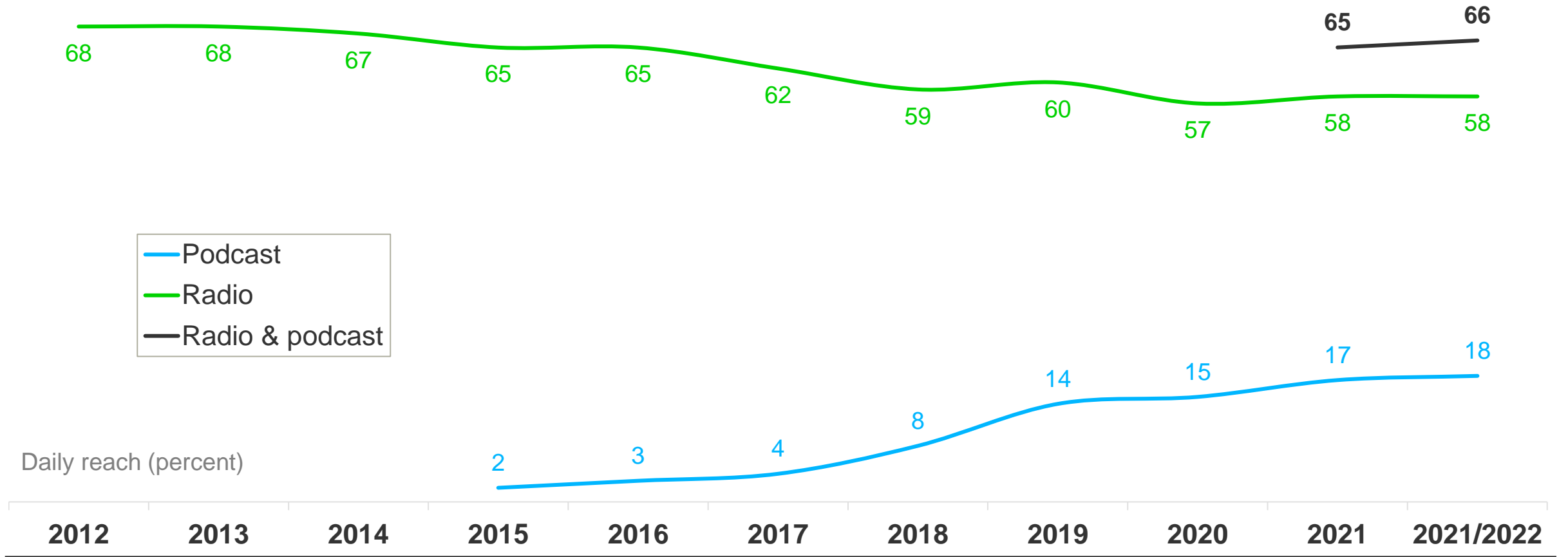
