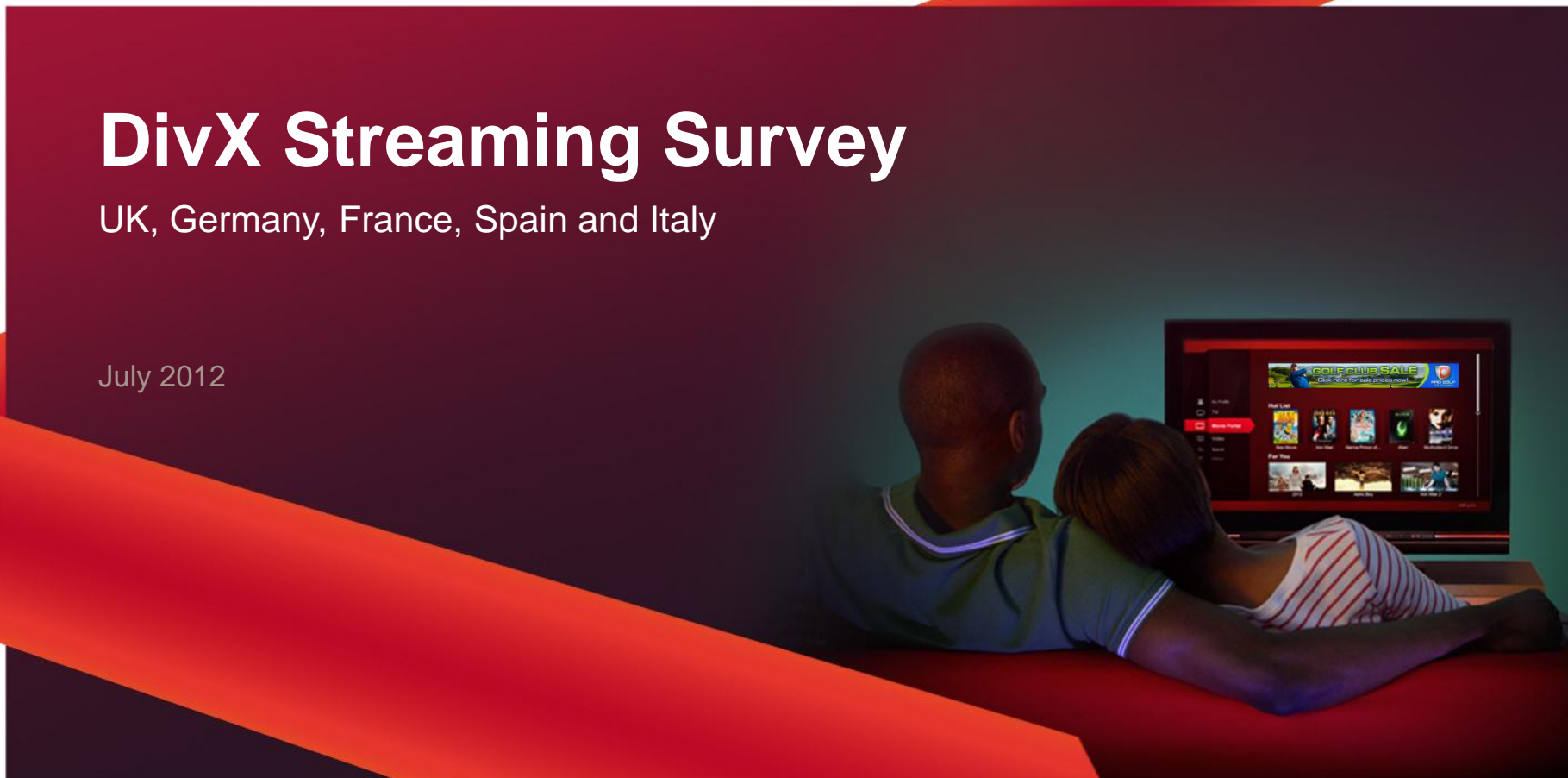


# DivX Streaming Survey

UK, Germany, France, Spain and Italy

July 2012



**rovi**

# Results Region

# Summary (Region)

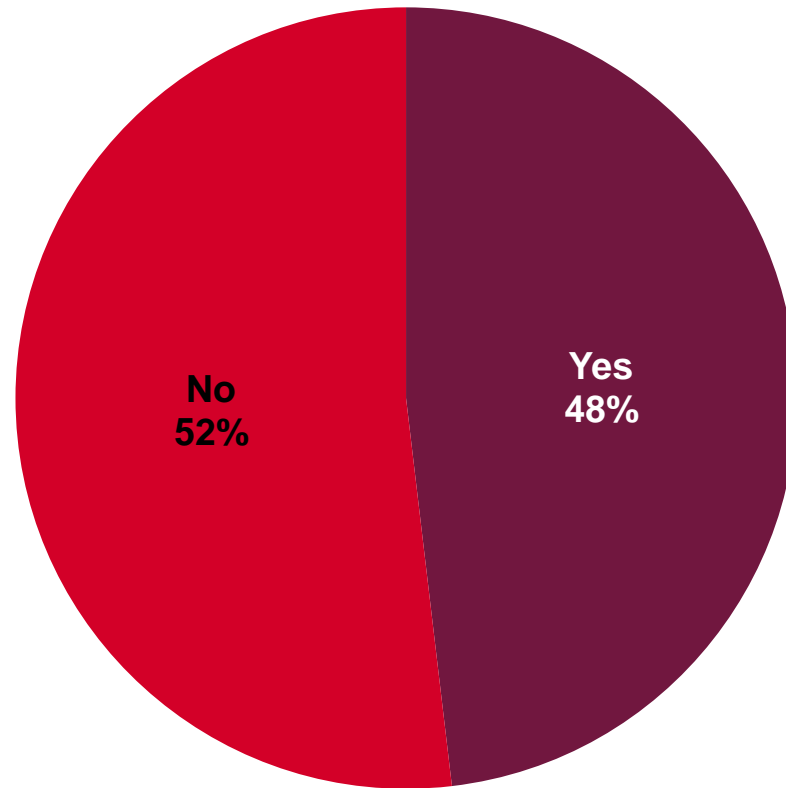
## About the survey

- Goal: Understanding the video streaming behavior of the DivX community
- Method: Opt-in online survey, targeting DivX community in the UK, France, Germany, Spain and Italy
- Sample size: 13,700 respondents

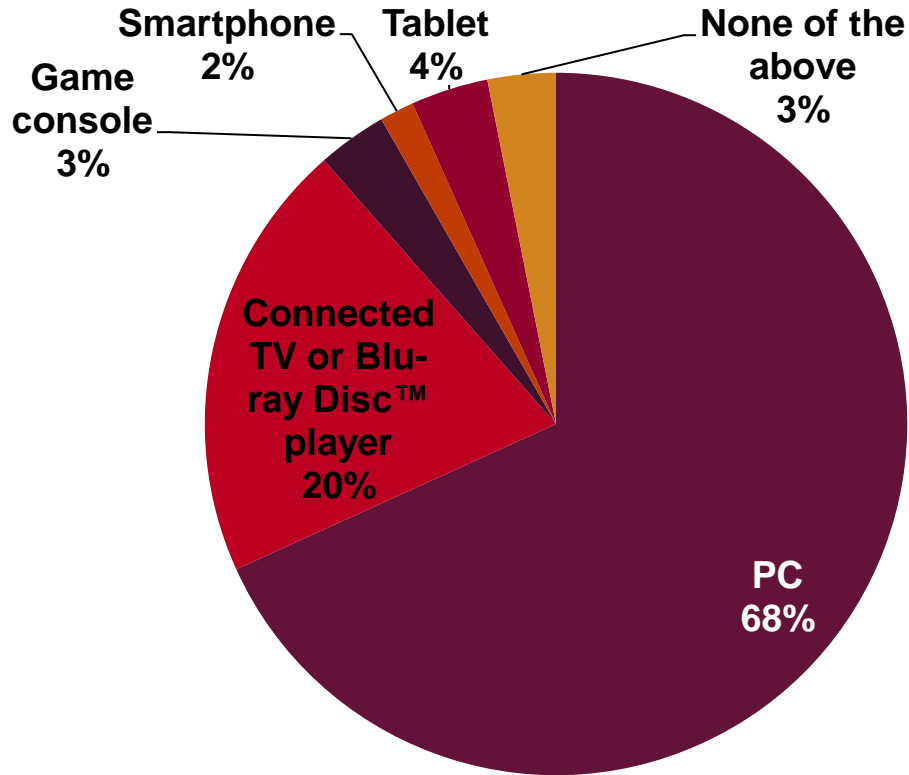
## Key findings

- **48%** of users have streamed a movie or TV show
- **68%** prefer to stream content to a PC followed by a connected TV or Blu-ray Disc™ player (**20%**)
- **53%** of users that stream, use a subscription based service
- Among Video Quality, Convenience, Selection and Price, **Video Quality** ranks the highest when it comes to the streaming experience
- **Smooth fast-forward and rewind** is the most requested feature when it comes to streaming (**51%**)
- Cost is the #1 hurdle that prevents users from purchasing a digital movie (**51%**)
- **64%** experienced buffering/stuttering when streaming

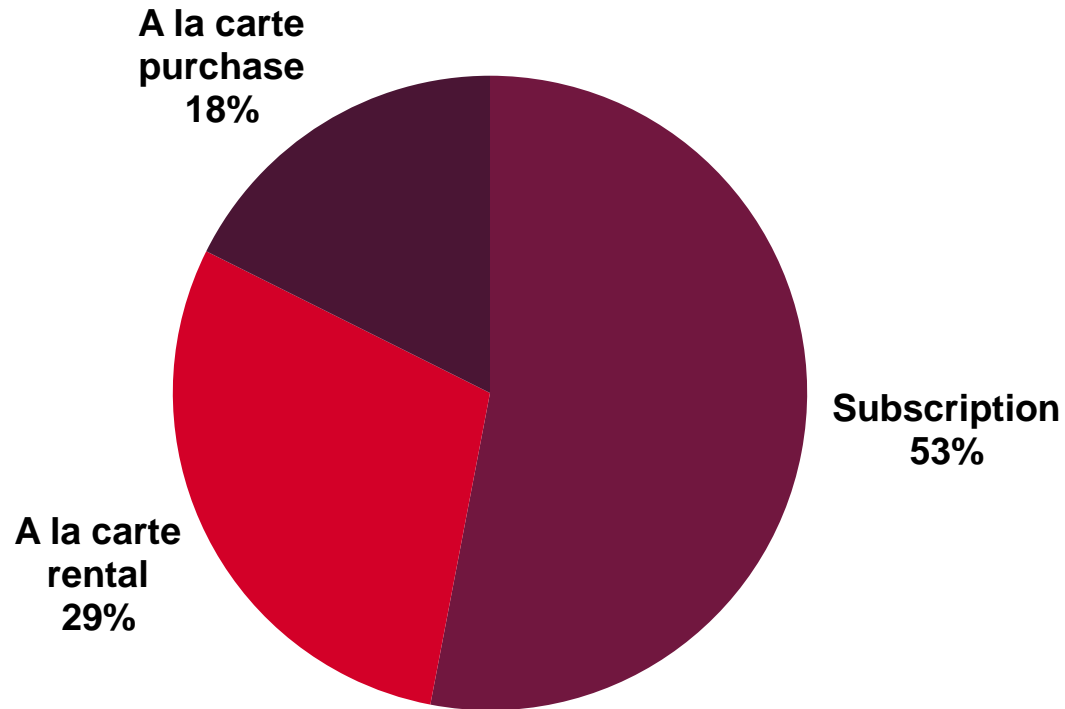
# Have you streamed a movie or TV show?



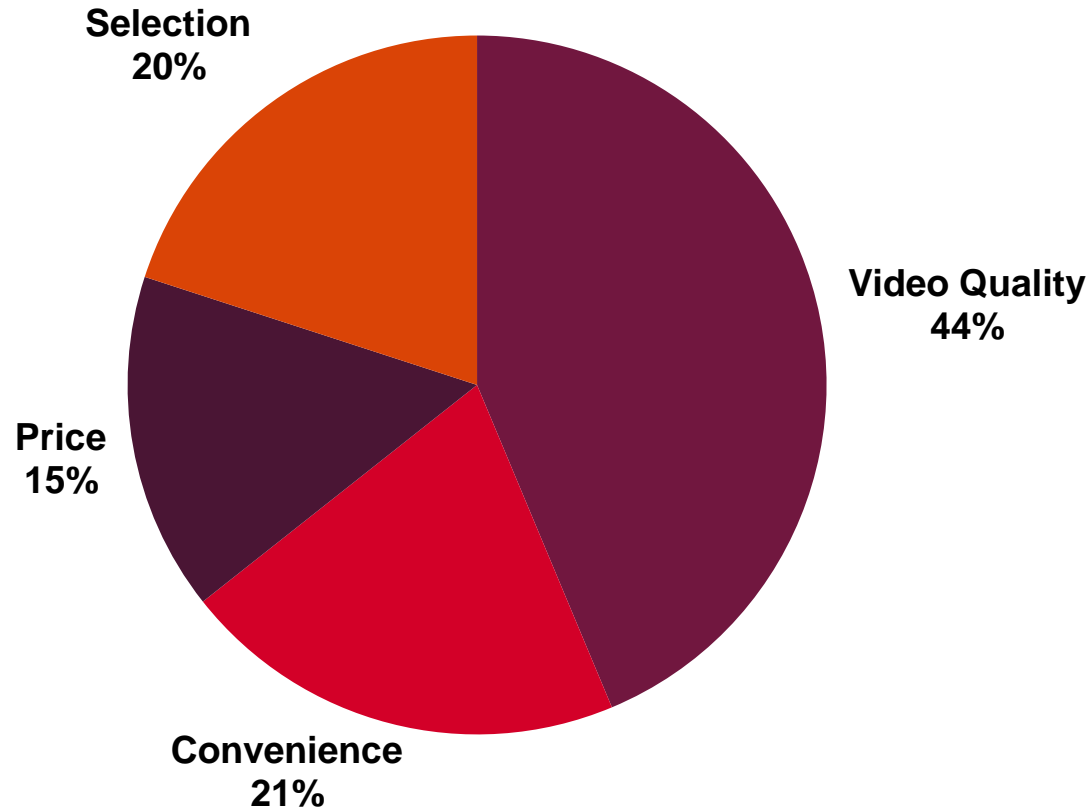
# I prefer to stream my movies or TV shows to:



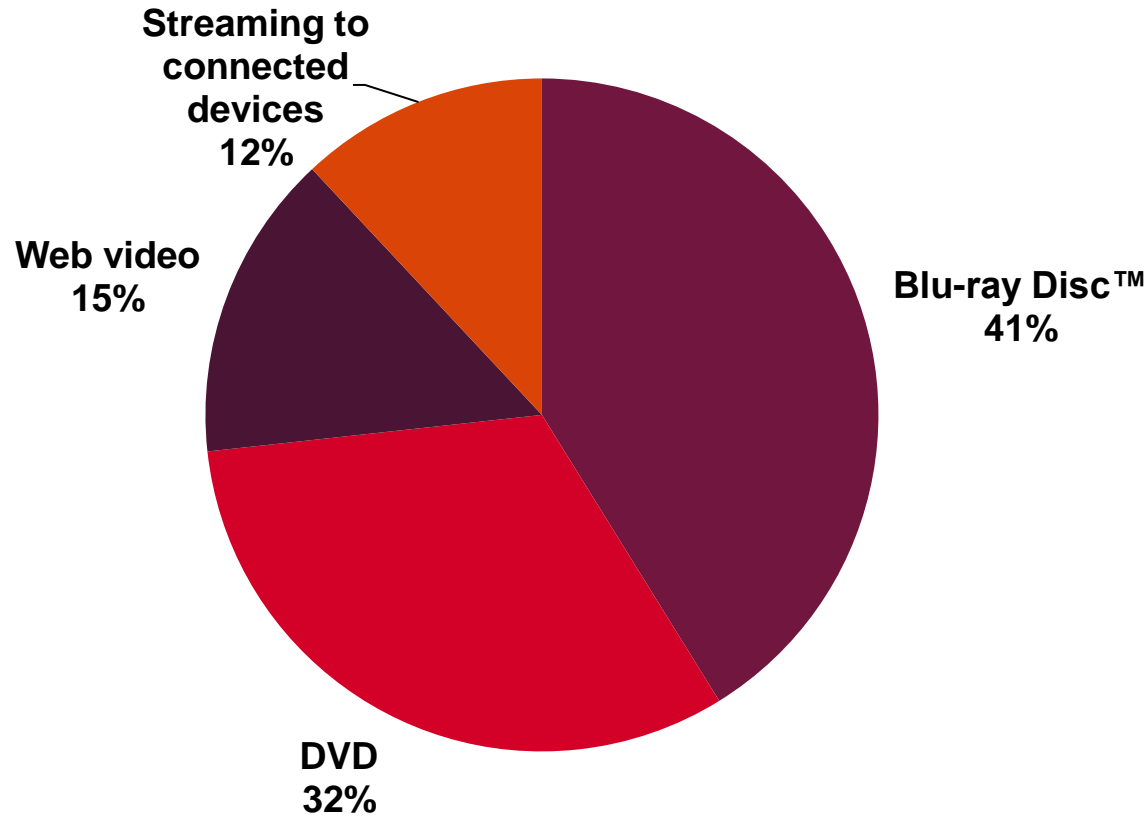
# What type of streaming service have you primarily used?



