Screen used to watch |
|-----|--|----------------------|
| 1. | Watched on your television set [SHOW IF A1=1-4] | |
| 2. | Watched on a desktop computer [SHOW IF A1=15] | |
| 3. | Watched on a laptop/notebook computer [SHOW IF A1=16] | |
| 4. | Watched on a tablet (iPad, Kindle Fire, etc.) [SHOW IF A1=19/20] | |
| 98. | Other device (specify) _____ | |

(Last iVOD Occasion: Device Used to Purchase/Watch)**RANDOMIZE, ANCHOR 98 ASK IF IVOD GROUP [GROUP 7] ONLY**

F13. What device did you use to rent [INSERT TITLE]? And what device did you use to watch this movie?

(Choose one for each column.)

| | [PIPE IN ONLY RESPONSES SELECTED IN A1] | Device used to rent | Screen used to watch |
|----|--|---------------------|----------------------|
| 1. | Television set [SHOW IF A1=1-4] | N/A | |
| 2. | Smart TV that has built-in Internet [SHOW IF A1=5] | | |

| | | | |
|-----|---|--|--|
| 3. | TV set that was connected to an internet streaming device (like an Apple TV or Roku) [SHOW IF A1=10-14, 45, 46] | | |
| 4. | TV set connected to the Internet through a gaming console [SHOW IF A1=21-27] | | |
| 5. | TV set connected to the Internet through a Blu-ray Player [SHOW IF A1=7/8] | | |
| 6. | TV set connected to the Internet through a DVR/PVR or TiVo [SHOW IF A1=9] | | |
| 7. | Desktop Computer [SHOW IF A1=15] | | |
| 8. | Laptop/Notebook Computer [SHOW IF A1=16] | | |
| 9. | Smartphone [SHOW IF A1=17] | | |
| 10. | Tablet [SHOW IF A1=19/20] | | |
| 98. | Other device (specify) _____ | | |

(LAST CVOD OCCASION: MOTIVATIONS FOR PPV/VOD)**RANDOMIZE, ANCHOR CODE 98.**

F14. Still thinking about [INSERT TITLE], why did you decide to rent this movie [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand"] [IF GROUP 7, INSERT "digitally"]?

(Please choose up to five reasons.)

| | |
|----|---|
| | Portability |
| 1 | I wanted to access my movies from anywhere, even away from home |
| 2 | I wanted to watch in a room without a DVD or Blu-ray player |
| 3 | I wanted to watch on a portable device (laptop, mobile phone, or tablet) |
| 4 | I wanted to watch in a room without a television set |
| | Cost |
| 5 | It was cheap/inexpensive |
| 6 | It was a good value |
| 7 | It was the least expensive option to rent |
| | Availability |
| 8 | This movie was available to rent digitally soon after it was released in theaters [SHOW ONLY IF GROUP 7 (IVOD)] |
| 9 | This movie was available to rent on Pay-Per-View/Video-On Demand soon after it was released in theaters [SHOW ONLY IF GROUP 6 (CVOD)] |
| 10 | This movie was only available to rent [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand"] [IF GROUP 7, INSERT "digitally"] |
| | Selection |
| 11 | There is a good selection of movies to choose from when renting [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand"] [IF GROUP 7, INSERT "digitally"] |
| 12 | There is a good selection of new release titles to choose from when renting [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand"] [IF GROUP 7, INSERT "digitally"] |
| 13 | There is a good selection of hard to find titles when renting [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand"] [IF GROUP 7, INSERT "digitally"] |
| 14 | There is a good selection of movies available that are still playing in theaters when renting [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand"] [IF GROUP 7, INSERT "digitally"] |
| | Convenience |
| 15 | It was easy to browse and find shows to watch |
| 16 | Renting [IF GROUP 6, INSERT "on Pay-Per-View/Video-On-Demand"] [IF GROUP 7, INSERT "digitally"] is a convenient way to watch whenever you want |
| 17 | I could watch it immediately, no need to go to the store or wait for it to arrive in the mail |
| 18 | It was convenient, I didn't need to leave the house |
| | Misc. |

| | |
|----|--|
| 19 | It had the best sound quality |
| 20 | It had the best picture/video quality |
| 21 | I wanted the bonus content/special features included |
| 22 | I wanted to watch in high definition |
| 23 | I wanted to watch on a big screen TV |
| 98 | Other (Specify) _____ [ANCHOR] |