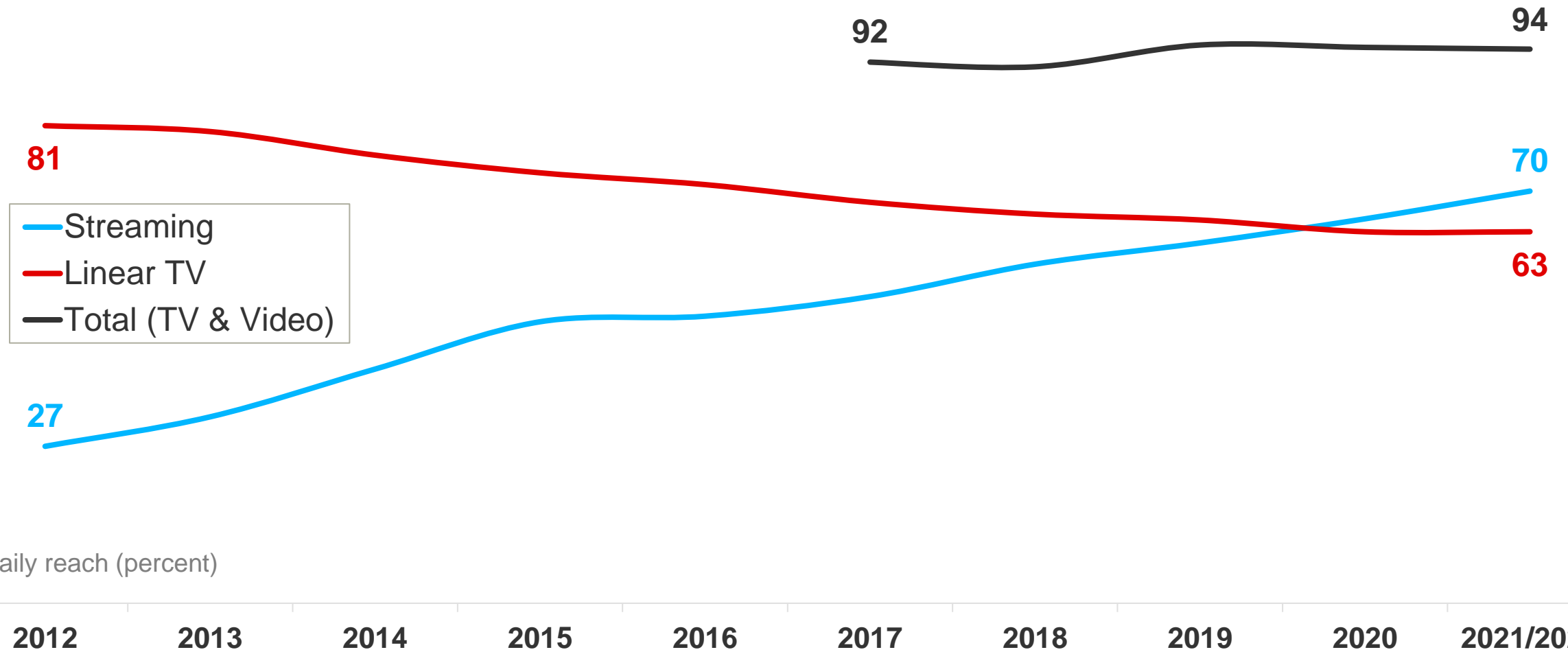


