



# THE CHANGING FACE OF TELEVISION

AS THE WAY WE CONSUME CONTENT HAS EVOLVED, SO TOO HAVE THE SCREENS WE WATCH THEM ON

TRADITIONAL TV SCREENS FOLLOW A 4:3 SCREEN RATIO

Over the past ten years, television has undergone a drastic change. As technology advances, television has moved from the small screen to even smaller screens.

Traditional media is in decline and new forms of digital media have taken over. Today, it is not unusual to watch tv on your laptop, tablet, or even your telephone. The viewing landscape is evolving.

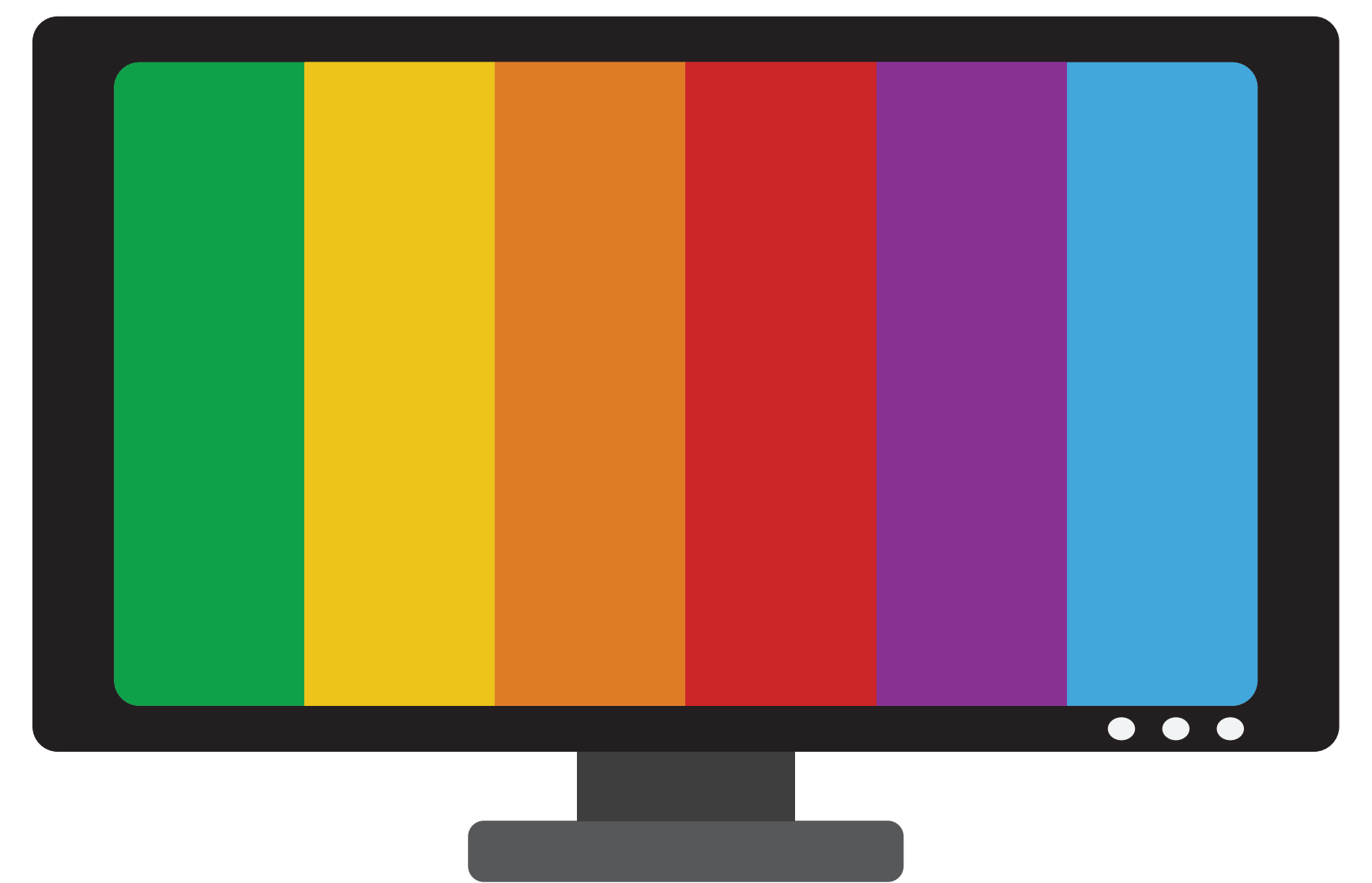
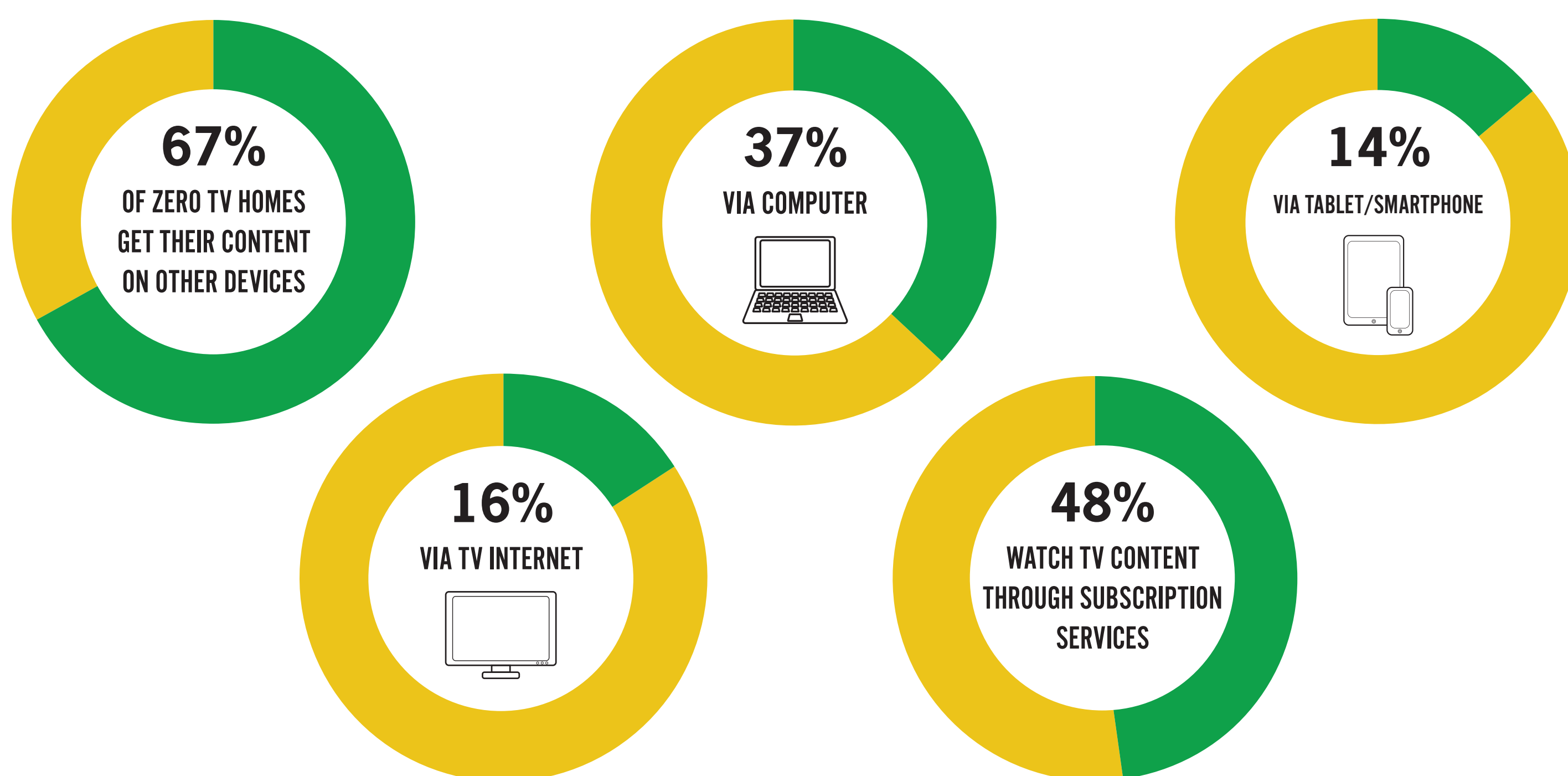
The growing penetration of new devices and the popularity of subscription based streaming services, time-shifted and over-the-top viewing — as well as cord-cutting and cord