(LAST VOD OCCASION: SATISFACTION)

| F15.—Overall, how satisfied are you with each of the following aspects of renting {INSERT TITLE}{INSERT+Digitally OR on Pay-Per-View/Video-On-Demand}? Please select only one response per row. | | | | | | |
|--|---|------------------------|-------------------|-----------------------|-----------------------|-------------------------|
| RANDOMIZE LIST: SINGLE RESPONSE PER ROW | | Extremely Satisfied | Very Satisfied | Somewhat Satisfied | Not Very Satisfied | Not At All Satisfied |
| 1. | Ease of browsing/finding movies | | | | | |
| 2. | Ease of completing transaction | | | | | |
| 3. | Convenient to watch | | | | | |
| 4. | Available when you wanted it (did not have to wait) | | | | | |
| 5. | Video quality | | | | | |
| 6. | Value for the money | | | | | |
| 7. | Price | | | | | |
| 8. | Had a good selection of movies I wanted to watch | | | | | |

(Last VOD Occasion: Purchase Intent)

| | | |
|----------------------|---|--|
| F16. | Now that you rented [INSERT TITLE], how likely are you to buy it on DVD, Blu-ray Disc, or Digital Download? | |
| (Choose one option.) | | |
| 1. | Definitely plan to buy it | |
| 2. | Probably plan to buy it | |
| 3. | Might or might not plan to buy it | |
| 4. | Probably would not buy it | |
| 5. | Definitely would not buy it | |

(LAST iVOD/cVOD OCCASION: POST-WATCH ENGAGEMENT)

| | | |
|---------------------------------------|--|--|
| F17. | After you watched [INSERT TITLE], did you do any of the activities listed below? | |
| Choose all options that apply to you. | | |
| RANDOMIZE | | |
| 1. | Recommend it to friends or family | |
| 2. | Post about it on a social network | |
| 3. | Talk about it with friends or family not on a social network | |
| 4. | Go online to find more information about it, e.g., the cast, the director, etc. | |

| | | |
|-----|---|--|
| 5. | Visit fan pages for it online | |
| 6. | Visit the official website for it | |
| 7. | Buy merchandise related to it, such as toys, clothes, etc. | |
| 8. | Check out other content related to it, e.g., books, comic books, articles, other movies or TV shows, etc. | |
| 9. | Check out other content related to it, e.g., books, comic books, articles, other movies or TV shows, etc. | |
| 98. | Other (Specify) [ANCHOR] | |
| 99. | None of the above [MUTUALLY EXCLUSIVE, ANCHOR] | |

END OF SECTION 2_F (QUESTION COUNT: XX); TOTAL TALLY: XX

.....

IN-DEPTH MODULES SECTION G: PHYSICAL DISC BUYERS

Intro: FIRST disc occasion [Showed for 1st occasion intro and 2nd occasion intro IF it is a different TV/Movie type [e.g. TV and then movie occasion]

In this section, we would like to find out about the most recent time you bought a [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] on DVD or Blu-ray Disc?

Please type in the space provided the name of the most recent [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] you bought on DVD or Blu-ray Disc. _____

[PROGRAMMER PLEASE INSERT THIS TITLE EVERYWHERE "[INSERT TITLE]" IS SHOWN
**NOTE: THIS SECTION WILL NOT BE ANALYZED AT TITLE LEVEL.

DP NOTE: CODE ALL TITLES ON BACK-END: PREMIUM CHANNEL, ORIGINAL SERIES

Intro: SECOND disc occasion [Only show if the SAME TV/movie type: 2 movies OR 2 TV]. IF 2nd disc occasion, but DIFFERENT TV/movie type, show 1st intro]

Now, we would like to find out about the second most recent time you bought a DVD or Blu-ray disc of a [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"]

Please type in the space provided the name of the second most recent [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] you bought on disc. This would be the most recent [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] bought before [INSERT DISC TITLE 1].

[PROGRAMMER PLEASE INSERT THIS TITLE EVERYWHERE "[INSERT TITLE]" IS SHOWN

GROUP 8 DISC TV WILL SEE "TV SHOWS" GROUP 9 DISC MOVIE WILL SEE "MOVIES" THROUGHOUT

(Last Disc Purchase: Genre)

G1. What genre was [INSERT DISC TITLE]?