Podcasts increase the consumption of total audio

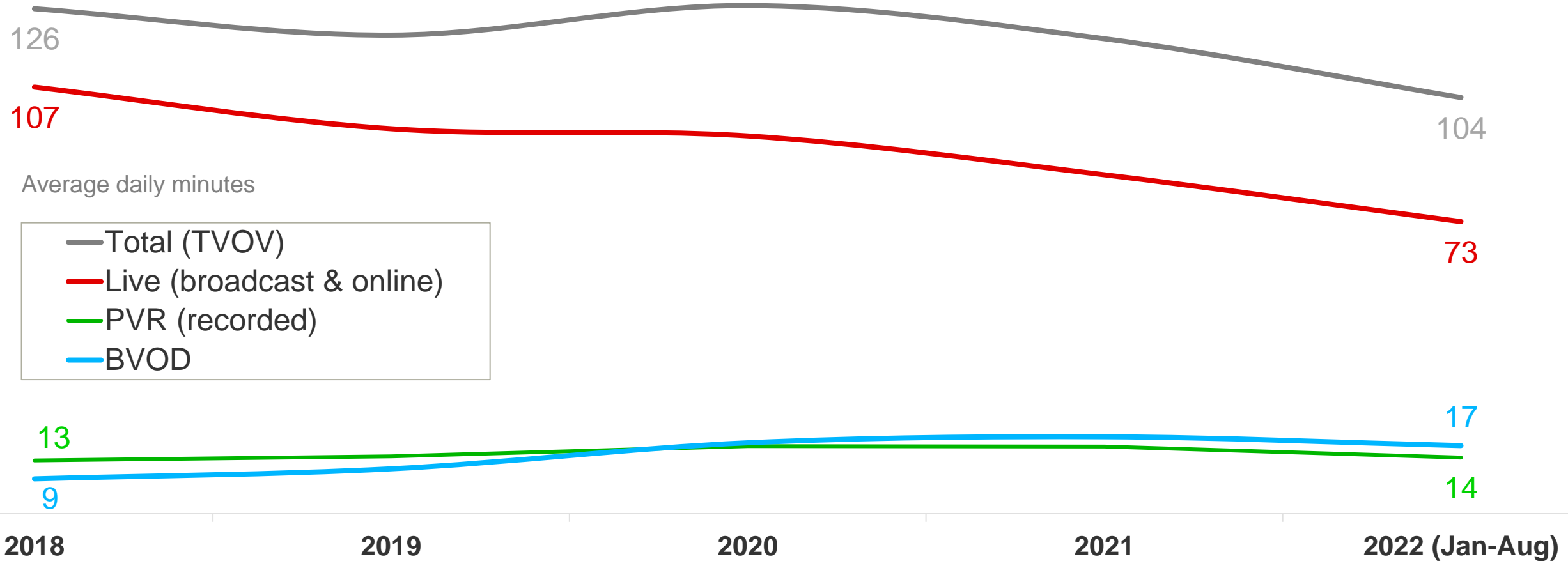


Linear TV decreases while streaming increases

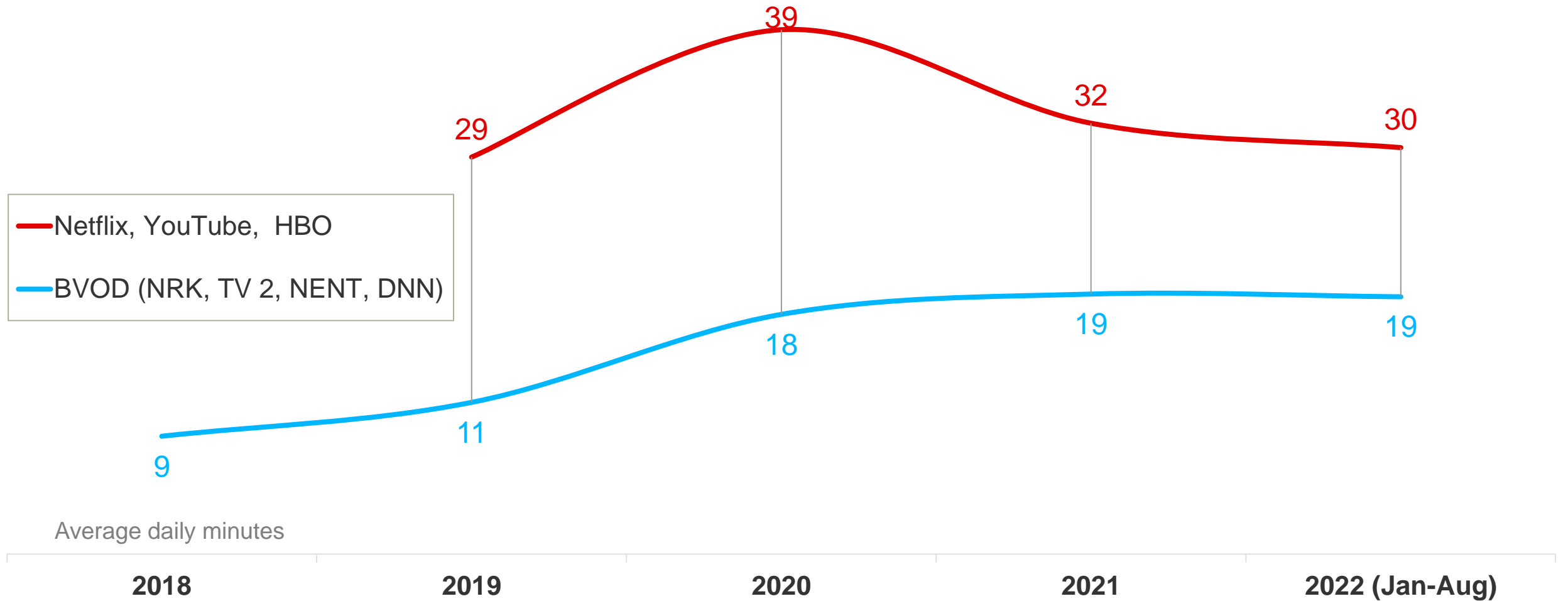


Daily reach (percent)