# What part of the streaming experience would you rate highest in importance

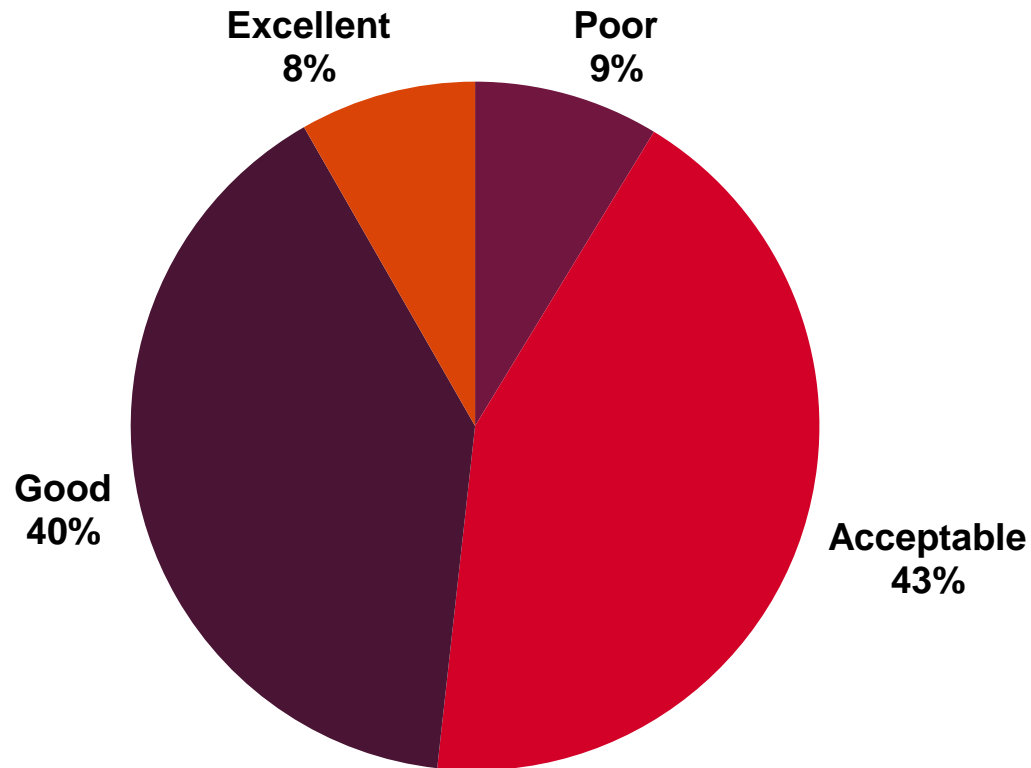


In terms of overall experience (video quality, convenience, selection, price), which of the following formats is the best?

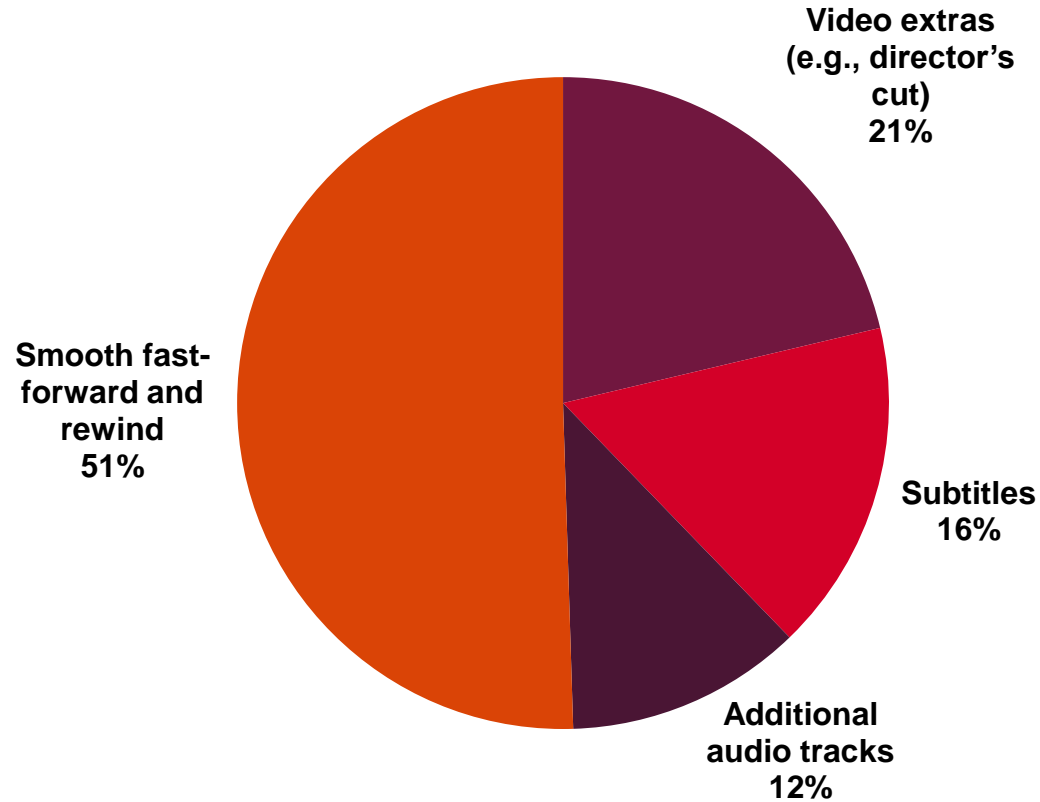




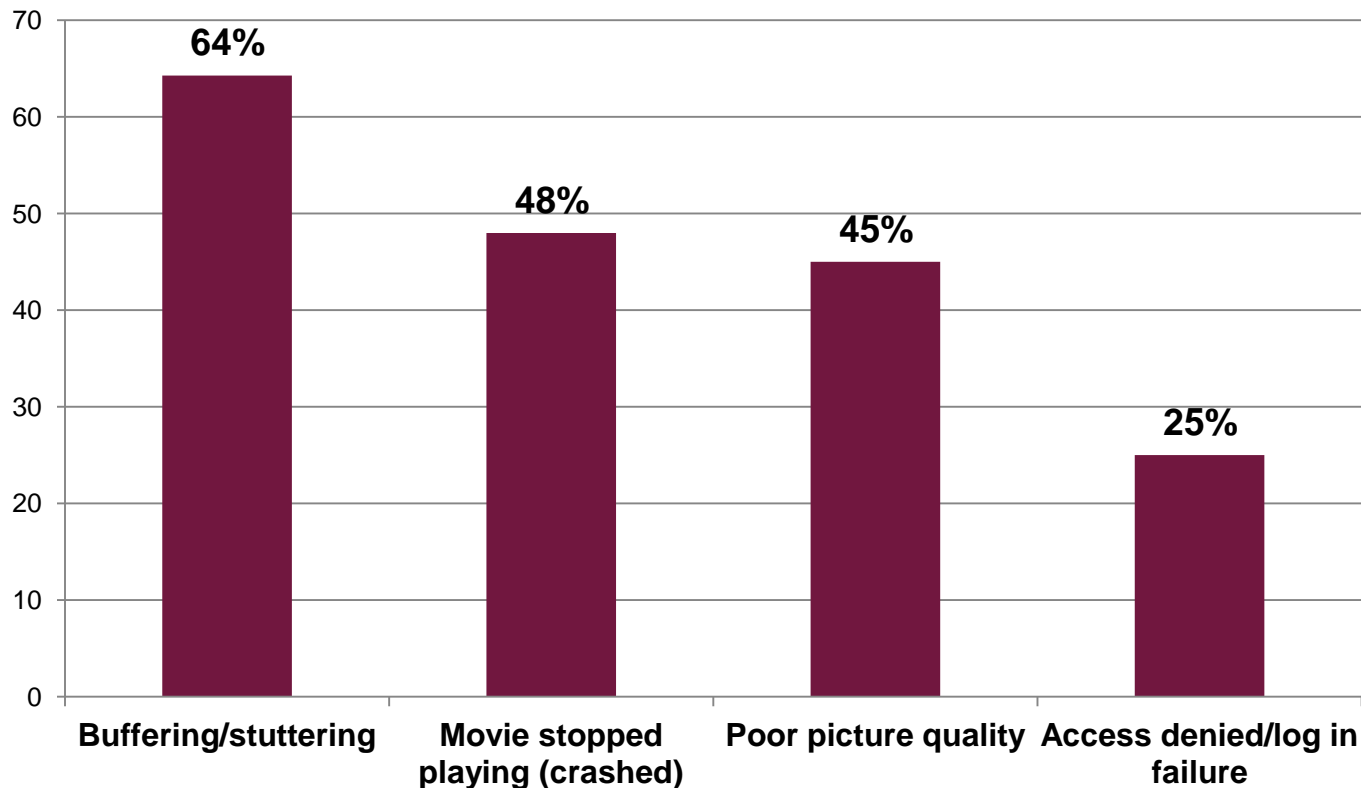
# How would you rate your streaming experience in terms of visual quality?



# Which of the following features would you most like to see offered in streaming movies or TV shows?

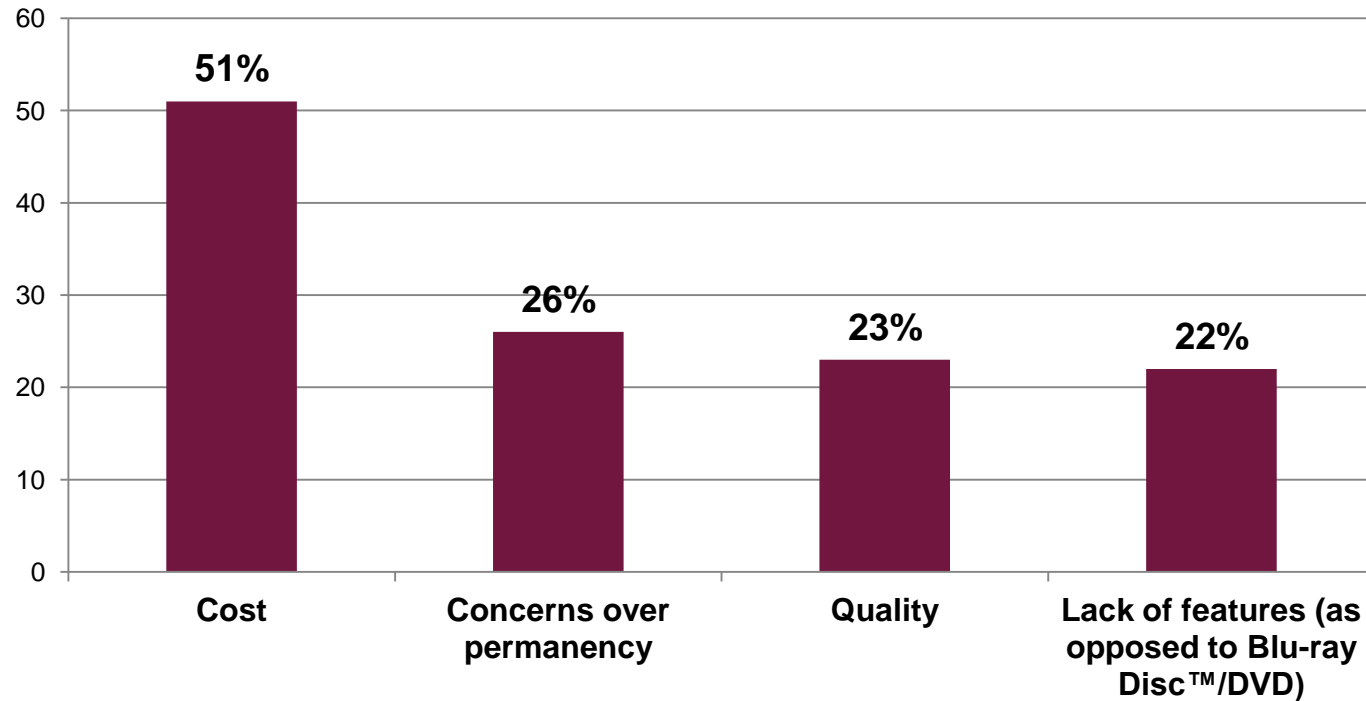


# Have you experienced any of the following issues when attempting to stream a movie?



*Multiple answers possible.*

# If you have yet to purchase a movie (for ownership rather than as a rental) what is the reason:



*Multiple answers possible.*

# Results UK

# Summary (UK)

## About the survey

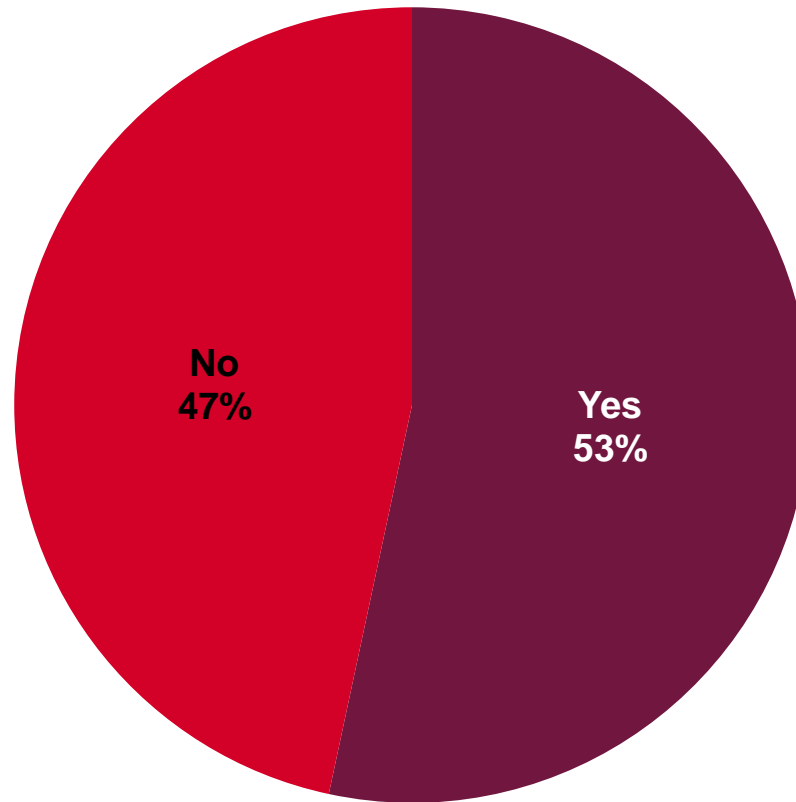
- Goal: Understanding the video streaming behavior of the DivX community
- Method: Opt-in online survey, targeting DivX community in the UK
- Sample size: 3,700 respondents

## Key findings

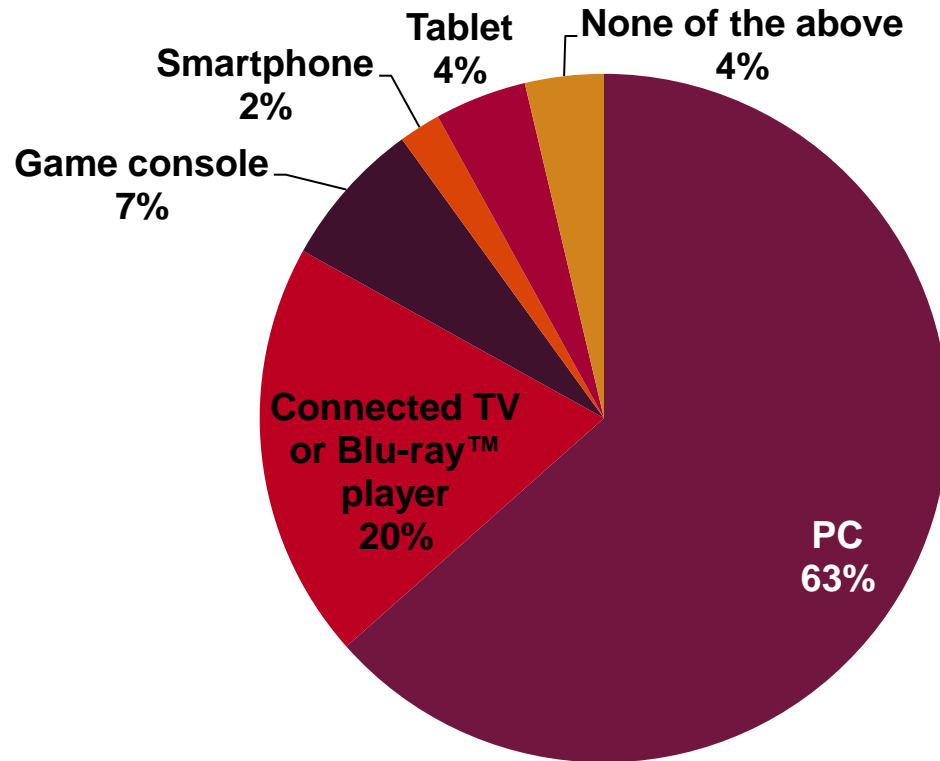
- **53%** of DivX users have streamed a movie or TV show
- **63%** prefer to stream content to a PC followed by a connected TV or Blu-ray Disc™ player (**20%**) and gaming console (**7%**)
- **60%** of users that stream, use a subscription based service
- Among Video Quality, Convenience, Selection and Price, **Video Quality** ranks the highest when it comes to the streaming experience
- **Smooth fast-forward and rewind** is the most requested feature when it comes to streaming (**62%**)
- Cost is the #1 hurdle that prevents users from purchasing a digital movie (**51%**)
- **83%** experienced buffering/stuttering when streaming