(Choose one.)

| TV SHOW GENRES [SHOW IF GROUP 8; RANDOMIZE] | MOVIE GENRES [SHOW IF GROUP 9; RANDOMIZE] |
|--|--|
| 1. Action/Adventures | 15. Action |
| 2. Comedies | 16. Animated |
| 3. Cop/Crime Drama | 17. Comedy |
| 4. Drama | 18. Documentary |
| 5. Medical Drama | 19. Drama |
| 6. Children's cartoons | 20. Independent |
| 7. Children's live action | 21. Faith/Spirituality |
| 8. Science & Nature | 22. Classic movies |
| 9. Reality | 23. Romance |
| 10. Food & Travel | 24. Children & Family |
| 11. Classic TV shows | 25. Horror |
| 12. Sci-fi & Fantasy | 26. Musical |

| | |
|----------------------------|--------------------|
| 13. Miniseries | 27. Action-Comedy |
| 14. Sports/Sporting Events | 28. Sci-Fi/Fantasy |
| 31. Western | 29. Foreign |
| | 30. Western |

(Last Disc Purchase: Source)

RANDOMIZE, ANCHOR 97-98

G2. Where did you buy [INSERT TITLE] from?

(Choose one.)

| | |
|--------------------------|---|
| 1. Amazon.com | 14. Local Video Store |
| 2. B.J.'s Wholesale Club | 15. Sam's Club |
| 3. Barnes & Noble | 16. Suncoast |
| 4. Best Buy | 17. Target |
| 5. Best Buy.com | 18. Target.com |
| 6. Costco | 19. Toys R' Us |
| 7. Drug Store | 20. Walmart |
| 8. eBay | 21. Walmart.com |
| 9. EB Games | 97. Other online store (specify) _____ [ANCHOR] |
| 10. Fred Meyer | 98. Other physical store (specify) _____ [ANCHOR] |
| 11. FYE | 99. Don't know (ANCHOR; MUTUALLY EXCLUSIVE) |
| 12. Grocery Store | |
| 13. Kmart | |

(Last Disc Purchase: Reason for Retailer)

RANDOMIZE, ANCHOR 98 DO NOT ASK if Selected 99 in G2.

G3. Why did you choose [INSERT RETAILER FROM G2]?

(Choose all that apply.)

| |
|--|
| 1. It has the lowest prices |
| 2. I was shopping at this store for something other than DVDs/Blu-rays and decided to buy it |
| 3. It has a good selection of TV Shows [SHOW ONLY IF GROUP 8 (TV)] |
| 4. It has a good selection of movies [SHOW ONLY IF GROUP 9 (MOVIES)] |
| 5. It's organized in a way that makes it easy to browse/shop |
| 6. It's a store where I do all of my shopping |
| 7. It's easy to check-out |
| 8. It has the best exclusive offers |
| 9. It's a store/website I always go to when buying DVD and Blu-ray Discs |
| 10. It's a store/website that showed up when using a search engine |
| 11. It offers the best value on DVD and Blu-ray Discs |
| 12. It has helpful/knowledgeable staff |
| 13. I found it through a search engine (like Google) when I was searching for this title |
| 14. I have a membership rewards program with this store |
| 15. It's the easiest way to watch on my portable device |
| 16. It's the easiest way to watch on my television set |
| 98. Other reason (Specify) _____ |

(Last Disc Purchase: Version)

| | | |
|---------------|---|--|
| G4. | And what format did you purchase this [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] in? | |
| (Choose one.) | | |
| 1. | DVD | |
| 2. | Blu-ray Disc | |
| 3. | Combo-pack (DVD + Blu-ray Disc + Digital Download) | |

(Last Disc Purchase: Sources of Information)**RANDOMIZE, ANCHOR 98, 99**

G5. In what ways did you learn [INSERT TITLE] was available to buy on DVD or Blu-ray Disc?