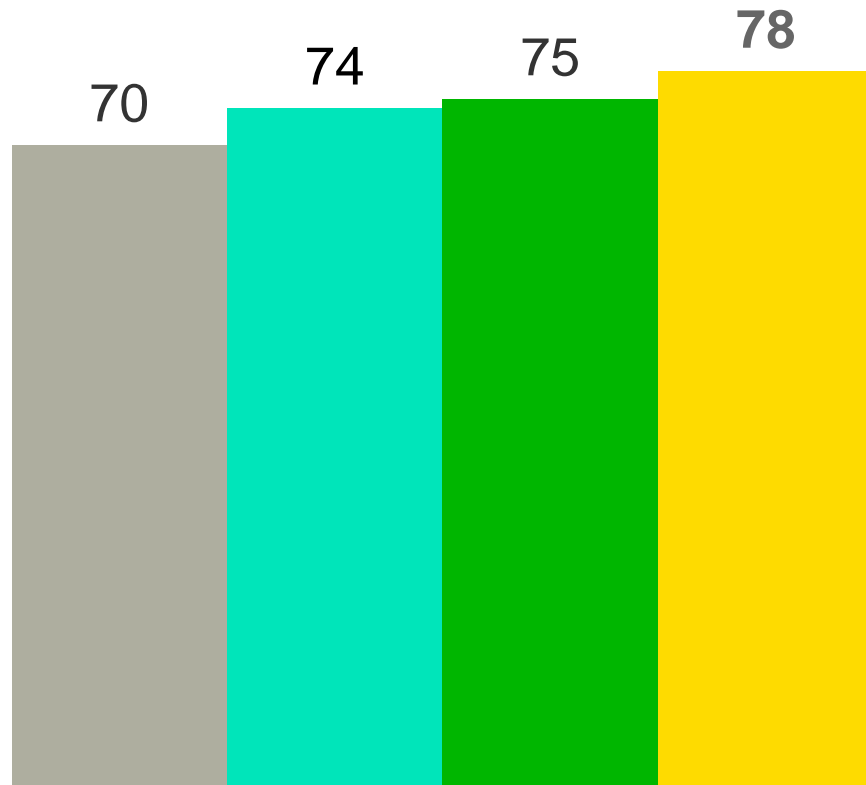
Time spent on live TV declines, while time spent on BVOD is increasing



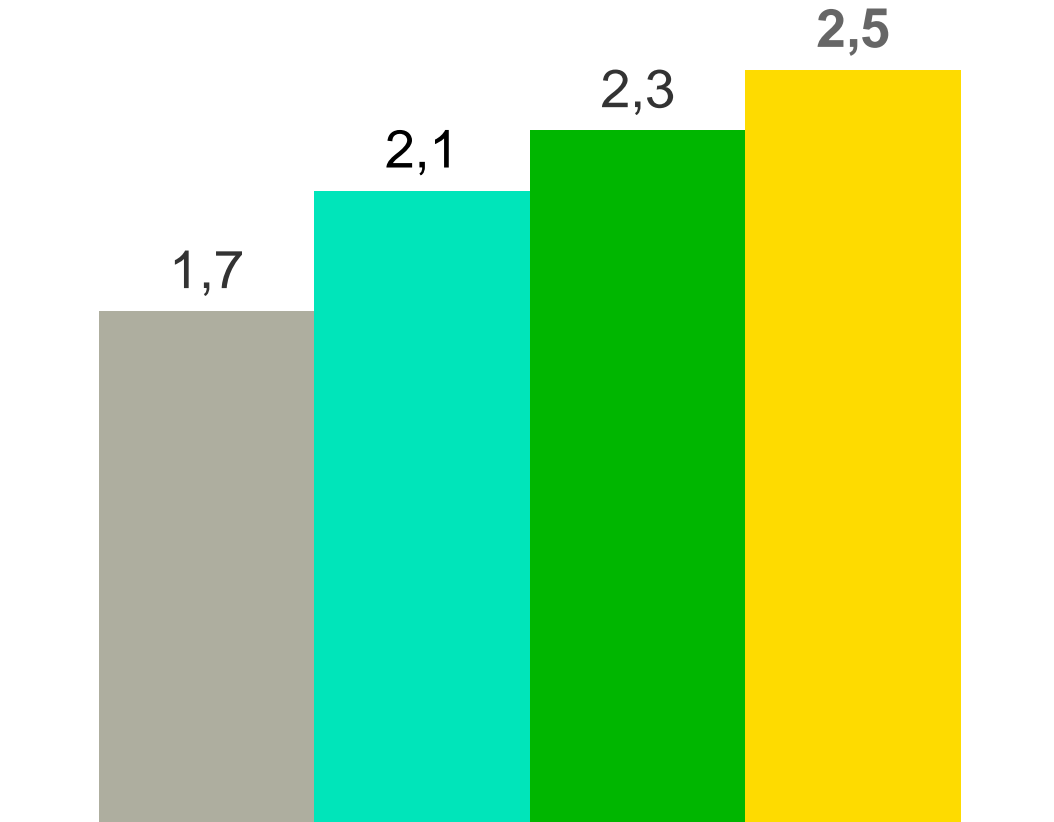
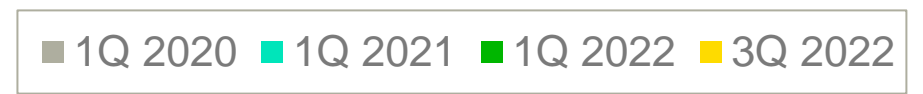
Netflix, YouTube & HBO declines, while BVOD increases