# Have you streamed a movie or TV show?

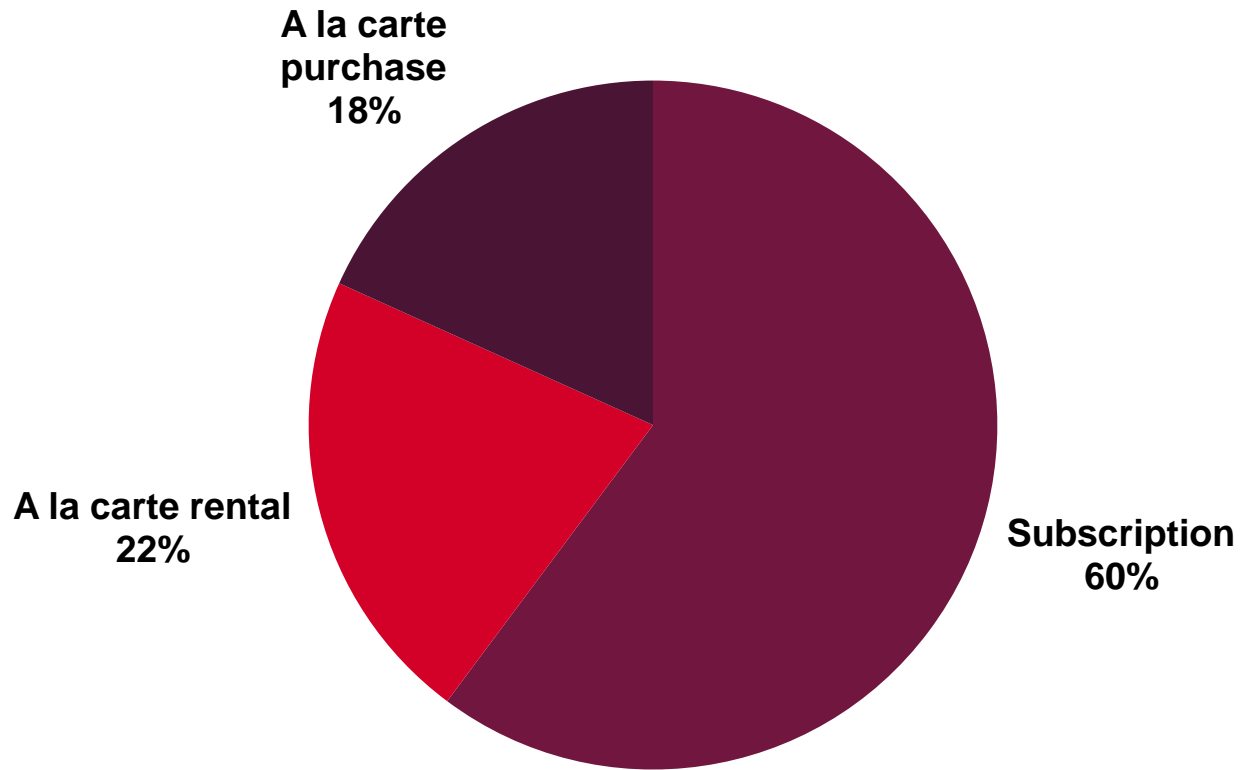


# I prefer to stream my movies or TV shows to:

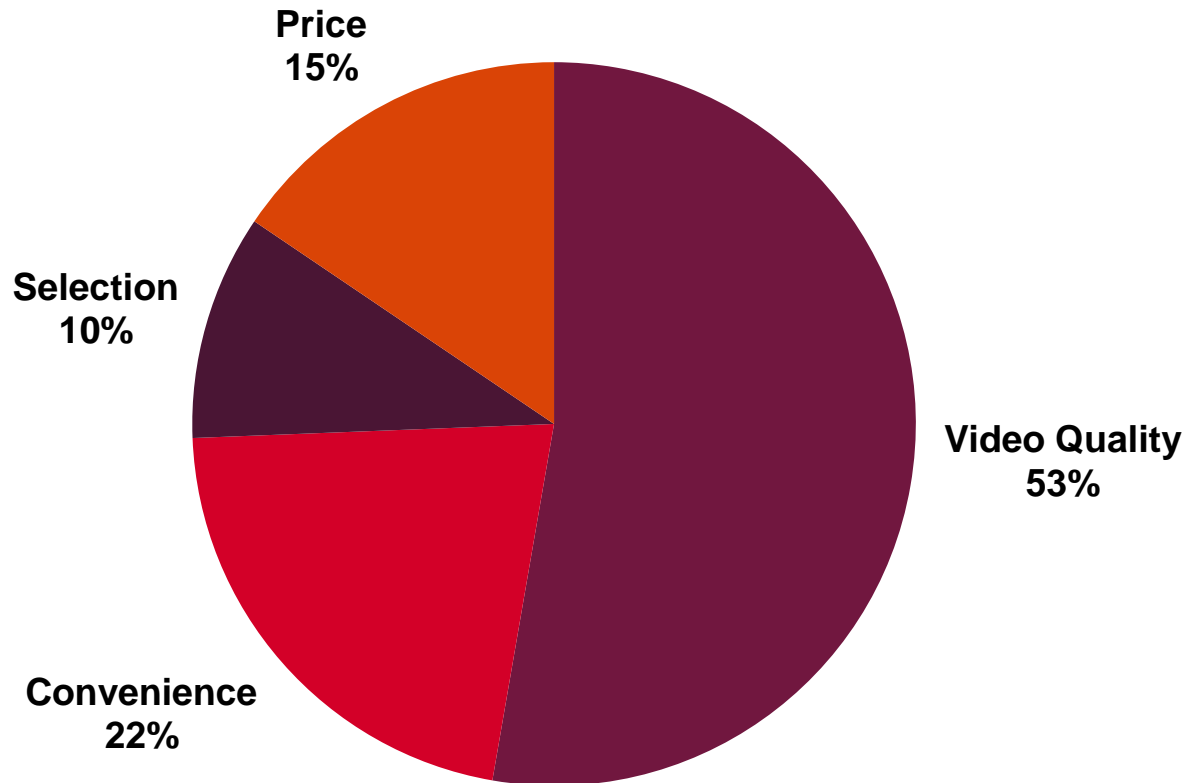




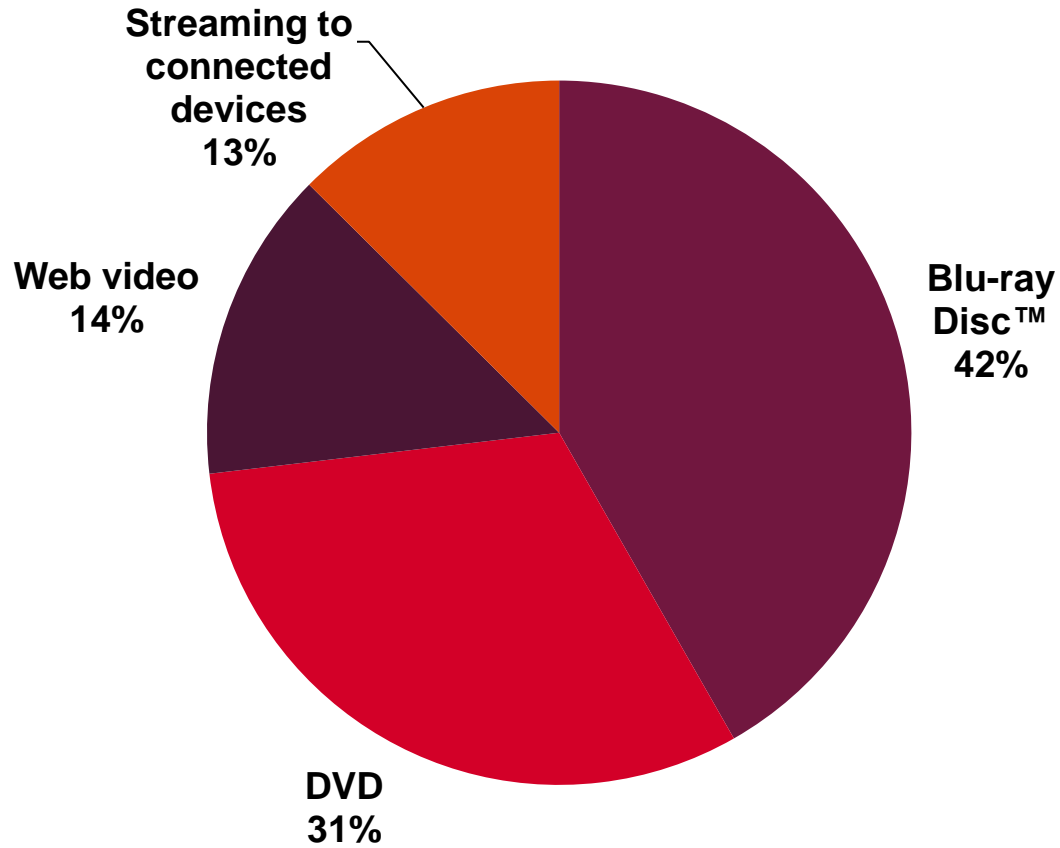
# What type of streaming service have you primarily used?



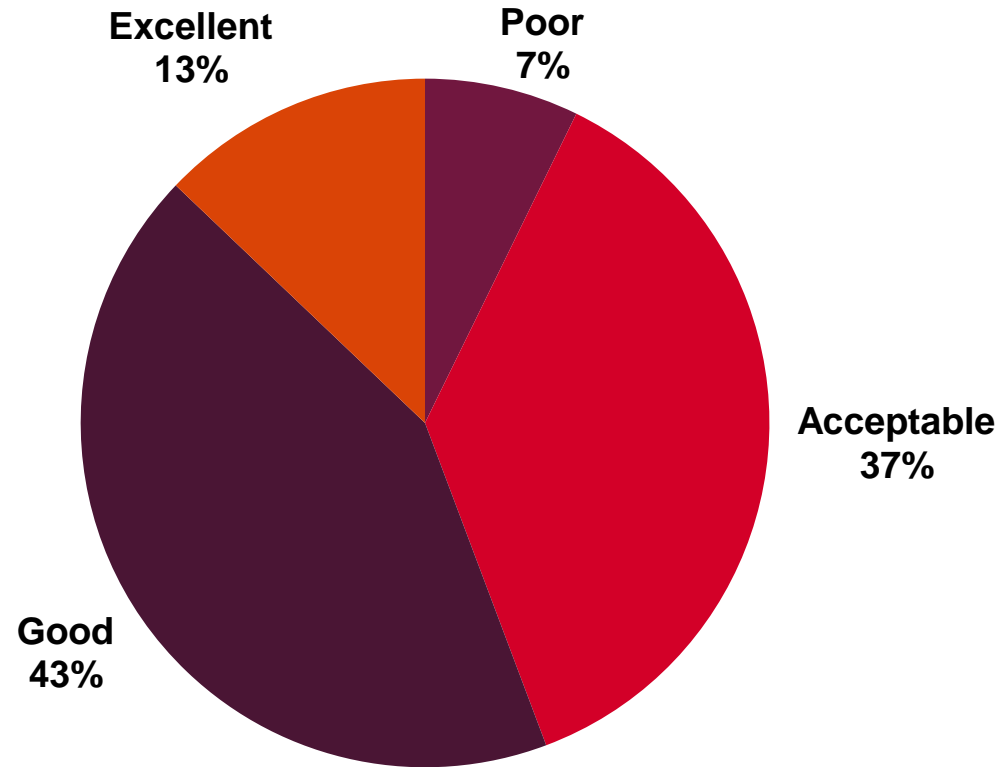
# What part of the streaming experience would you rate highest in importance



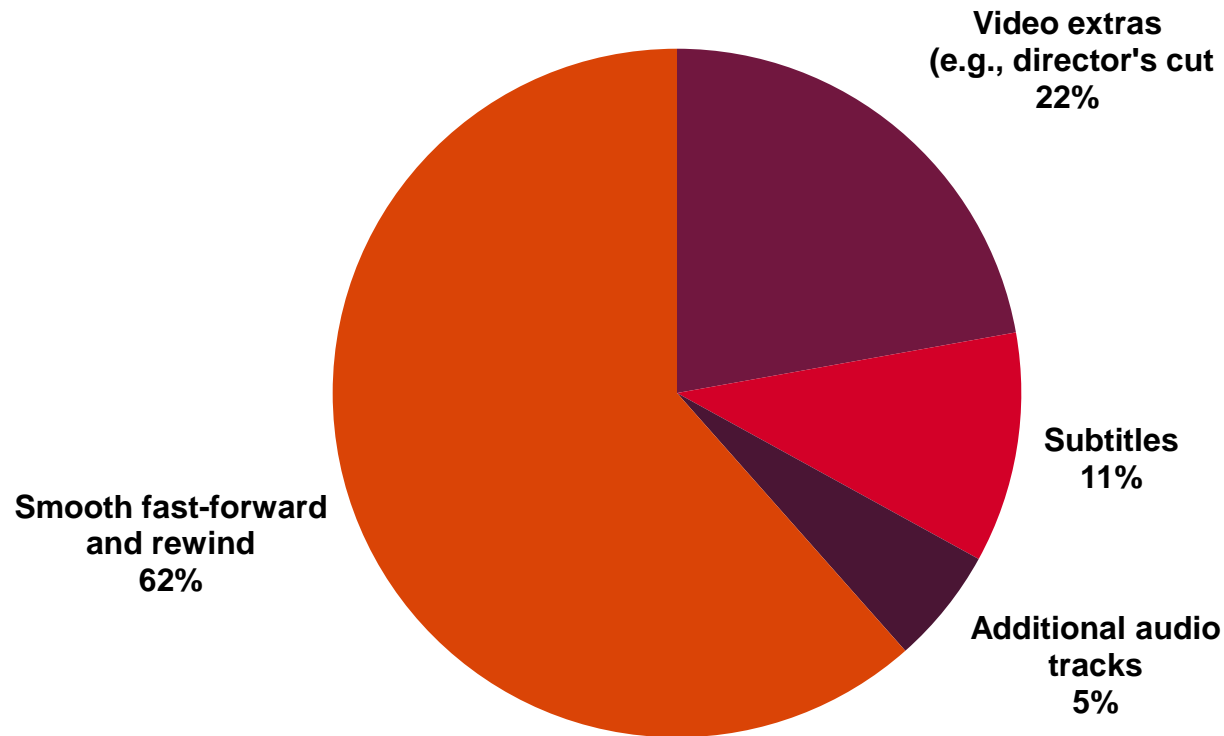
In terms of overall experience (video quality, convenience, selection, price), which of the following formats is the best?



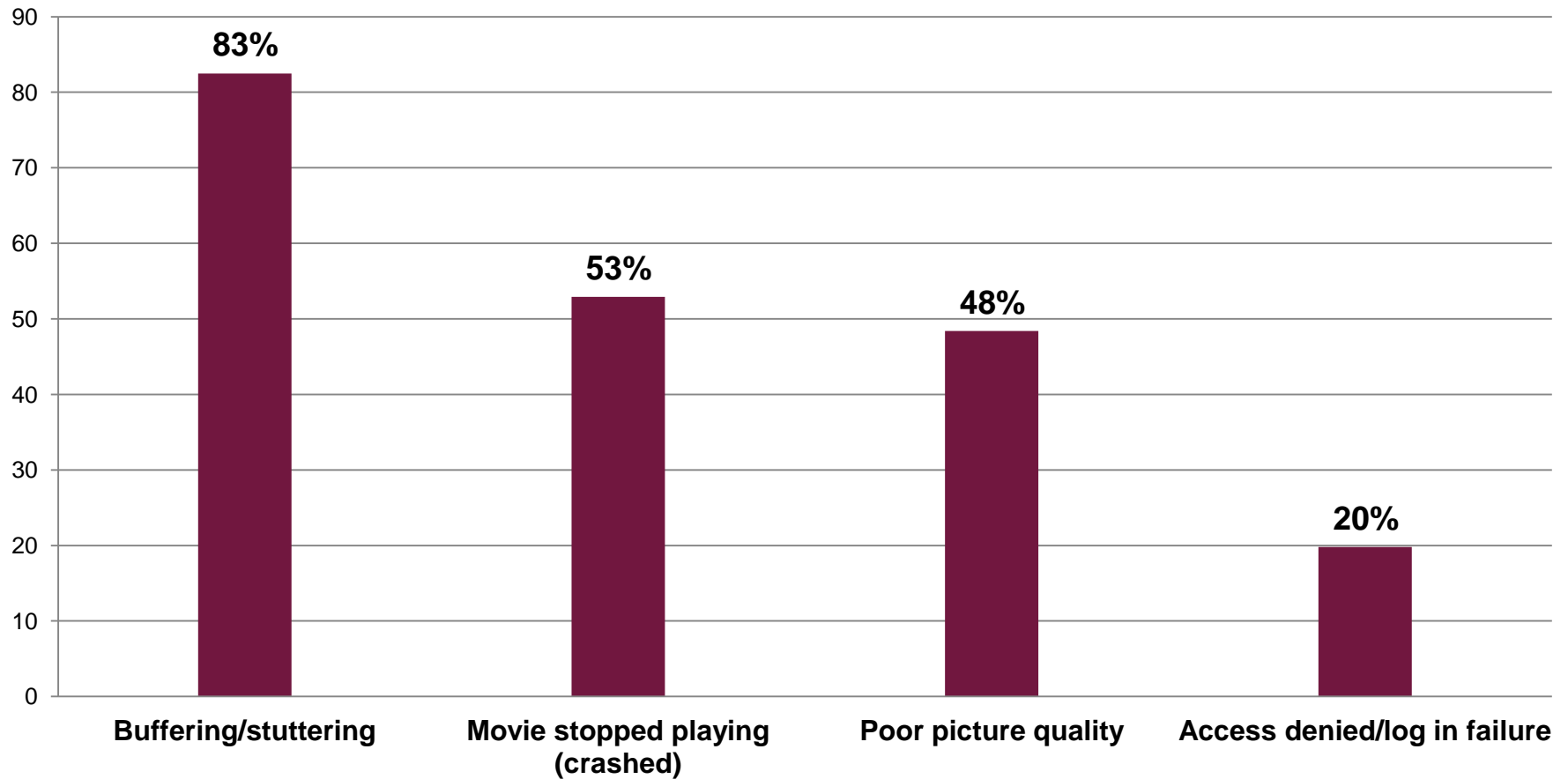
# How would you rate your streaming experience in terms of visual quality?



# Which of the following features would you most like to see offered in streaming movies or TV shows?



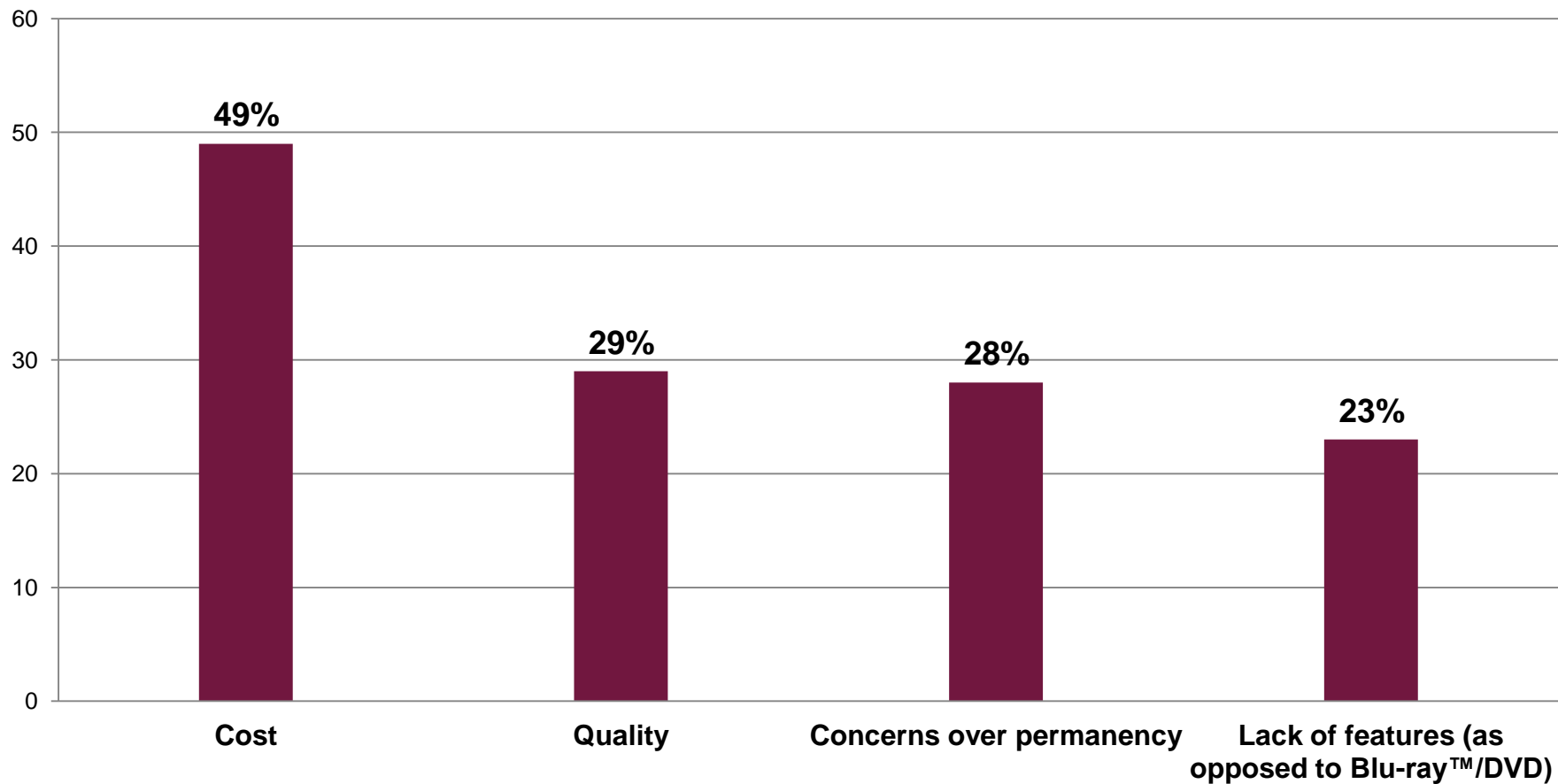
# Have you experienced any of the following issues when attempting to stream a movie?