(Choose all that apply.)

| | | |
|-----|--|--|
| 1. | TV commercial | |
| 2. | An advertisement in your social media | |
| 3. | An advertisement in a smartphone app | |
| 4. | Saw an advertisement somewhere else online (other than on social media or in an app) | |
| 5. | Saw an advertisement while in theaters | |
| 6. | Social media post from friends or family | |
| 7. | Social media post from someone I don't know (such as a celebrity, blogger, etc.) | |
| 8. | Saw a special display in a store I was shopping | |
| 9. | Browsing the entertainment aisle of a store | |
| 10. | Browsing the entertainment section of a retailer online | |
| 11. | Browsing a circular | |
| 12. | From friends or family (not including social media) | |
| 13. | Around town (billboards, bus ads, etc.) | |
| 14. | Newspapers or Magazines | |
| 15. | Radio | |
| 16. | Reviews from critics | |
| 98. | Other (Specify) [ANCHOR] | |
| 99. | None of these (ANCHOR) | |

(Last Disc Purchase: New Release vs. Catalog)**DO NOT RANDOMIZE**

G6. Which of the following best describes the [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] you bought on DVD or Blu-ray Disc?

(Choose one response.)

| | | |
|----|--|--|
| | IF GROUP 9 (MOVIE), PIPE IN 1-3: | |
| 1. | It was newly released (had been released within the past <u>six</u> month) to buy and rent at home | |
| 2. | It was not newly released, but was released to buy and rent at home within the <u>past year</u> | |
| 3. | This movie was an older film that was released to buy and rent at home <u>more than a year ago</u> . | |
| | IF GROUP 8 (TV SHOW), PIPE IN 4-6: | |
| 4. | This TV Show season was still on air | |
| 5. | This TV Show season was not currently on air, but had aired within the <u>past six months</u> | |
| 6. | This TV Show season was not currently on air, but had aired within the <u>past year</u> | |
| 7. | This TV Show season was a past season or season that aired <u>more than a year ago</u> | |

(Last Disc Purchase: Urgency) (ASKED WAVES 1, 2 AND 4) (DELETED WAVE 3)

| | | |
|---|--|--|
| DO NOT RANDOMIZE | | |
| ASK IF NEW RELEASE (G6=1 OR 4, 5) | | |
| G7. When did you purchase [INSERT TITLE]? | | |
| (Choose one response.) | | |
| 1. | I pre-ordered it (before it is released on disc) | |
| 2. | Within the first week it was released on disc | |
| 3. | Within the first two weeks it was released on disc | |
| 4. | Within the first month it was released on disc | |
| 5. | More than a month after it was released on disc | |

(Last Disc Purchase: Planned vs. Impulse)**DO NOT RANDOMIZE**

G8. And which of the following best describes how you decided to buy [INSERT TITLE]?

(Choose one response.)

| | | |
|---|---|--|
| 1 | I planned to buy a [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] on DVD or Blu-ray Disc | |
| 2 | I planned to watch a [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"], but was not sure if I would buy it on DVD or Blu-ray Disc or watch it another way | |
| 3 | It was an impulse purchase, I was not planning to buy or rent any TV shows or movies but decided to buy it on impulse | |

(Last Disc Purchase: Planned vs. Impulse)**DO NOT RANDOMIZE IF G8= CODE 3 [IMPULSE] AUTOCODE G9 AS CODE 3 AND DO NOT ASK G9**

G9. Which of the following best describes how you decided on [INSERT TITLE]...?

(Choose one response.)

| | | |
|----|--|--|
| 1. | I was looking specifically for this title | |
| 2. | I had a few titles in mind I wanted to watch, and this was one of them | |
| 3. | I did not have a specific title in mind | |

(Last Disc Purchase: Activities before Buying)**DO NOT SHOW HEADERS, RANDOMIZE WITHIN EACH BUCKET, ANCHOR 98/99**

G10. Did you do any of the following activities BEFORE deciding to buy [INSERT TITLE] on DVD or Blu-ray Disc?