shaving — are fundamentally changing the TV industry.

Increased opportunities for content discovery on digital platforms, through over the top services, or through media companies' providing their content online, accessible across an array of devices, all provide a vast media playground for the consumer who is now in control of what they watch and when they watch it.

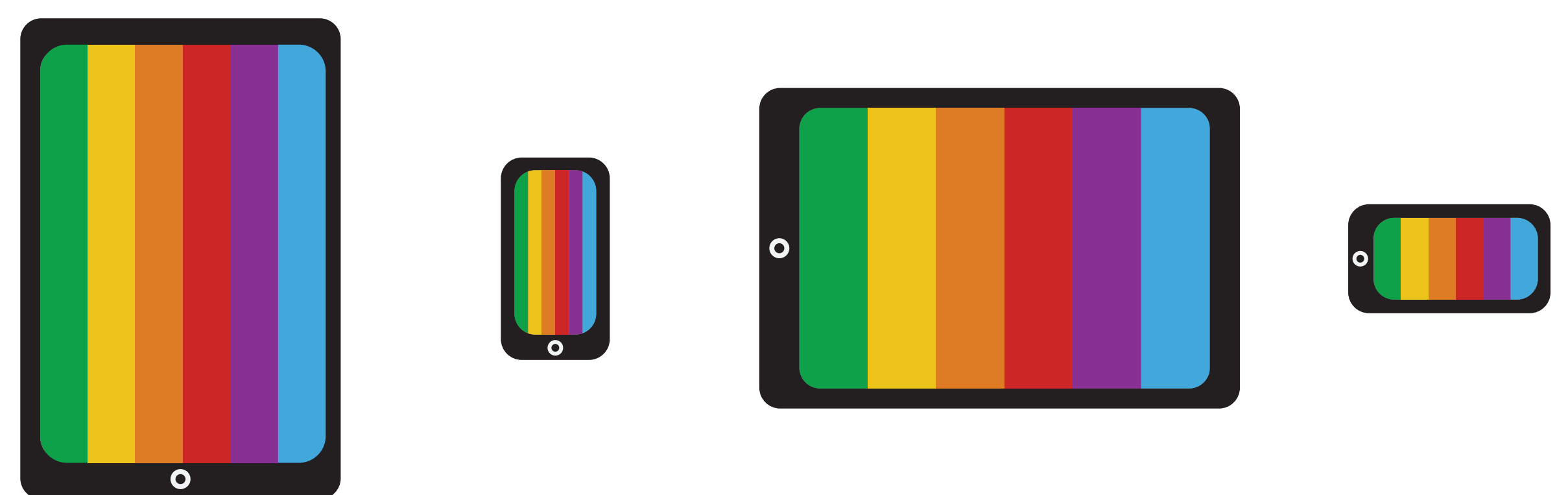
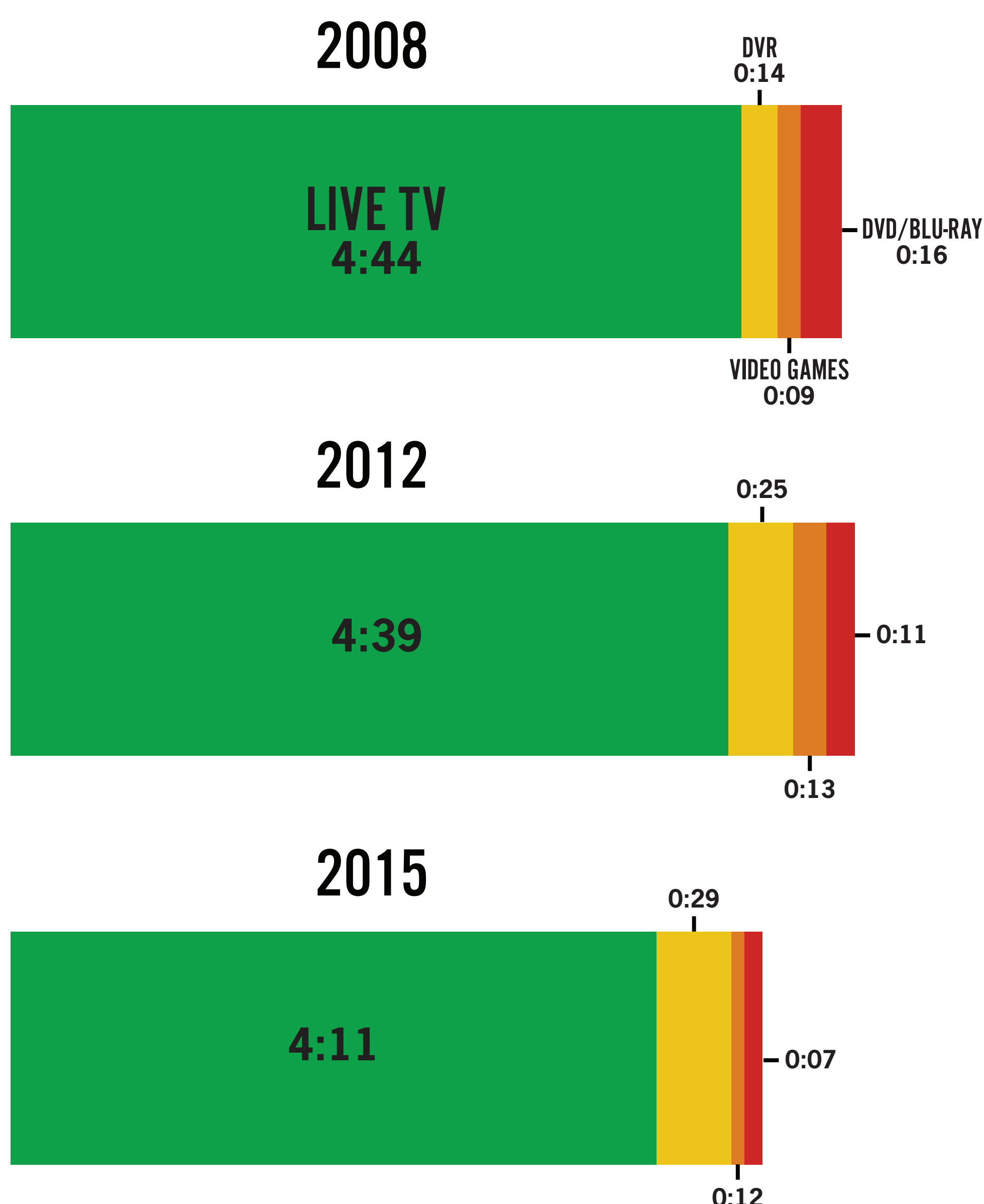
Time will tell what will happen next with television technology. Perhaps someday soon we will be watching Netflix on a 3D holographic screen!

IN ZERO TV HOMES THE MAJORITY OF SCREEN TIME IS AWAY FROM A TRADITIONAL TELEVISION SET



MODERN HD TV SCREENS ARE WIDESCREEN AND FOLLOW A 16:9 RATIO

AVERAGE SCREEN TIME SPENT PER PERSON PER DAY



ALTHOUGH TABLET AND MOBILE DEVICES HAVE SMALLER SCREENS THEY TOO FOLLOW A 4:3 AND 16:9 ASPECT RATIO

A BRIEF HISTORY OF CONTENT VIEWING DEVICES