*Multiple answers possible.*



# If you have yet to purchase a movie (for ownership rather than as a rental) what is the reason:



*Multiple answers possible.*



# Results Germany



# Summary (Germany)

## About the survey

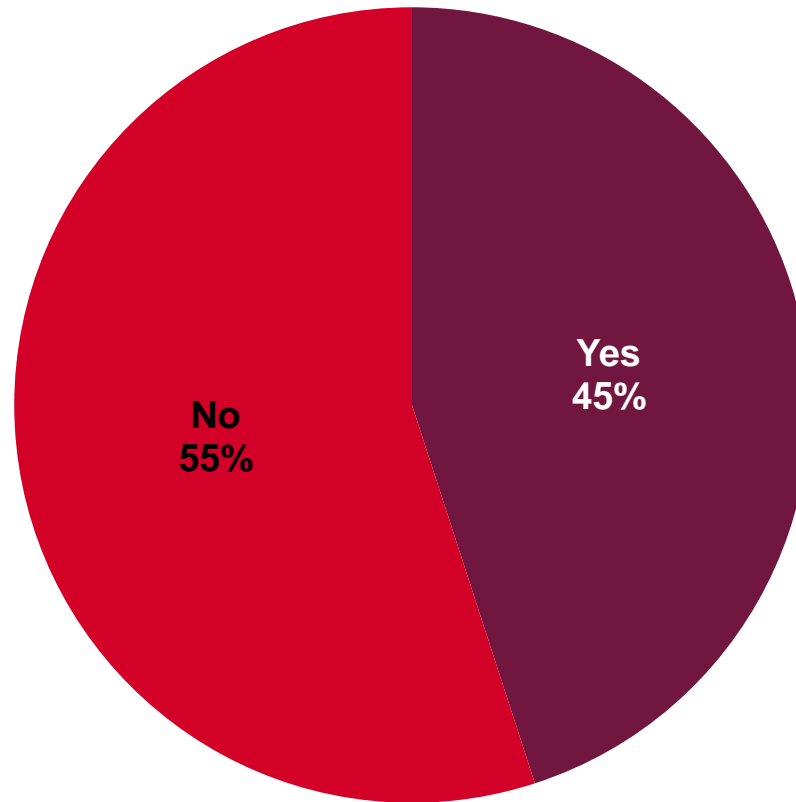
- Goal: Understanding the video streaming behavior of the DivX community
- Method: Opt-in online survey, targeting DivX community in Germany
- Sample size: 3,000 respondents

## Key findings

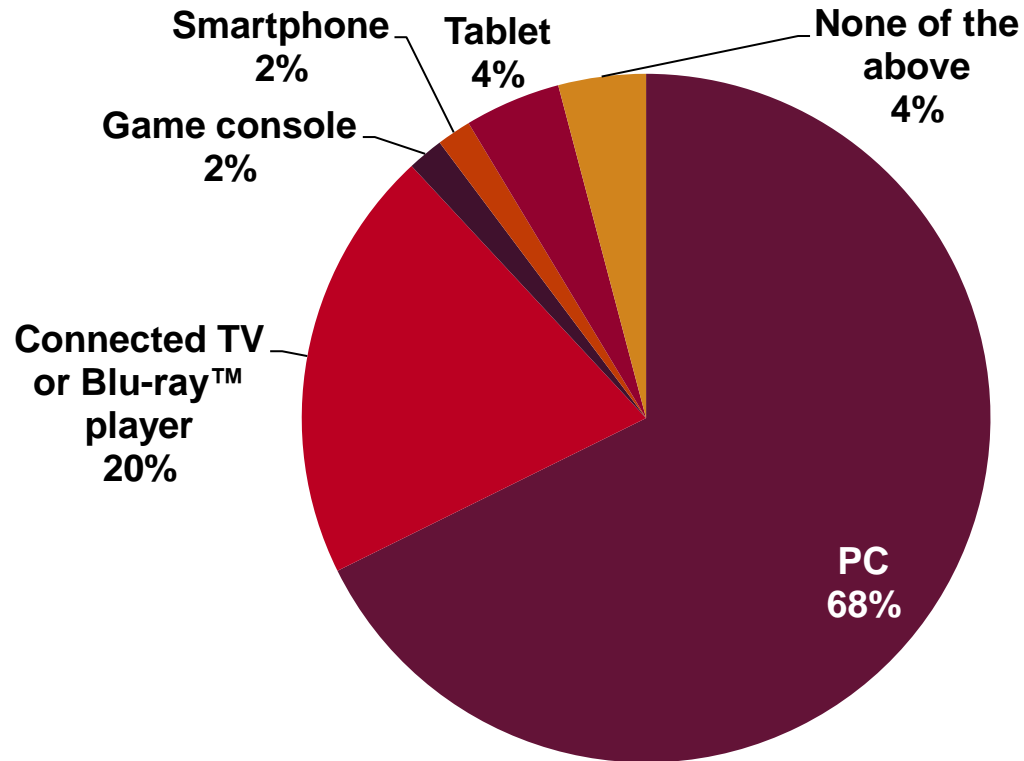
- **45%** of DivX users have streamed a movie or TV show
- **68%** prefer to stream content to a PC followed by a connected TV or Blu-ray Disc™ player (**20%**) and tablet (**4%**)
- **40%** of users that stream, use a subscription based service and **40%** use a la carte rental service
- Among Video Quality, Convenience, Selection and Price, **Video Quality** ranks the highest when it comes to the streaming experience
- **Smooth fast-forward and rewind** is the most requested feature when it comes to streaming (**59%**)
- **69%** experienced buffering/stuttering when streaming
- Cost is the #1 hurdle that prevents users from purchasing a digital movie (**47%**)



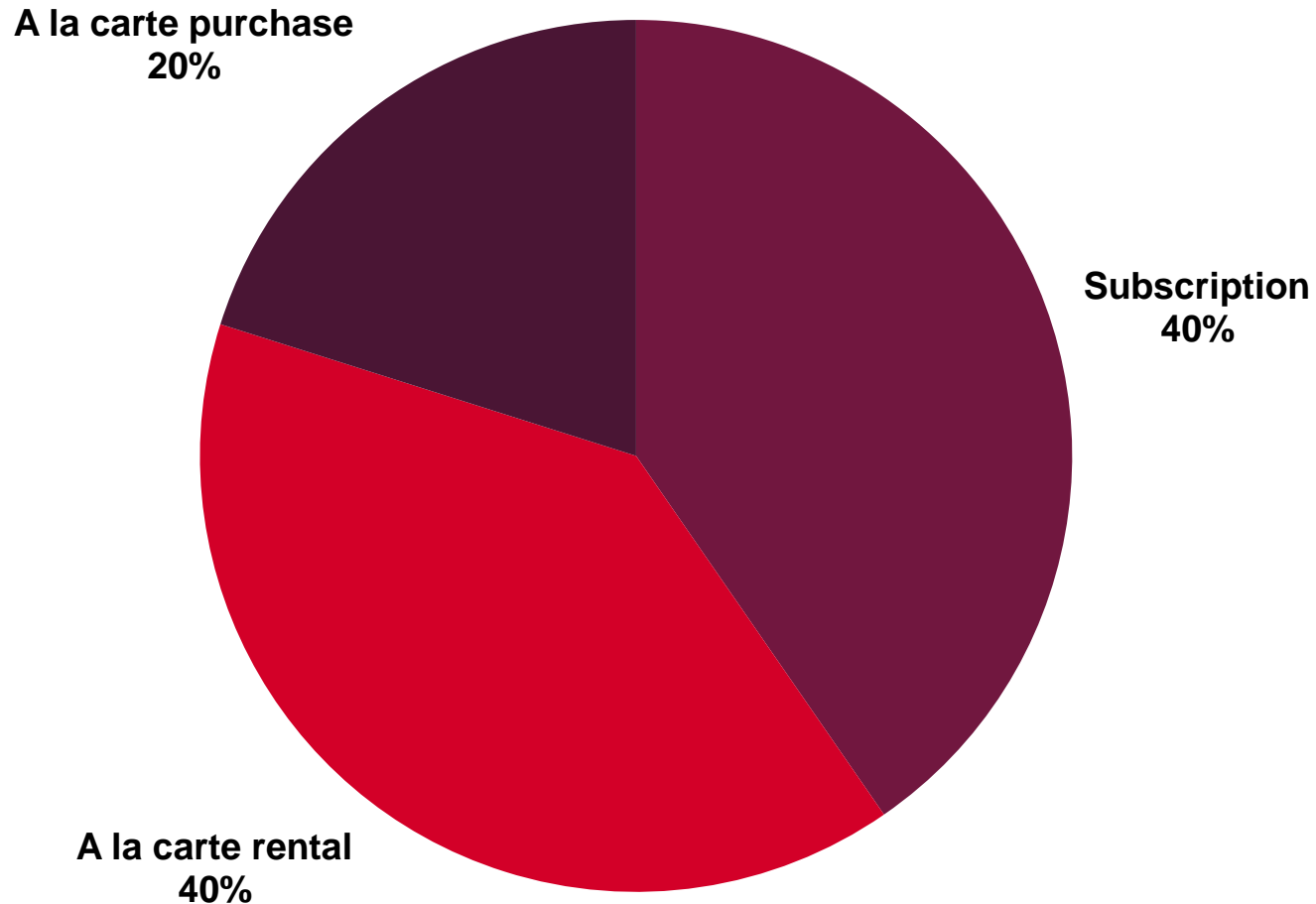
# Have you streamed a movie or TV show?



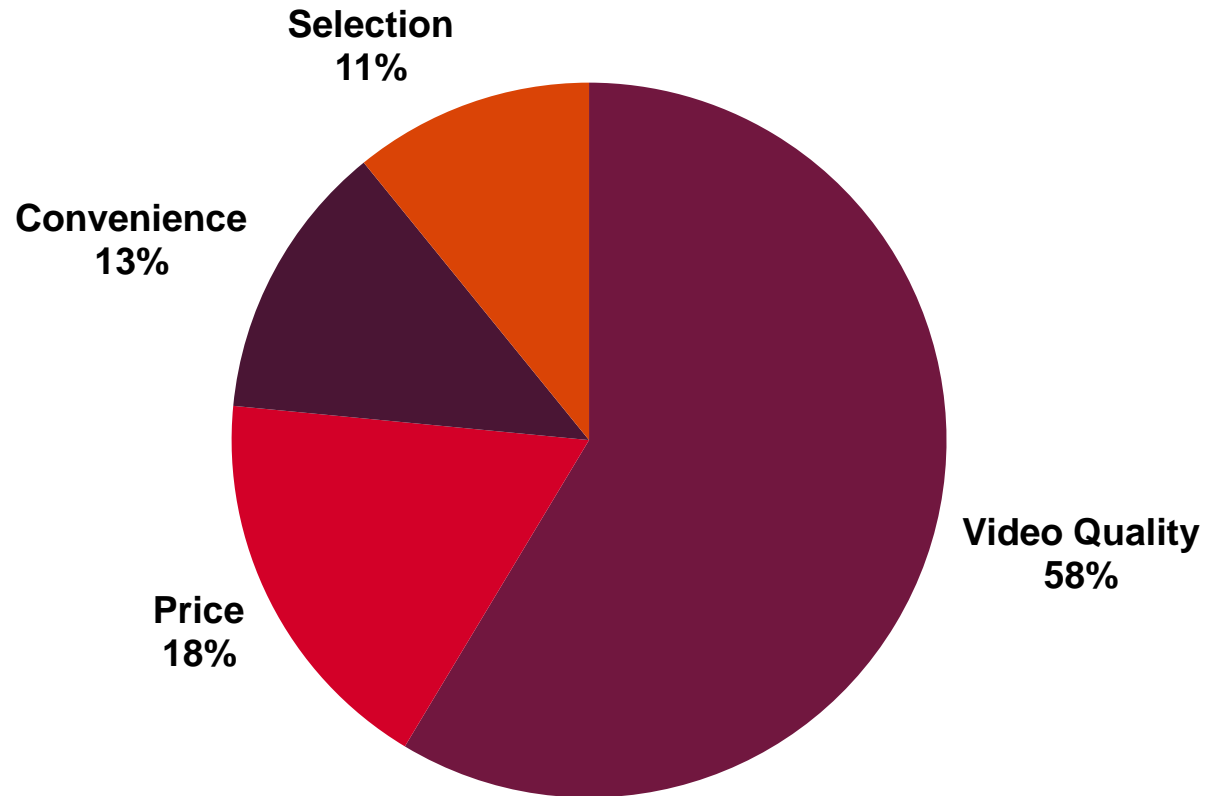
# I prefer to stream my movies or TV shows to:



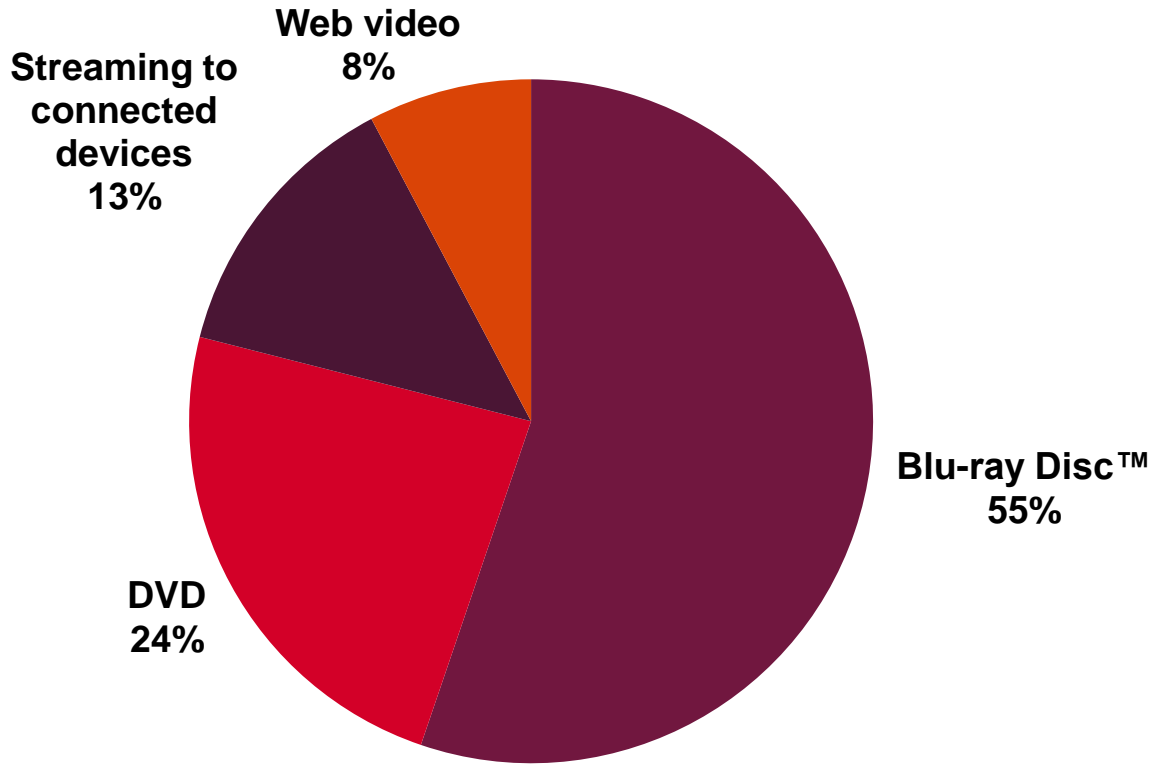
# What type of streaming service have you primarily used?