[Insert Validation: For Column 2 the respondent must select ONE item selected in column 1.]

| | | | |
|---|---|------------------------------------|---------------------------------------|
| | | Select all activities that you did | Select the one activity you did FIRST |
| | SHOW ALL 1-11 IF UNPLANNED TITLE/METHOD [G8=2 or 3 and G9=2 or 3] | | |
| 1 | Browsed to see what was available at the theater | | |
| 2 | Browsed what's on television "live" or on your DVR | | |
| 3 | Browsed the Video-On-Demand or Pay-Per-View section on your TV guide | | |
| 4 | Browsed a subscription streaming site to see what was available to stream | | |
| 5 | Browsed to see what was available to stream or download for free | | |

| | | | |
|----|--|--|--|
| 6 | Browsed online to see what was available to <u>rent</u> digitally for a one-time fee | | |
| 7 | Browsed to see what was available to <u>rent</u> on DVD or Blu-ray Disc | | |
| 8 | Browsed online to see what was available to <u>buy</u> digitally | | |
| 9 | Browsed another store to see what was available to buy on DVD or Blu-ray Disc (other than the store you bought it at) | | |
| 10 | Was browsing/shopping for something other than TV or movies before finding the title I bought | | |
| 11 | Used a search engine (like Google) to find TV Shows/movies to watch SHOW 12-18 IF TITLE PLANNED/METHOD NOT PLANNED [G8= 2 or 3 and G9=1] | | |
| 12 | Checked online to see if this title was available to <u>rent</u> digitally for a one-time fee | | |
| 13 | Checked to see if this title was available to <u>rent</u> on DVD or Blu-ray Disc | | |
| 14 | Checked to see if this title was available to <u>stream</u> through your subscription streaming service | | |
| 15 | Checked to see if this title was available to <u>rent</u> on Pay-Per-View/Video-On-Demand | | |
| 16 | Checked online to see if this title was available to <u>buy</u> digitally | | |
| 17 | Checked another store to see if this title was available to <u>buy</u> on DVD or Blu-ray Disc (other than the store you bought it at) | | |
| 18 | Used a search engine (like google) to find this title 19- 28, 98-99, SHOW ALL | | |
| 19 | Rented this title on Pay-Per-View/Video-On-Demand before buying it | | |
| 20 | Rented this title digitally before buying it | | |
| 21 | Rented this title on DVD or Blu-ray disc before buying it | | |
| 22 | Streamed this title through a subscription streaming service before buying it | | |
| 23 | Sampled episode(s) first by streaming with ads for free [TV ONLY] | | |
| 24 | Sampled episode(s) first by streaming through a subscription service [TV ONLY] | | |
| 25 | Read customer reviews or ratings | | |
| 26 | Read critic reviews or ratings | | |
| 27 | Price checked to compare if this title was cheaper to buy digitally instead of on DVD or Blu-ray disc | | |
| 28 | Price checked to compare if this title was cheaper to buy this on DVD or Blu-ray disc at another store | | |
| 98 | Other _____ (Specify) [ANCHOR] | | |
| 99 | None, [INSERT G2 STORE] was the first place I went to [MUTUALLY EXCLUSIVE, ANCHOR] | | |

(LAST DISC PURCHASE OCCASION: ADVANCED PLANNING)

G10b. How far in advance of buying **[INSERT TITLE]** did you start to look for information (e.g., release date, retailer exclusives, prices, etc.) about it?
(Choose one.)

DO NOT RANDOMIZE LIST

| | | |
|----|--|--|
| 1. | Not at all in advance , I bought it without looking for information ahead of time | |
| 2. | A couple of days before | |
| 3. | About a week before | |
| 4. | Two to three weeks before | |
| 5. | A month or more | |

G11 REVISED WAVE 4 – Q3'2016**(LAST DISC PURCHASE OCCASION: HAVE WATCHED SINCE BUYING)**

G11. How soon after buying **[INSERT TITLE]** did you watch it?
(Choose one.)

DO NOT RANDOMIZE LIST

| | | |
|----|---|--|
| 1- | Yes, I watched it immediately after buying it | |
| 2- | Yes, I watched it within the first week after buying it | |
| 3- | Yes, I watched it, but not in the first week after buying it | |
| 5 | The same day | |
| 6 | 1 day later | |
| 7 | 2 days later | |
| 8 | 3 days later | |
| 9 | 4 days later | |
| 10 | 5 days later | |
| 11 | 6 days later | |
| 12 | 7 or more days later | |
| 4. | No, I have not watched it [SKIP TO G15 IF G11=CODE 4] | |

(Last Disc Purchase: Occasion Type)**IF G11 ≠ 4, PLEASE ASK G12 OTHERWISE SKIP TO G15**

G12. Thinking about the first time you watched **[INSERT TITLE]**, please tell us about the occasion when you watched this title.

