

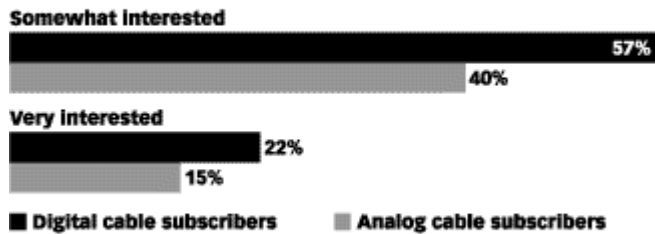


Cable Customers Want Their iTV

16 January 2001

According to the [Cable & Telecommunications Association for Marketing](#) (CTAM), 79% of digital cable and 55% of analog cable subscribers are very or somewhat interested in interactive television (iTV) features.

Level of Interest of US Digital Cable and Analog Customers in Interactive TV, 2000 (as a % of digital and analog subscribers)

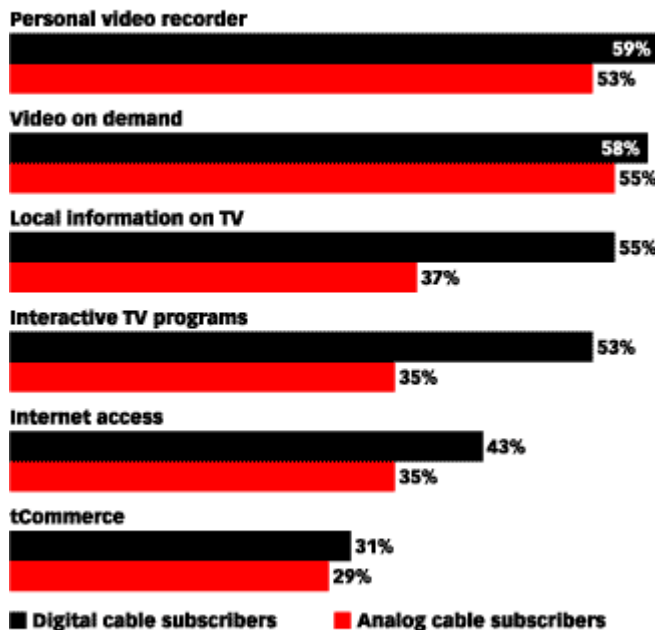


Source: Cable & Telecommunications Association for Marketing, 2001
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After studying the current television behavior of those cable subscribers with an interest in iTV, CTAM made the following discoveries: 78% of digital and 69% of analog subscribers watch television with family or friends, 69% of digital and 60% of analog subscribers flip or surf through channels and 43% of digital and 36% of analog subscribers watch two or more programs at the same time.

CTAM asked cable subscribers what features of iTV they desired most. Subscribers responded to personal video recorders and video on demand as the most appealing iTV features.

Most Appealing Features of Interactive Television for Digital and Analog Cable Customers, 2000 (as a % of digital and analog subscribers)



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CTAM notes that in PC-homes, 86% of digital cable customers very interested in iTV and 80% of all analog cable customers have their television in the same room as their personal computer.