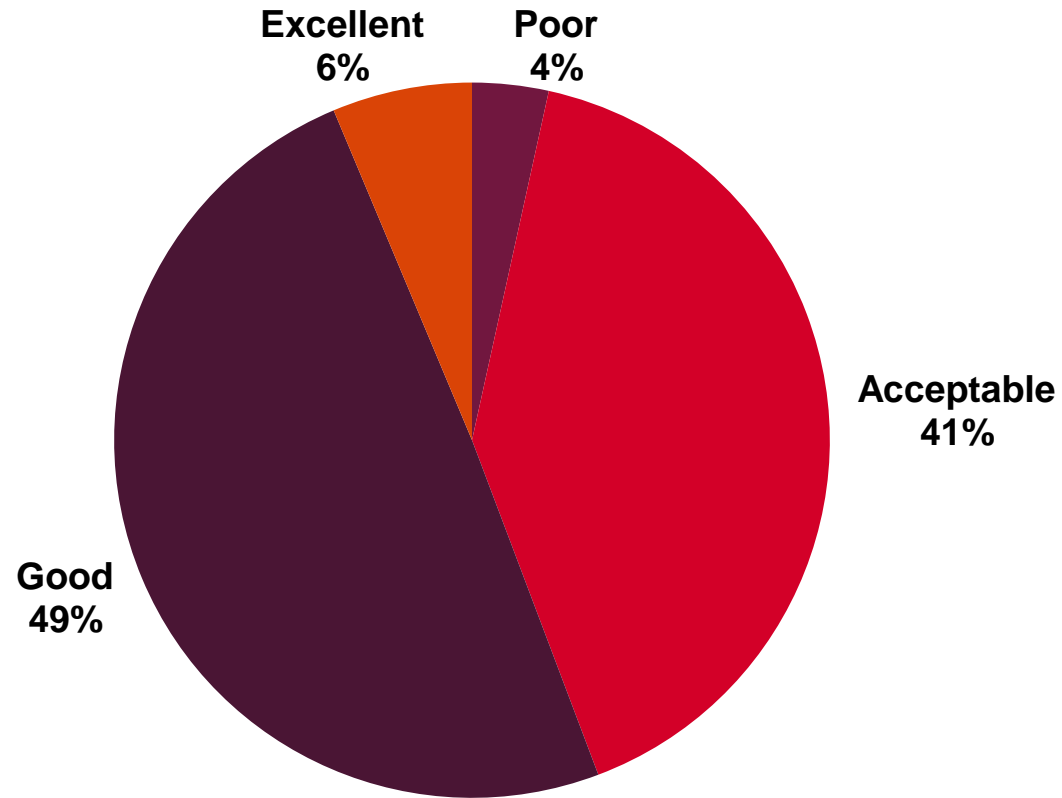
# What part of the streaming experience would you rate highest in importance



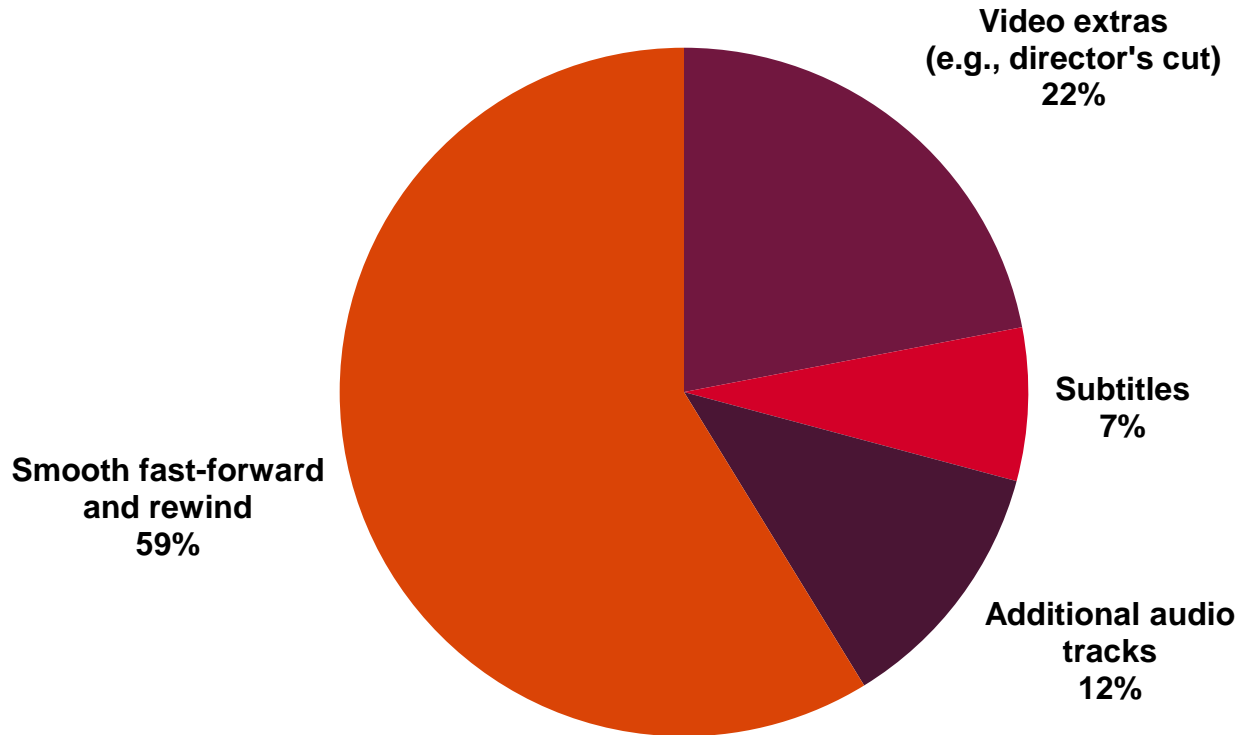
In terms of overall experience (video quality, convenience, selection, price), which of the following formats is the best?



# How would you rate your streaming experience in terms of visual quality?

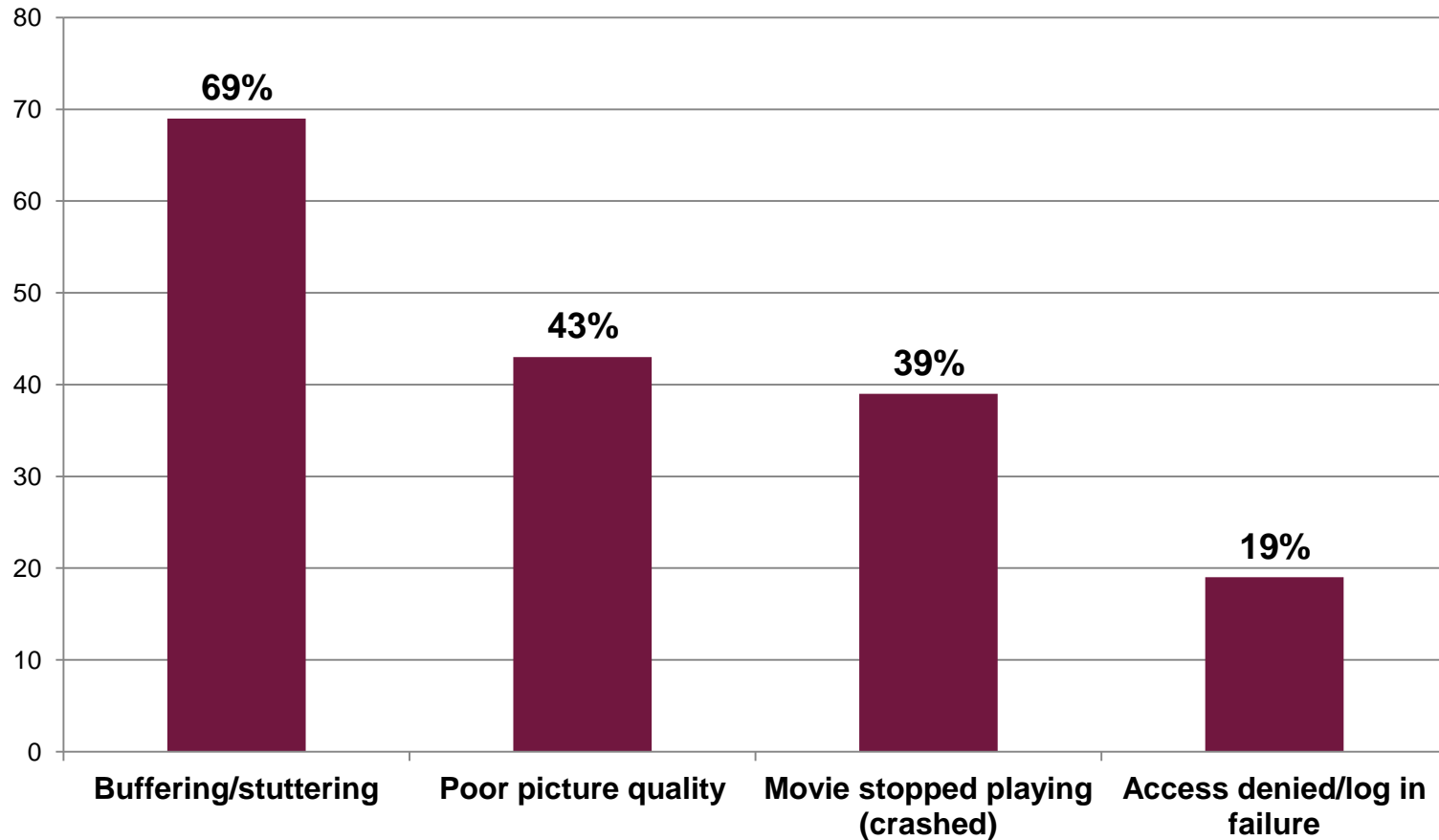


# Which of the following features would you most like to see offered in streaming movies or TV shows?





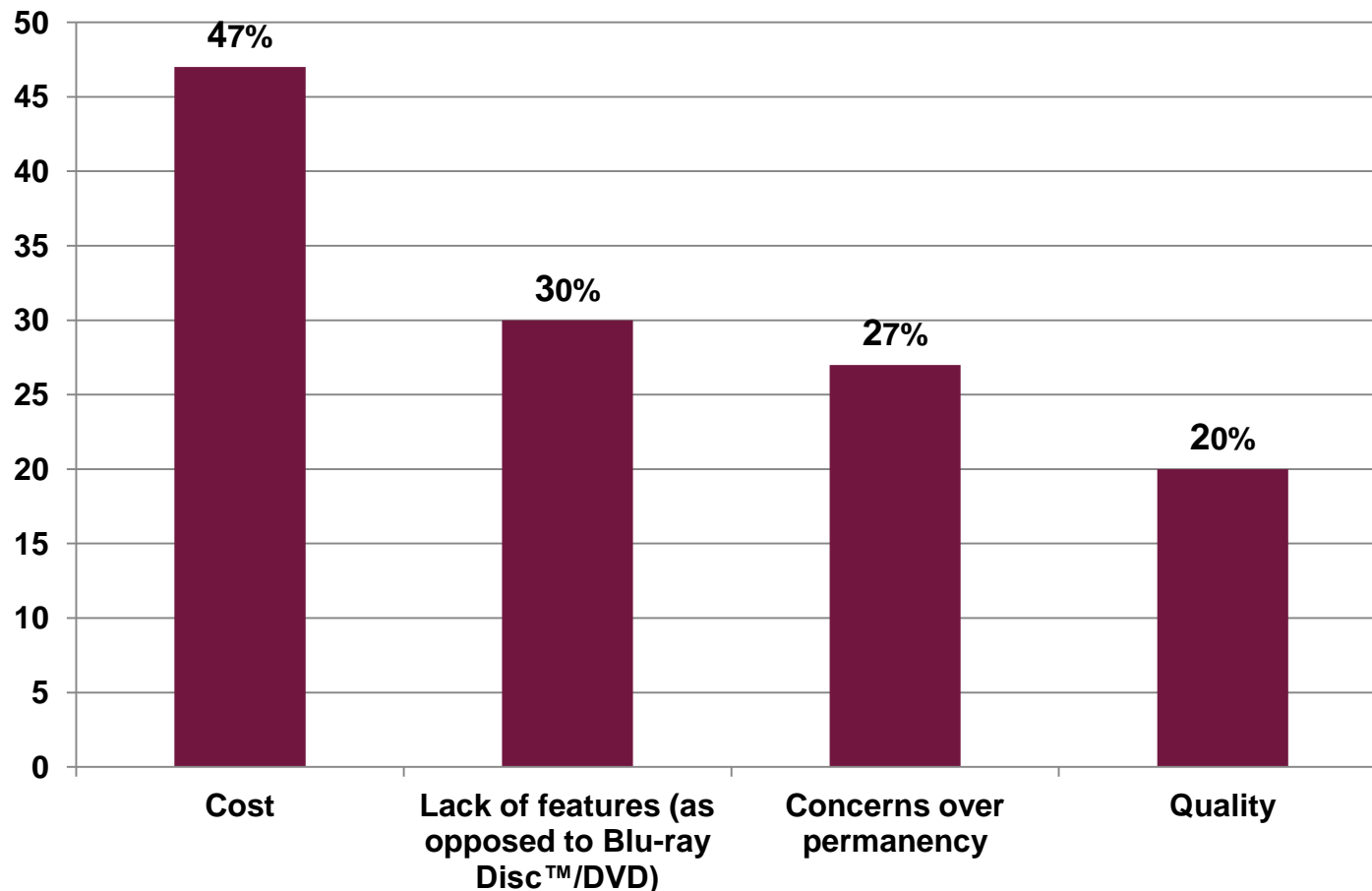
# Have you experienced any of the following issues when attempting to stream a movie?



*Multiple answers possible.*



# If you have yet to purchase a movie (for ownership rather than as a rental) what is the reason:



*Multiple answers possible.*

# Results France

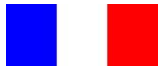
# Summary (France)

## About the survey

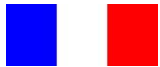
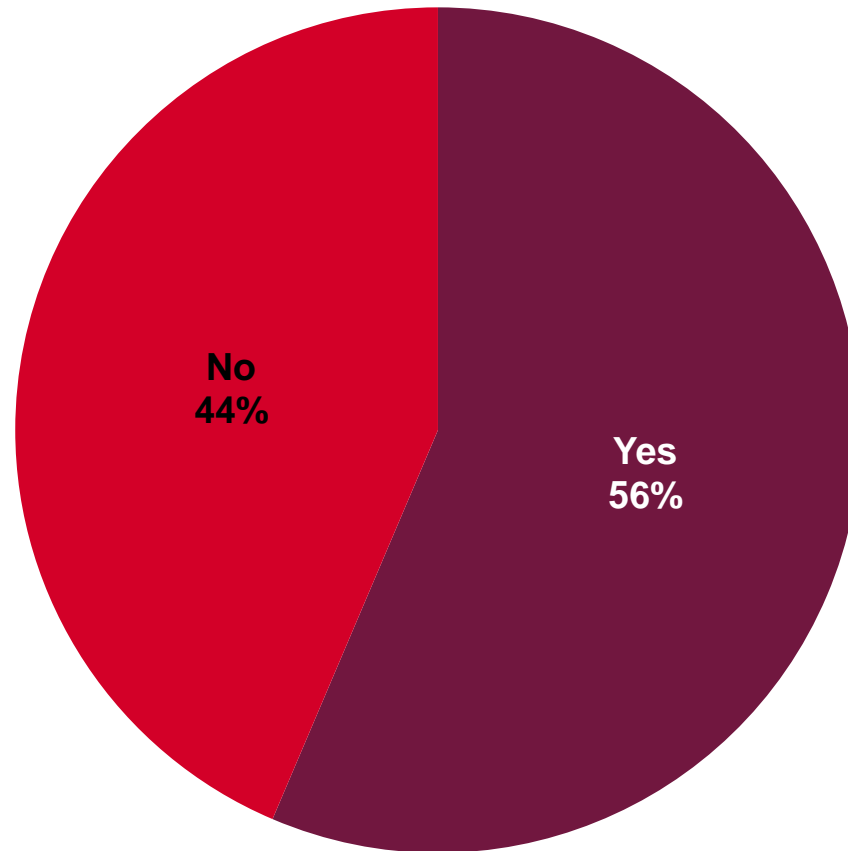
- Goal: Understanding the video streaming behavior of the DivX community
- Method: Opt-in online survey, targeting DivX community in France
- Sample size: 3,500 respondents

## Key findings

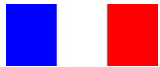
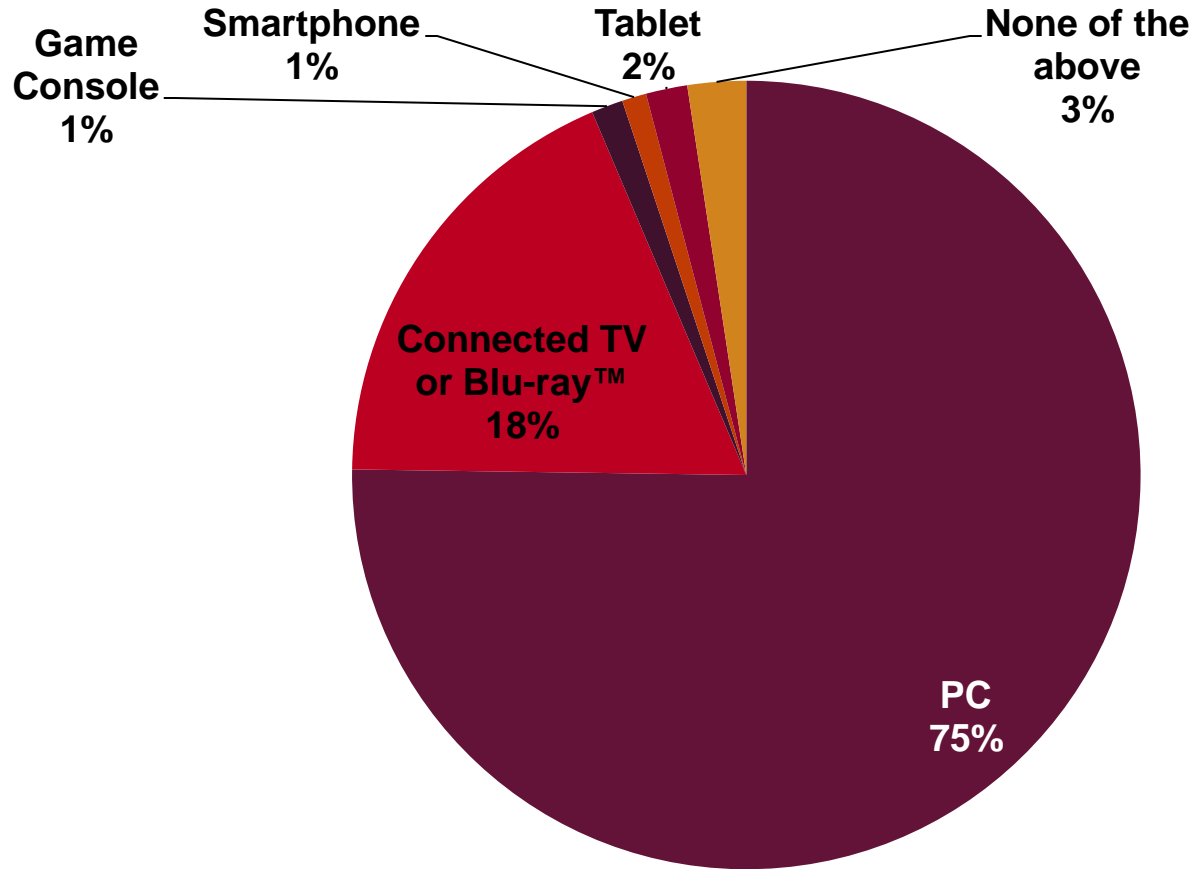
- **56%** of DivX users have streamed a movie or TV show
- **75%** prefer to stream content to a PC followed by a connected TV or Blu-ray Disc™ player (**18%**) and tablet (**2%**)
- **42%** of users that stream, use a subscription based service and **36%** use a la carte rental service
- Among Video Quality, Convenience, Selection and Price, **Video Quality** ranks the highest when it comes to the streaming experience
- **Smooth fast-forward and rewind** is the most requested feature when it comes to streaming (**45%**)
- Cost is the #1 hurdle that prevents users from purchasing a digital movie (**54%**)
- **63%** experienced buffering/stuttering when streaming