SHOW ALL QUESTIONS ON SAME SCREEN, RANDOMIZE 18-38

| | | |
|----|--|--|
| | G12a. Who were you with? (Choose all that apply) | |
| 1 | I was watching by myself (MUTUALLY EXCLUSIVE) | |
| 2 | I was watching with friends | |
| 3 | I was watching with my significant other | |
| 4 | I was watching with an adult family member | |
| 5 | I was watching with child <u>under age 12</u> | |
| 6 | I was watching with a <u>child age 12 to 17</u> | |
| | G12b. Where were you? (Choose one) | |
| 7 | I was watching at home | |
| 8 | I was traveling (in a plane or car) | |
| 9 | I was at a friend or family members house | |
| 10 | I was In a public place (like a coffee shop, library, at work, etc.) | |
| 11 | Other (Specify) _____ | |
| | G12c. What day and time was it? (Choose one) | |
| | <u>It was during the week (Monday-Friday):</u> | |
| 12 | Weekday morning/afternoon (5am to 4pm) | |
| 13 | Weekday evening (5pm to 9pm) | |
| 14 | Weekday late night/early am (10pm-4am) | |
| | <u>It was on the weekend (Saturday or Sunday):</u> | |
| 15 | Weekend morning/afternoon (5am to 4pm) | |
| 16 | Weekend evening (5pm to 9pm) | |
| 17 | Weekend late night/early am (10pm-4am) | |

| | | |
|----|---|--|
| | G12d. And, which of the following, if any, describes this occasion when you <u>first</u> watched [INSERT TITLE]? | |
| 18 | I needed to entertain or occupy kid(s) | |
| 19 | This was a planned activity with friends | |
| 20 | This was a family night/family bonding time | |
| 21 | I had some downtime and just wanted to relax | |
| 22 | I couldn't sleep/needed something to watch before bed | |
| 23 | This is part of my schedule or routine | |
| 24 | I wanted something to watch/listen to in the background while I was doing something else | |
| 25 | I'd never watched this TV series and wanted to sample/try it [TV ONLY] | |
| 26 | I wanted to try a new/different type of movie I do not typically watch [MOVIE ONLY] | |
| 27 | I wanted to watch commercial free [TV ONLY] | |
| 28 | I didn't want to leave the house | |
| 29 | I wanted to stay in and save money | |
| 30 | I was having a movie-marathon [MOVIE ONLY] | |
| 31 | I wanted to binge/watch several episodes of this show [TV ONLY] | |
| 32 | I needed to catch up on episodes I missed airing "live" [TV ONLY] | |
| 33 | I needed to catch up on past seasons of this TV show [TV ONLY] | |
| 34 | I wanted to re-watch a past season or episodes of a show I've already seen [TV ONLY] | |
| 35 | My child asked to watch this [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] | |
| 36 | Another family member asked to watch this [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] | |
| 37 | I wanted to watch something on a big screen TV | |
| 38 | I wanted something I could watch on a portable device (laptop, tablet, etc.) | |
| 39 | Other (Specify) _____ [ANCHOR] | |
| 40 | None of the above [MUTUALLY EXCLUSIVE, ANCHOR] | |

—(Last Disc Purchase: Number of Episodes – TV ONLY)

| | | |
|---|-----------------------|--|
| ASK FOR TV SHOWS ONLY | | |
| G13. How many episodes of [INSERT TITLE] did you watch on this particular occasion? | | |
| ———(Choose one response).——— | | |
| 1. | One episode | |
| 2. | Two episodes | |
| 3. | Three episodes | |
| 4. | Four or more episodes | |

(Last Disc Purchase: Screen Watched On)

| | | |
|--|--|--|
| G14. And still thinking about the first time you watched, what screen did you use to watch this [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"]? | | |
| (Choose one response.) | | |
| | [PIPE IN ONLY RESPONSES SELECTED IN A1] | |
| 1. | TV set connected to a gaming console [A1= 21-27] | |
| 2. | TV set connected to a DVD player [A1=6] | |
| 3. | TV set connected to a Blu-ray Player [A1=7,8] | |
| 4. | Desktop Computer [A1=15] | |
| 5. | Laptop/Notebook Computer [A1=16] | |
| 6. | Other device (specify) _____ | |

(Last Disc Purchase: Motivations for Buying On Disc)

RANDOMIZE, ANCHOR CODE 98

G15. Still thinking about [INSERT TITLE], why did you decide to buy this title on DVD or Blu-ray Disc?