More and more people have access to SVOD



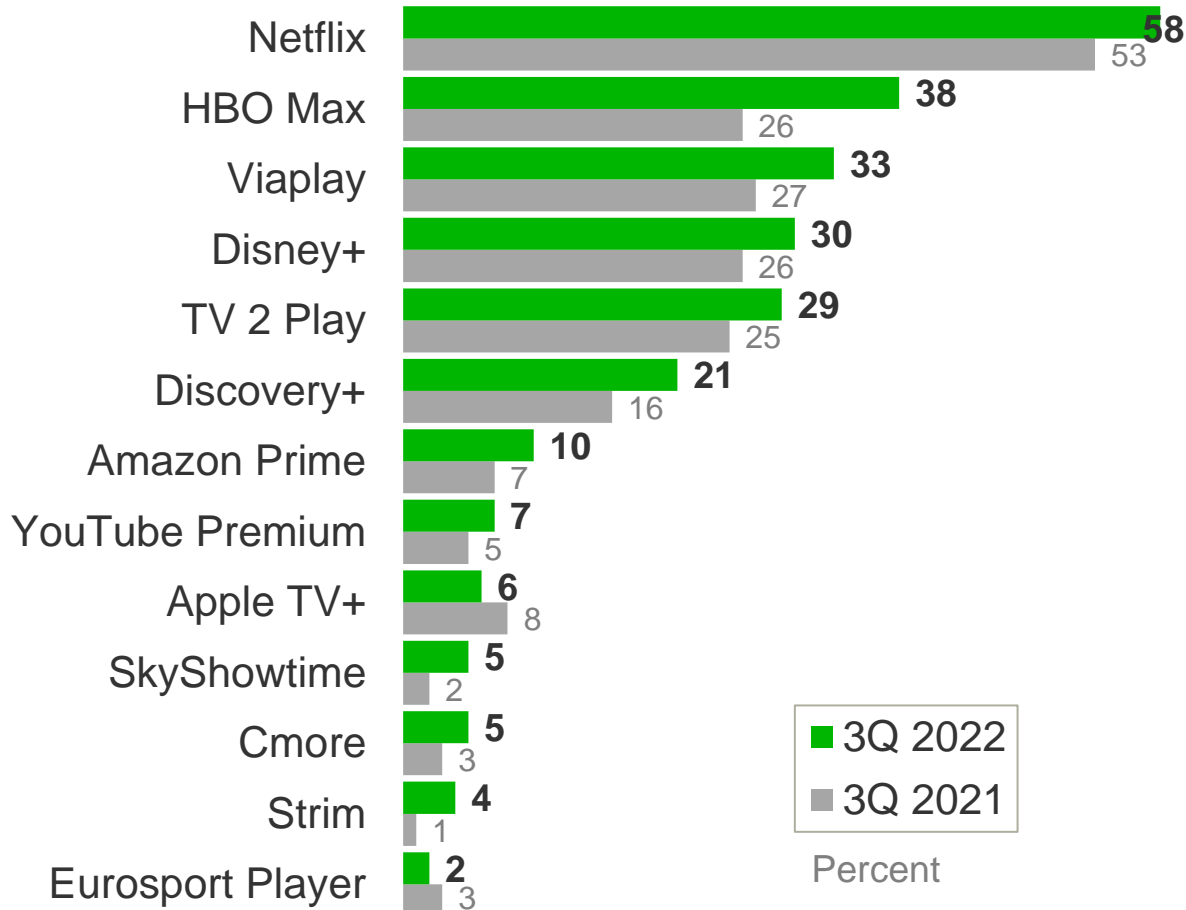
At least one SVOD



Number of streaming services

More subscribers (SVOD) and high daily use

Subscription of SVOD



Daily reach of streaming