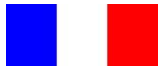
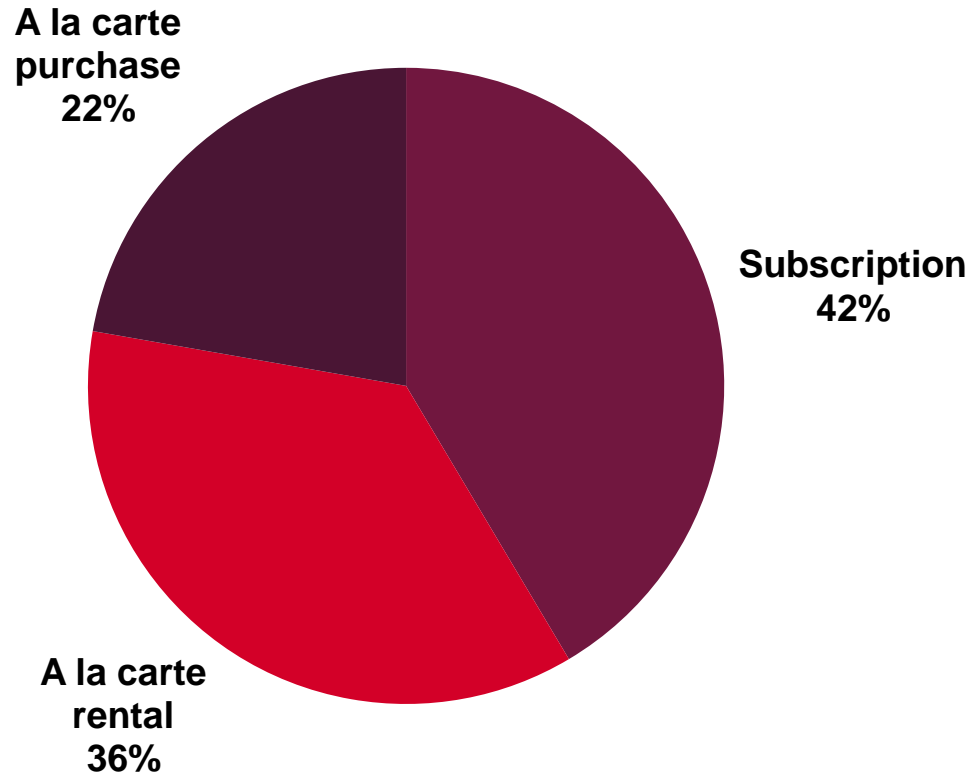
# Have you streamed a movie or TV show?



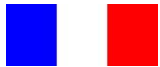
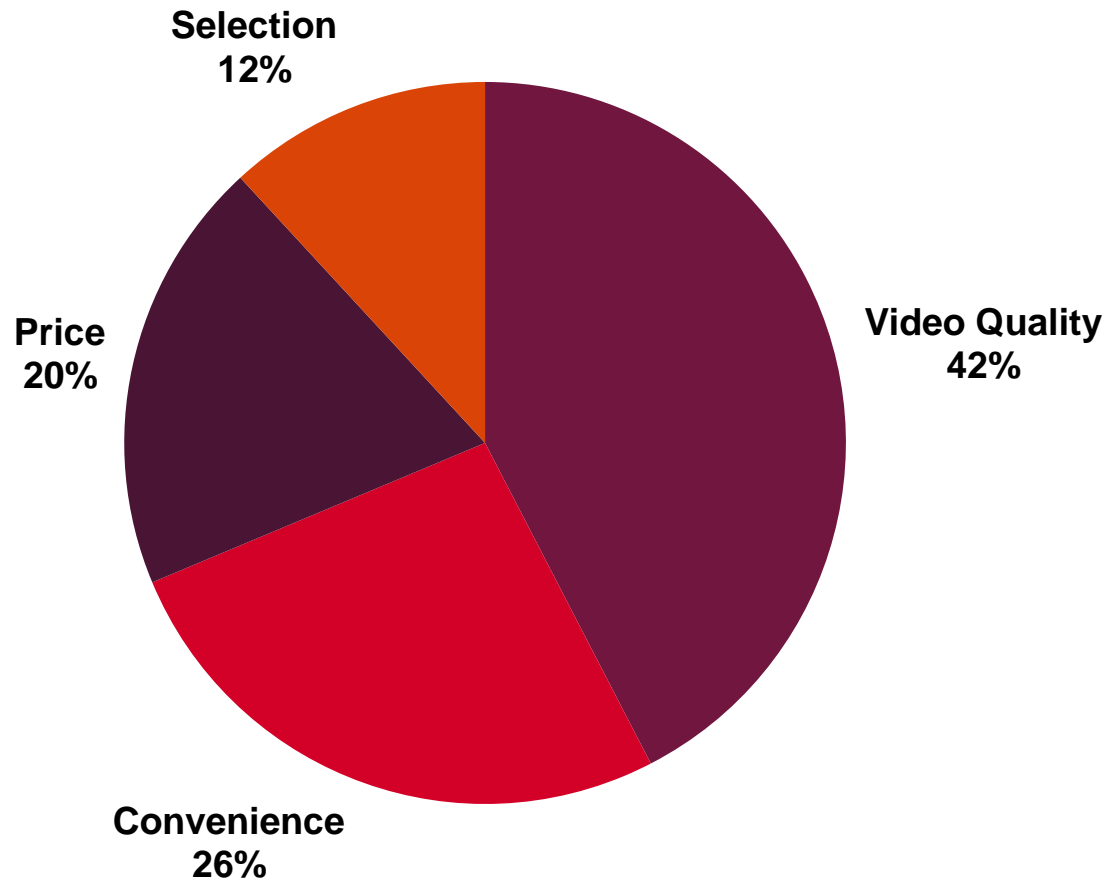
# I prefer to stream my movies or TV shows to:



# What type of streaming service have you primarily used?

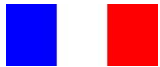
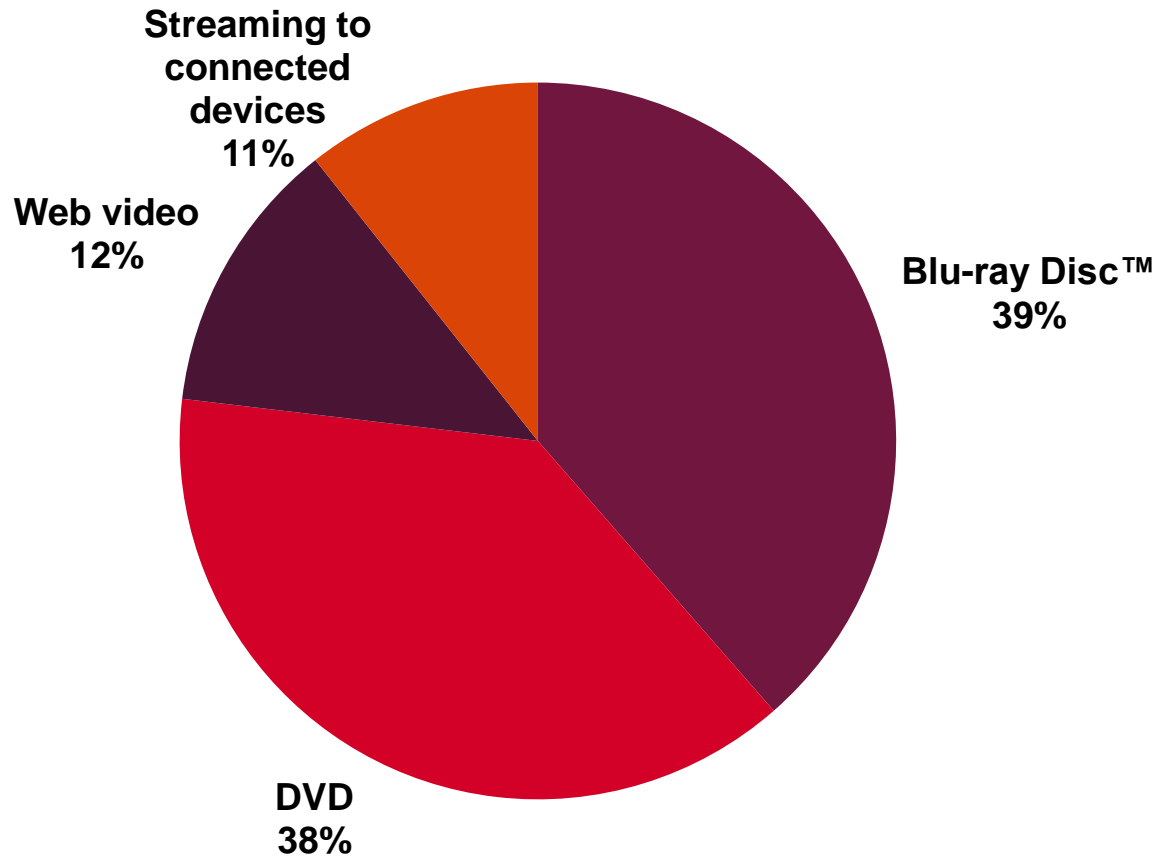


# What part of the streaming experience would you rate highest in importance

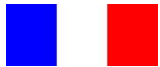
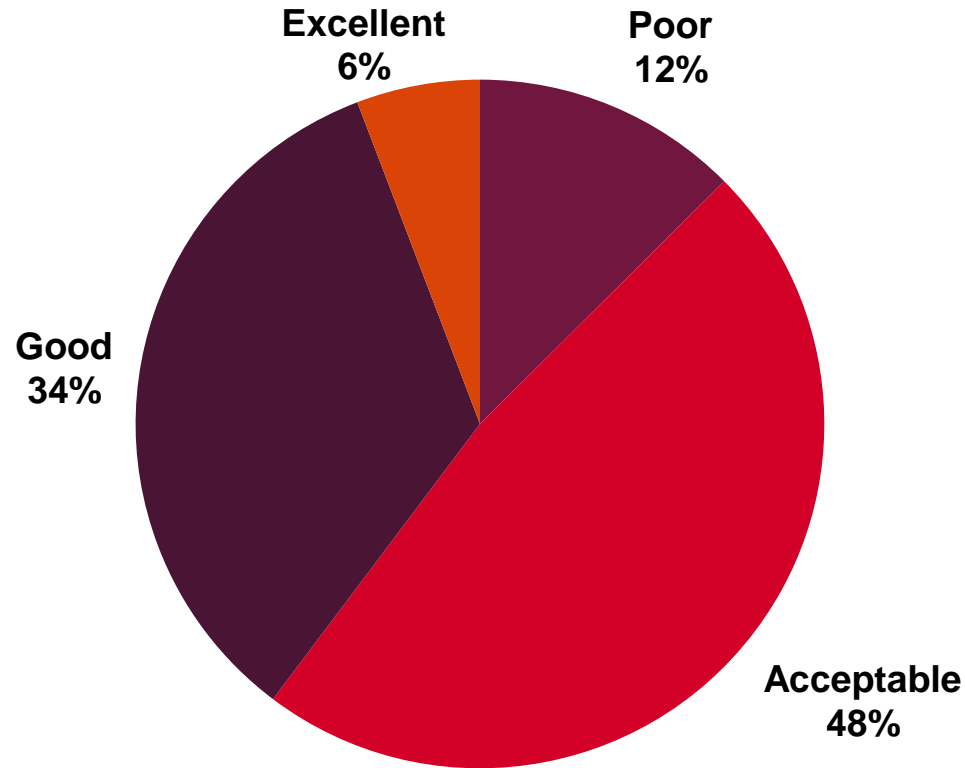




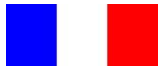
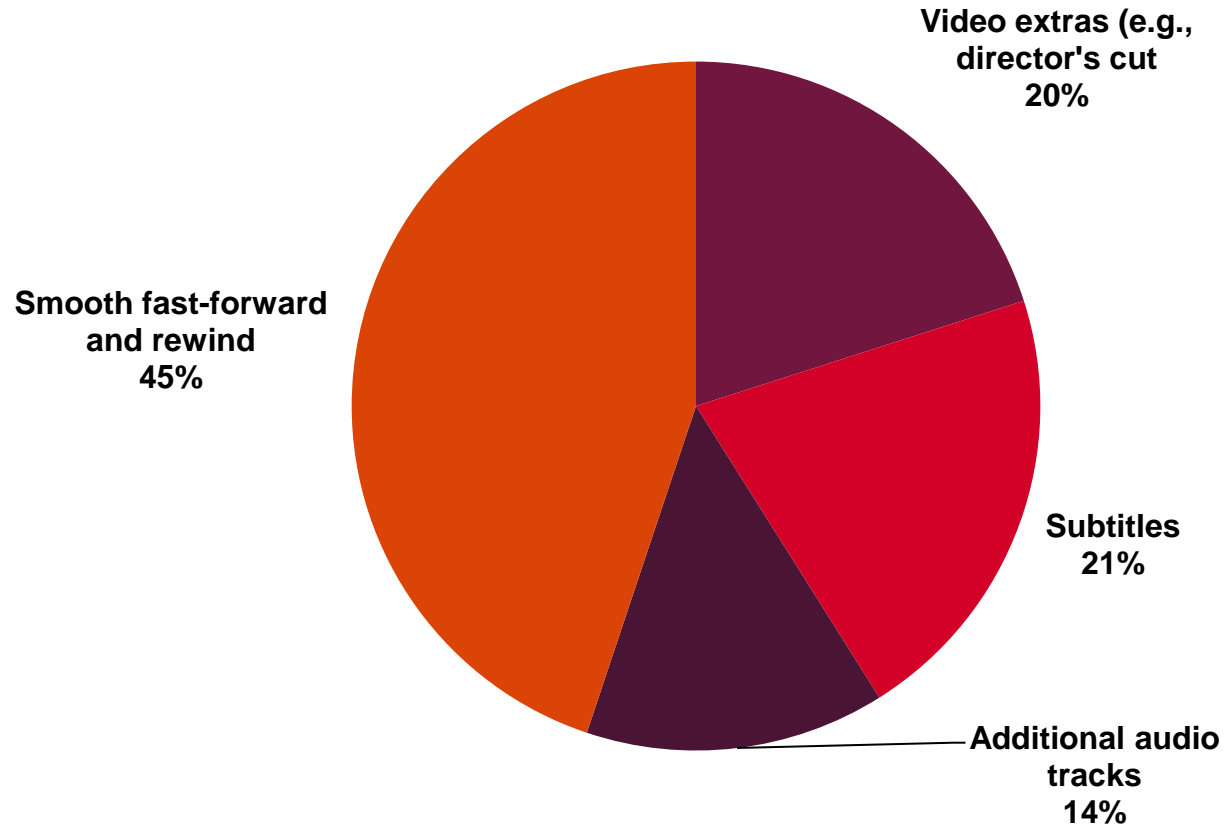
In terms of overall experience (video quality, convenience, selection, price), which of the following formats is the best?



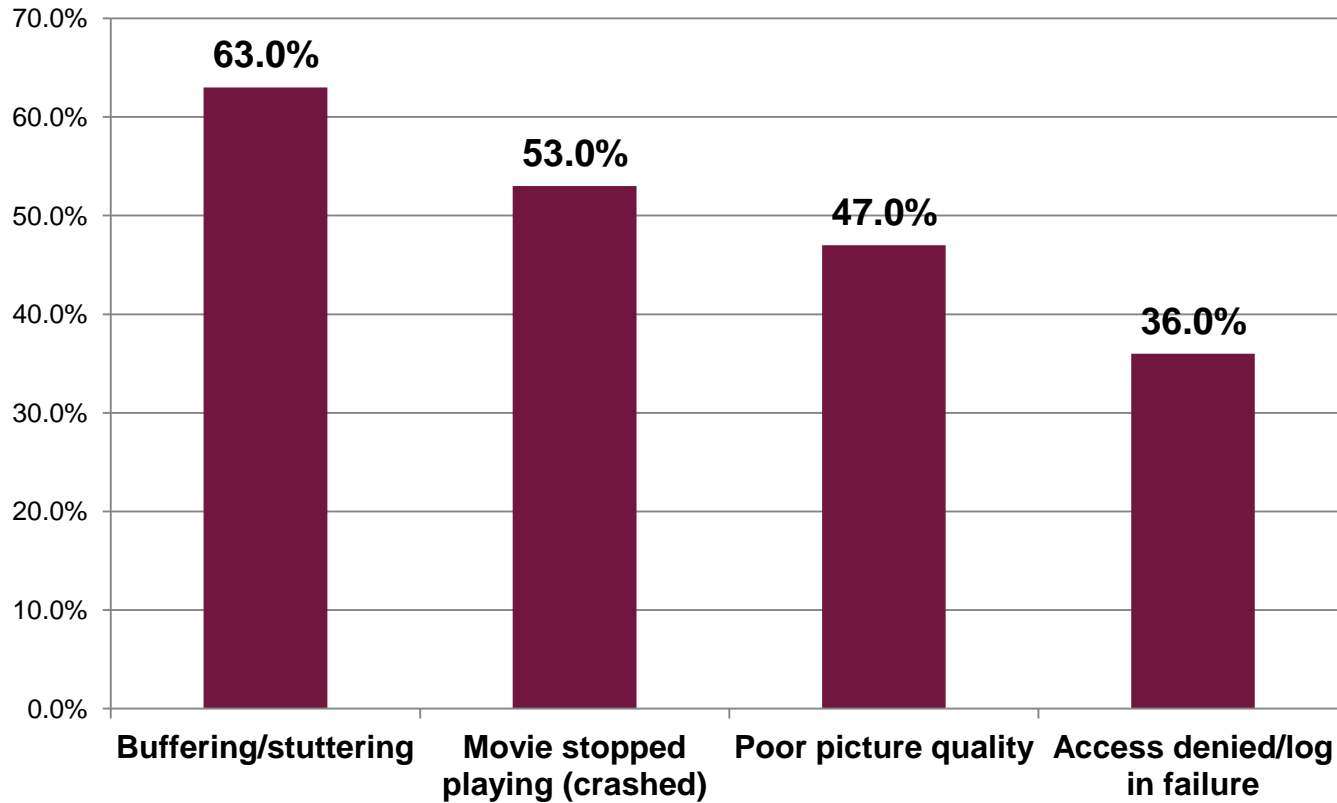
# How would you rate your streaming experience in terms of visual quality?