(Please choose up to five reasons.)

| | | |
|-----------------------------------|--|--|
| Portability | | |
| 1. | I wanted to watch on a portable device (laptop, mobile phone, or tablet) | |
| 2. | I wanted to watch in a room without a television set | |
| Cost | | |
| 3. | It was cheap/inexpensive | |
| 4. | It was a good value | |
| 5. | It was on sale | |
| 6. | It was the least expensive option to buy | |
| Availability | | |
| 7. | It was available to buy on disc soon after the season aired [SHOW TV ONLY] | |
| 8. | It was available to buy on disc soon after it was released in theaters [SHOW MOVIE ONLY] | |
| 9. | This [INSERT TV show/movie] was <u>only</u> available to buy on DVD or Blu-ray Disc | |
| Selection | | |
| 10. | There's a good selection of [IF GROUP 8, INSERT "TV shows"] [IF GROUP 9, INSERT "movies"] to choose from when buying on disc | |
| 11. | There's a good selection of <u>new release</u> titles to choose from when buying on disc | |
| 12. | There's a good selection of <u>hard to find</u> titles to choose from when buying on disc | |
| Convenience | | |
| 13. | It was easy to browse and find shows to watch | |
| 14. | Owning the [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] on disc is a convenient way to watch whenever you want | |
| 15. | I wanted to watch commercial free [SHOW FOR TV ONLY] | |
| 16. | It was convenient, I was already out shopping and picked it up | |
| Catch-up/Re-watch TV shows | | |
| 17. | I wanted to binge/watch several episodes of this show [SHOW FOR TV ONLY] | |
| 18. | I wanted to watch this [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] more than once | |
| 19. | I wanted to sample/try a new TV series [SHOW FOR TV ONLY] | |
| 20. | I wanted to watch all the episodes from the <u>current</u> season of this TV show [SHOW FOR TV ONLY] | |
| 21. | I wanted to watch <u>past</u> seasons of this TV show [SHOW FOR TV ONLY] | |
| Misc. | | |
| 22. | I wanted to add this [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] to my library or collection of DVDs/Blu-ray Discs | |
| 23. | I wanted the best sound quality | |
| 24. | I wanted the best picture/video quality | |
| 25. | I wanted the bonus content/special features included | |
| 26. | I wanted to watch in high definition | |
| 27. | I wanted to own a physical copy of this [IF GROUP 8, INSERT "TV show"] [IF GROUP 9, INSERT "movie"] | |
| 28. | I wanted to watch on a big screen TV | |
| 29. | I wanted to be able to lend it to other people | |
| 98. | Other (Specify) _____ [ANCHOR] | |

G15a. Why did you choose to buy **[INSERT TITLE]** on DVD or Blu-ray Disc instead of buying it digitally?

Please be as specific as possible. **[QT-OE]**

Open-end response- validate three characters [i.e. Minimum 3 characters]

(LAST DISC PURCHASE OCCASION: POST-WATCH ENGAGEMENT)

| | | |
|-----|---|--|
| | G16. After you watched [INSERT TITLE] , did you do any of the activities listed below? | |
| | Choose all options that apply to you. | |
| | RANDOMIZE | |
| 1. | Recommend it to friends or family | |
| 2. | Post about it on a social network | |
| 3. | Talk about it with friends or family not on a social network | |
| 4. | Go online to find more information about it, e.g., the cast, the director, etc. | |
| 5. | Visit fan pages for it online | |
| 6. | Visit the official website for it | |
| 7. | Buy merchandise related to it, such as toys, clothes, etc. | |
| 8. | Check out other content related to it, e.g., books, comic books, articles, other movies or TV shows, etc. | |
| 9. | Buy or rent other content related to it, e.g., books, comic books, articles, other movies or TV shows, etc. | |
| 98. | Other (Specify) [ANCHOR] | |
| 99. | None of the above [MUTUALLY EXCLUSIVE, ANCHOR] | |