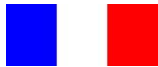
# Which of the following features would you most like to see offered in streaming movies or TV shows?



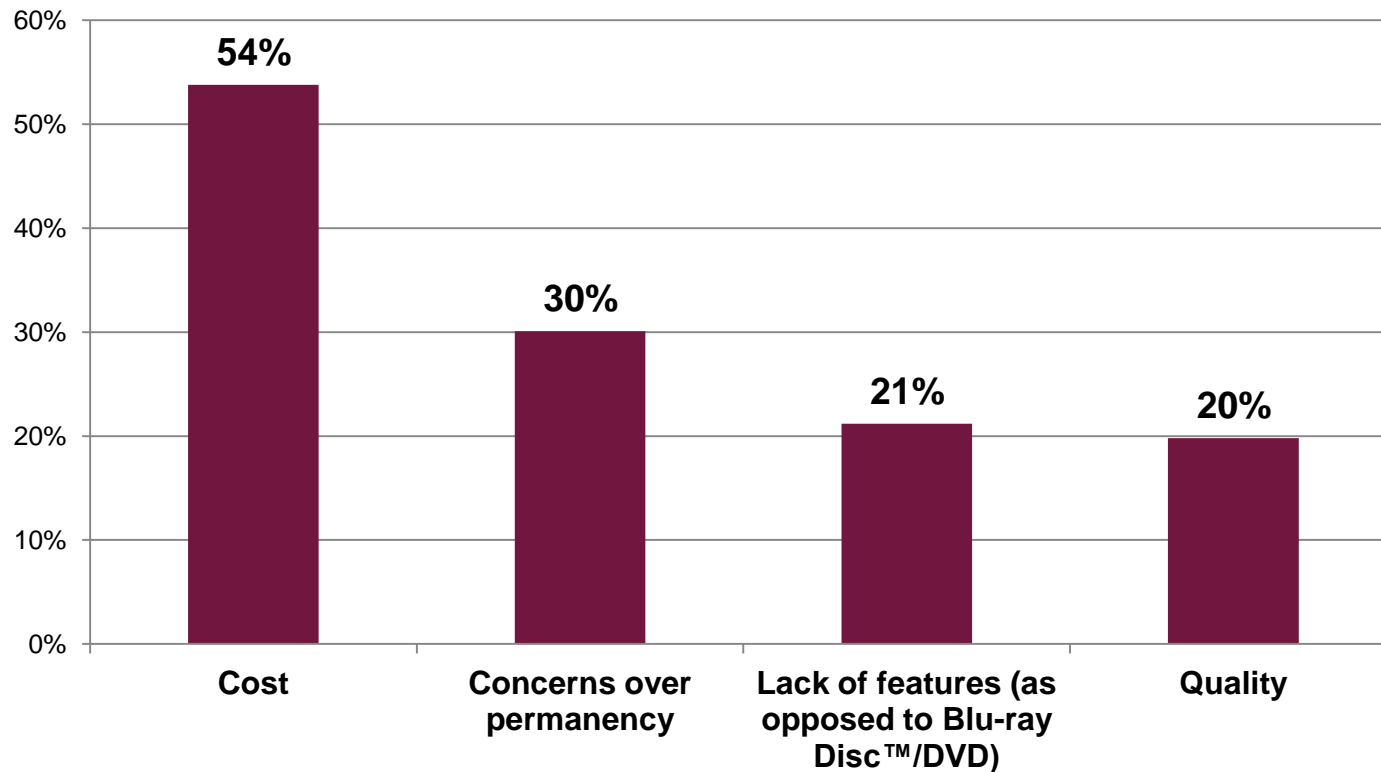
# Have you experienced any of the following issues when attempting to stream a movie:



*Multiple answers possible.*



# If you have yet to purchase a movie (for ownership rather than as a rental) what is the reason:



*Multiple answers possible.*



# Results Spain

# Summary (Spain)

## About the survey

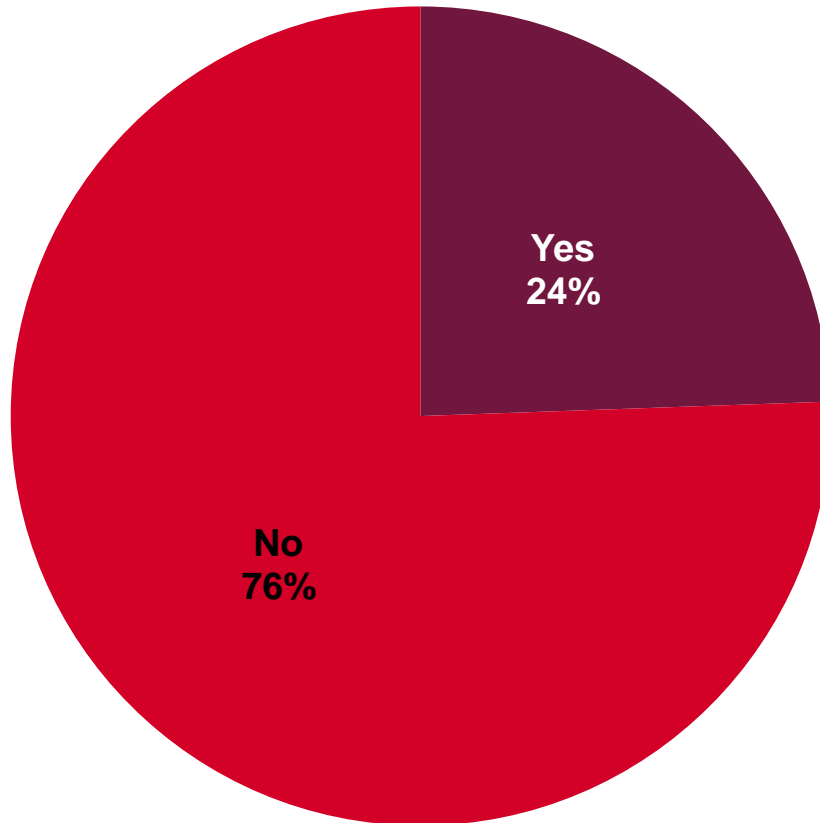
- Goal: Understanding the video streaming behavior of the DivX community
- Method: Opt-in online survey, targeting DivX community in France
- Sample size: 3,500 respondents

## Key findings

- Only **24%** of DivX users have streamed a movie or TV show
- **57%** prefer to stream content to a PC followed by a connected TV or Blu-ray Disc™ player (**29%**) and game console (**4%**)
- **53%** of users that stream, use a subscription based service and **32%** use a la carte rental service
- Among Video Quality, Convenience, Selection and Price, **Video Quality** ranks the highest when it comes to the streaming experience
- **Smooth fast-forward and rewind** is the most requested feature when it comes to streaming (**33%**)
- Cost is the #1 hurdle that prevents users from purchasing a digital movie (**55%**)
- **57%** experienced a movie stopped playing (crashed) when streaming

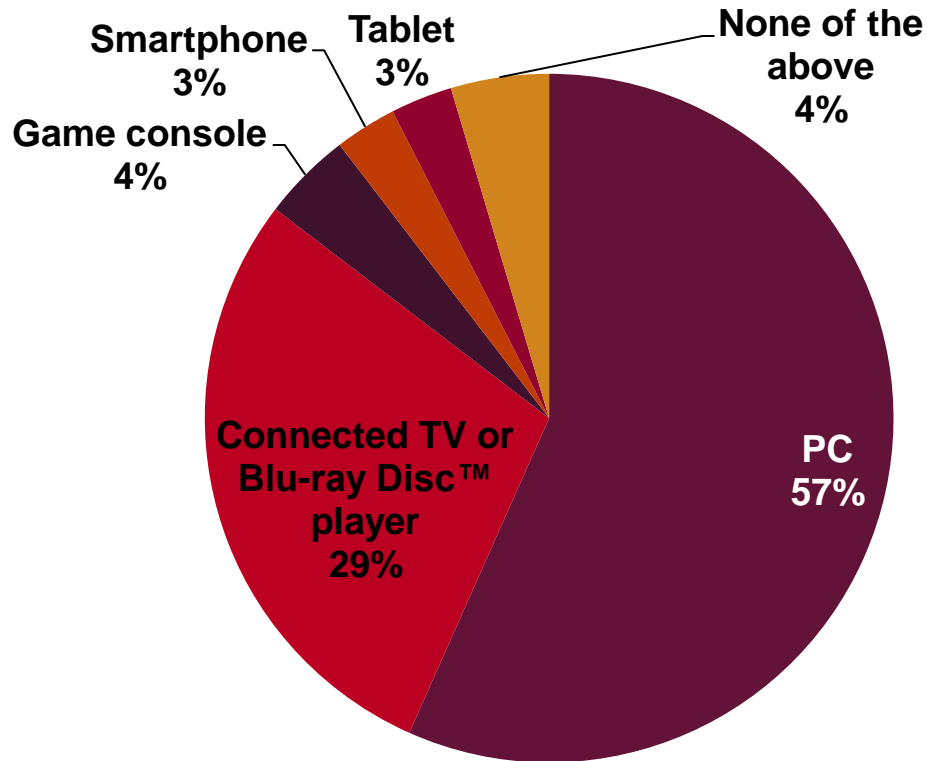


# Have you streamed a movie or TV show?

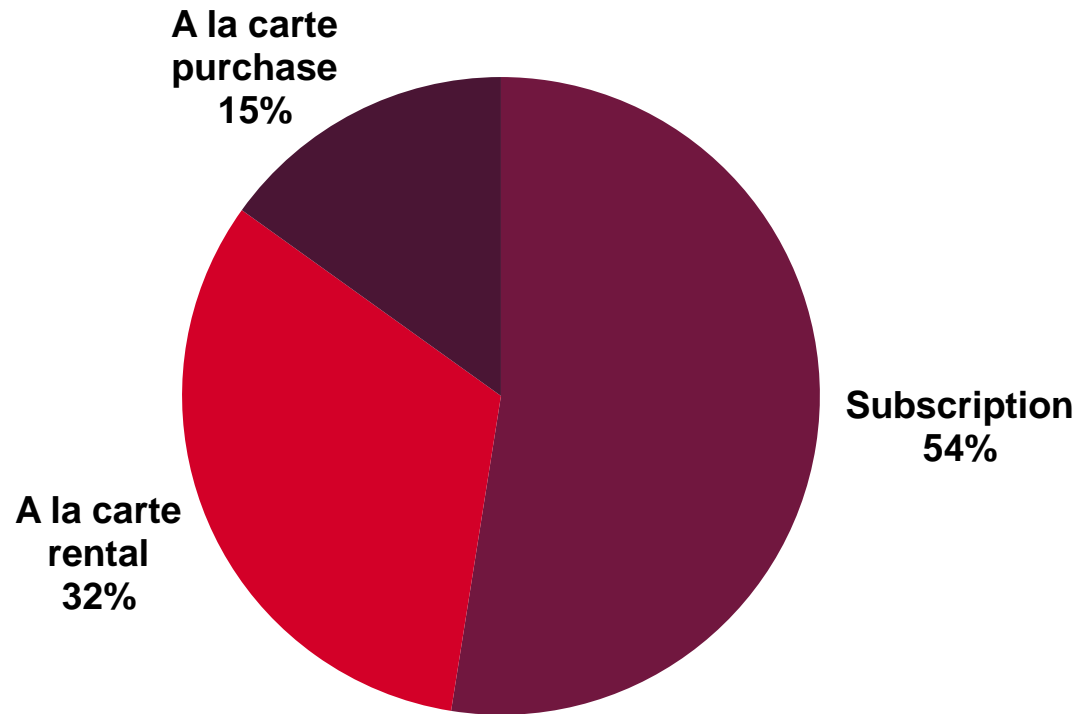




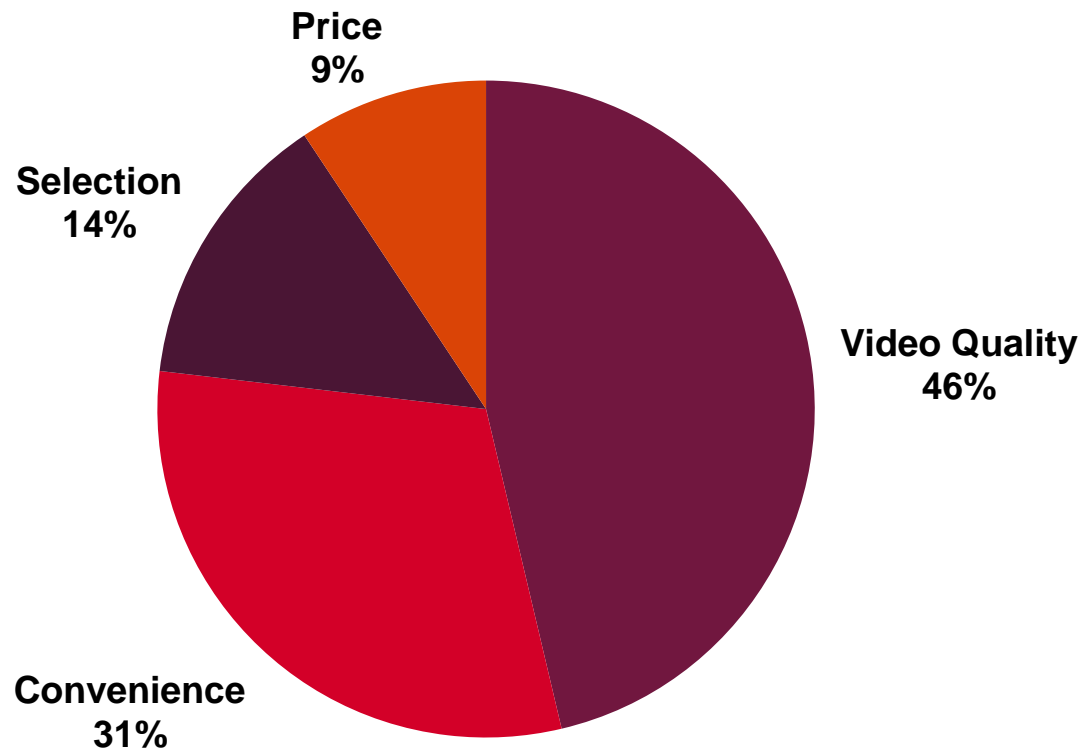
# I prefer to stream my movies or TV shows to:



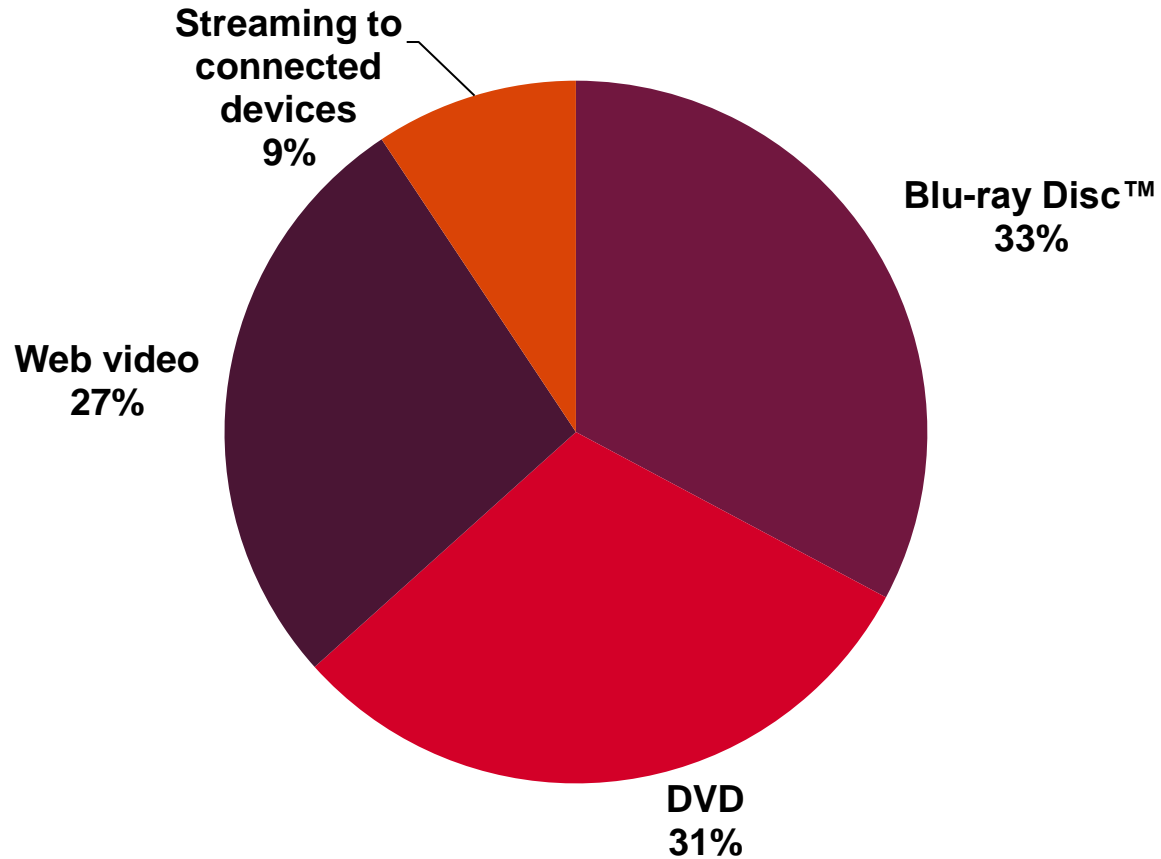
# What type of streaming service have you primarily used?