END OF SECTION 2_G (QUESTION COUNT); TOTAL TALLY: XX

SECTION 3: PROFILING, DEMOGRAPHICS & PSYCHOGRAPHICS

DM1 DELETED WAVE ?? (TV SHOWS WATCHED PAST WEEK)

DM2 DELETED WAVE 2 (CHARACTERISTICS BEST DESCRIBE)

These next few questions are for classification purposes only.

| FUSION | | [SR] |
|------------------------------------|---|------|
| ASK IF QS4 (AGE) = 21+ ONLY | | |
| DM3. | Are you a parent of at least one child under 18 years old who lives with you at least part of the time? Choose one. | |
| | Yes..... | 1 |
| | No..... | 2 |

DM4 DELETED WAVE ?? (SIZE OF HH)

| ASK IF YES AT QDM3. | | | |
|-------------------------------------|---|-------------|-------------|
| SKIP DM5 IF DM3= CODE 2 "NO" | | | |
| DM5. | Please indicate the age and gender of all your children under 18 living in your household? | [MR] | [MR] |
| | | Male | Female |
| Choose all that apply. | | | |
| 1 | Under 2 | | |
| 2 | 2 to 3 years old | | |
| 3 | 4 to 5 years old | | |
| 4 | 6 to 8 years old | | |
| 5 | 9 to 11 years old | | |
| 6 | 12 to 14 years old | | |
| 7 | 15 to 17 years old | | |

| ASK ALL | | [MR] |
|----------------|---|-------------|
| DM6. | Who are the other people living in your household as they relate to you? Please include babies, but not students living away from home. | |
| | Parent(s) | 1 |
| | Child(ren) | 2 |
| | Grandparent(s) | 3 |
| | Grandchild(ren) | 4 |
| | Spouse/Partner/Boyfriend/Girlfriend | 5 |
| | Other/Extended family member (niece/nephew, aunt/uncle, brother/sister in-law) | 6 |
| | Unrelated house/roommate | 7 |

| | | |
|------|---|------|
| DM7. | What is your total annual household income before taxes? Choose one. | [SR] |
| | Under \$20,000 | 1 |

| | |
|------------------------|----|
| \$20,000 to \$29,999 | 2 |
| \$30,000 to \$39,999 | 3 |
| \$40,000 to \$59,999 | 4 |
| \$60,000 to \$74,999 | 5 |
| \$75,000 to \$99,999 | 6 |
| \$100,000 to \$149,999 | 7 |
| \$150,000 to \$199,999 | 8 |
| \$200,000 and over | 9 |
| Prefer not to answer | 10 |

DM8 DELETED WAVE 2

| | |
|---|------|
| DM9. Which of the following best describes your current employment status? Choose one. | [SR] |
| Employed full time | 1 |
| Employed part time | 2 |
| Retired | 3 |
| Not employed | 4 |

DM10 DELETED WAVE 2

| | |
|--|------|
| DM11. Which of the following is the highest level of education that you have completed? Choose one. | [SR] |
| Some high school or less | 1 |
| High school graduate | 2 |
| Some college | 3 |
| College graduate (4-year) | 4 |
| Some post-graduate work | 5 |
| Post-graduate degree | 6 |
| Prefer not to answer | 7 |

| | |
|---|------|
| DM12. What is your marital status? Choose one. | [SR] |
| Single | 1 |
| Living with a partner | 2 |
| Married | 3 |
| Prefer not to answer | 4 |

DM13 DELETED WAVE 2

END OF SECTION 3

Thank you for your participation!

PROGRAMMER PLEASE SHOW SCREEN WITH ATTENTION/STRAIGHT-LINE CHECKS:

STRAIGHT-LINE CHECKS: C2, C3, C5b, C4, C10, C11, C12, C13b, C20, A12a

ATTENTION CHECKS/FLAGS: A1, AT1, C4-(CODE 41), C12-(CODE 40), C20 (code 58),

SHOW COUNTS FOR THE FOLLOWING:

FAILED 1 OF THE ABOVE – FLAG DO NOT TERMINATE

FAILED 2 OF THE ABOVE – FLAG DO NOT TERMINATE

FAILED 3 OR MORE – TERMINATE, DO NOT COUNT AS COMPLETE