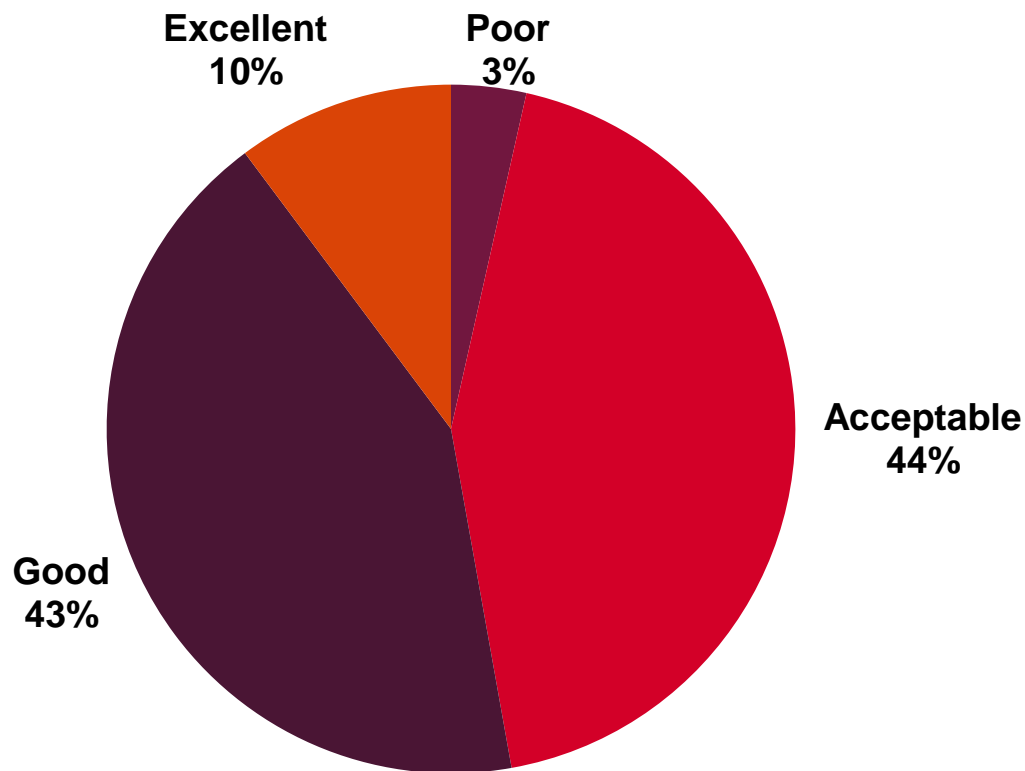
# What part of the streaming experience would you rate highest in importance



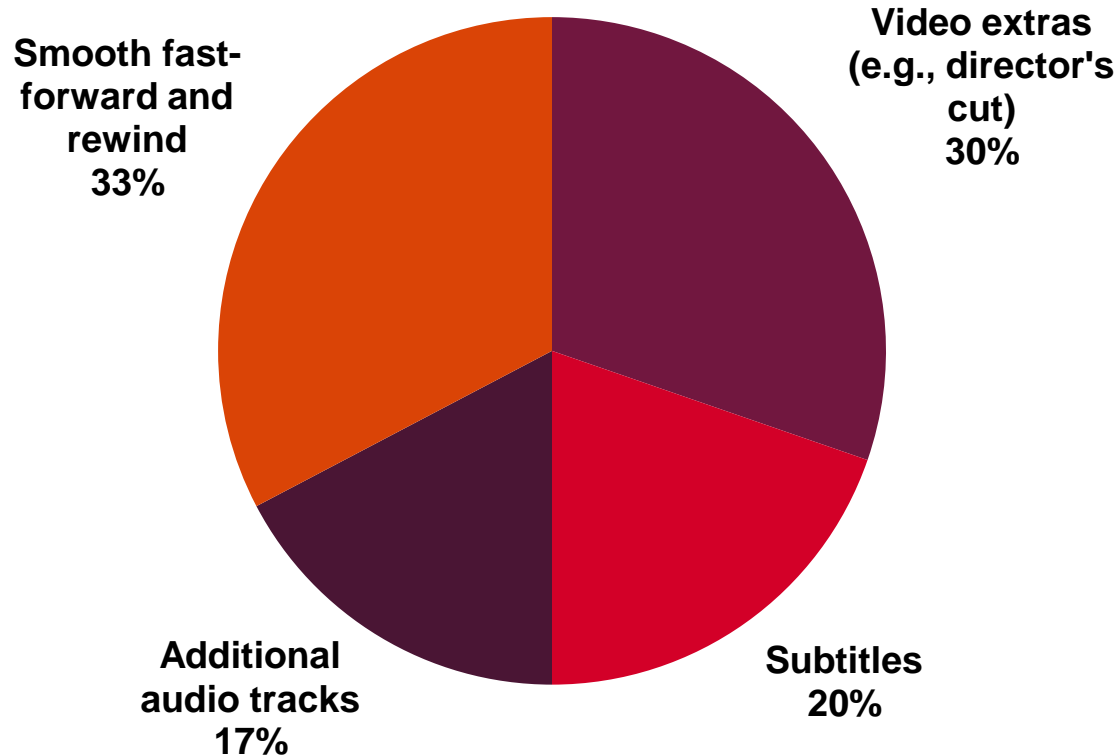
In terms of overall experience (video quality, convenience, selection, price), which of the following formats is the best?



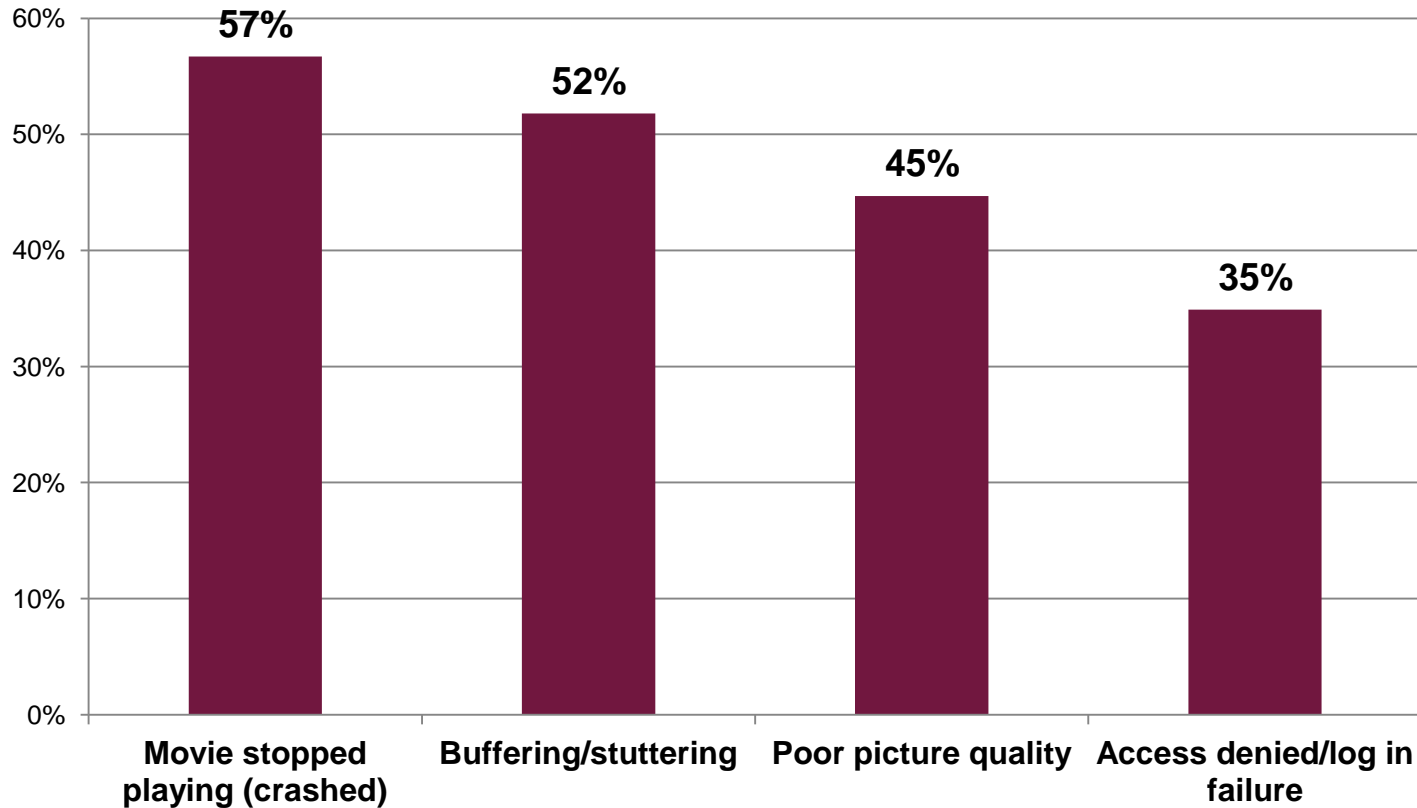
# How would you rate your streaming experience in terms of visual quality?



# Which of the following features would you most like to see offered in streaming movies or TV shows?

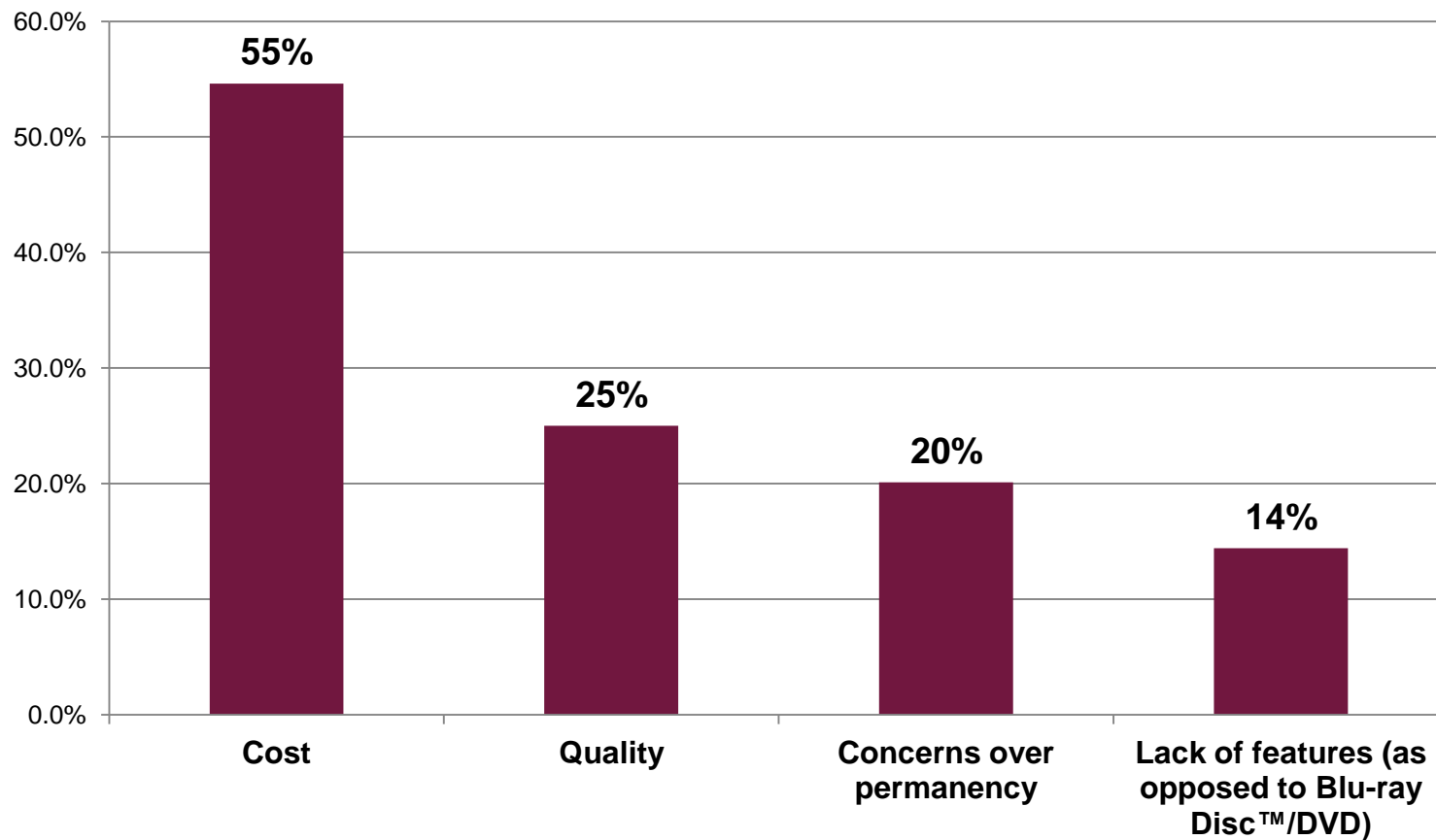


# Have you experienced any of the following issues when attempting to stream a movie?



*Multiple answers possible.*

# If you have yet to purchase a movie (for ownership rather than as a rental) what is the reason:



*Multiple answers possible.*





# Results Italy

# Summary (Italy)

## About the survey

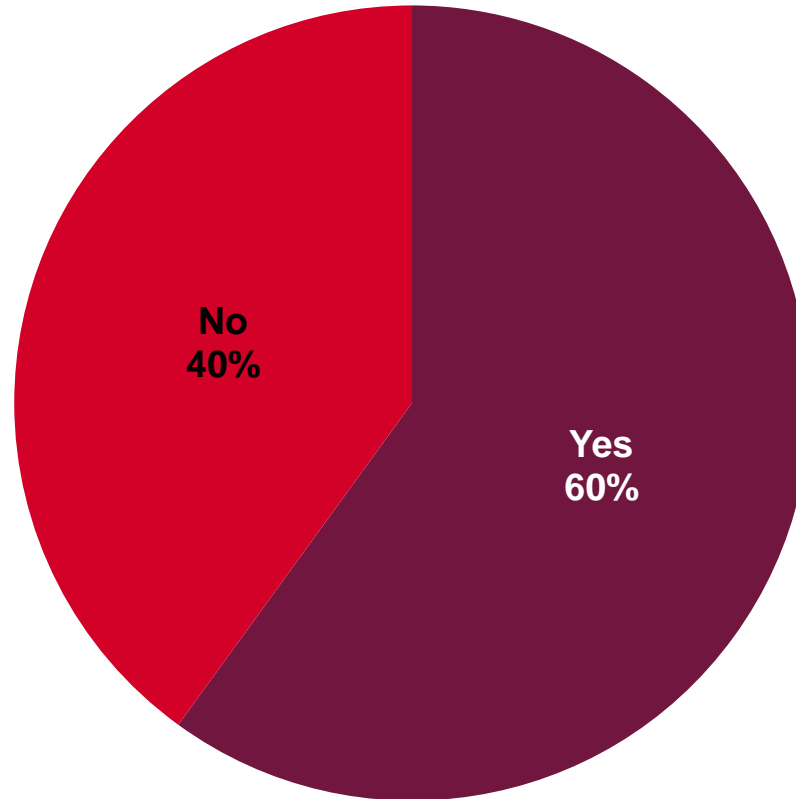
- Goal: Understanding the video streaming behavior of the DivX community
- Method: Opt-in online survey, targeting DivX community in Italy
- Sample size: 1,700 respondents



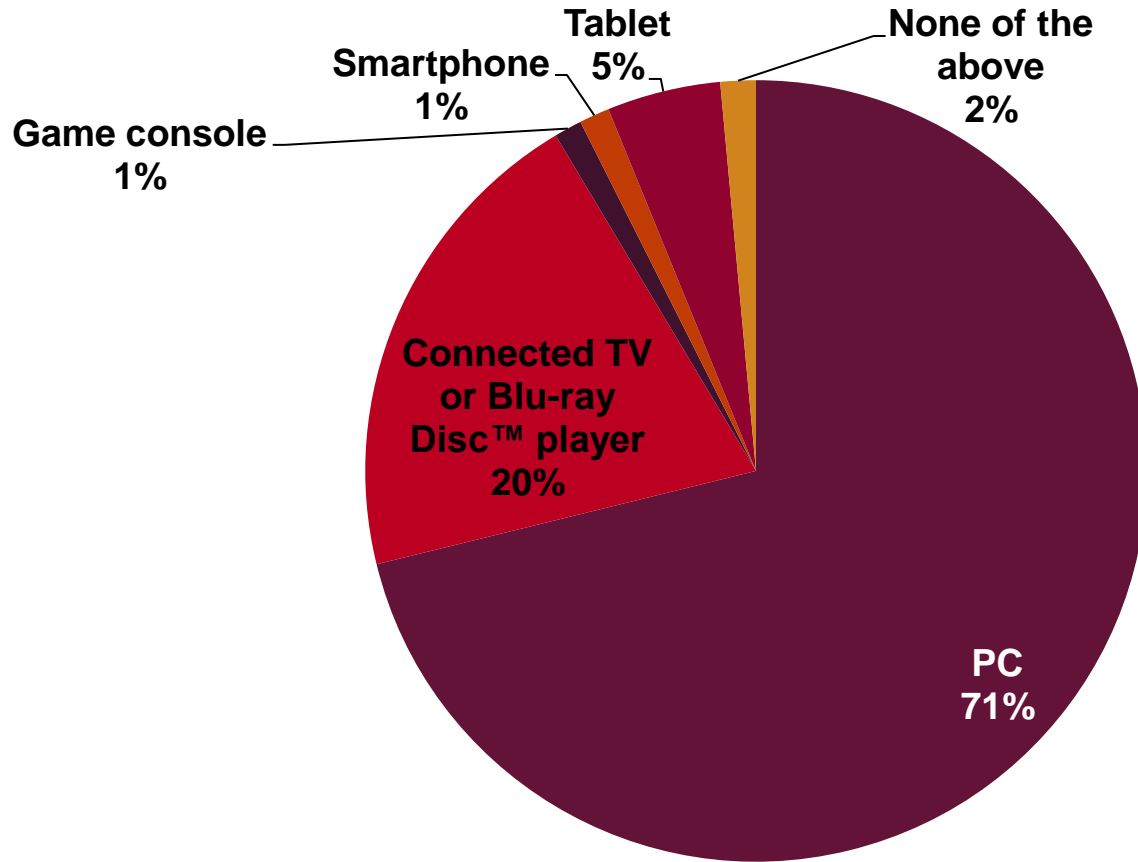
## Key findings

- **60%** of DivX users have streamed a movie or TV show
- **71%** prefer to stream content to a PC followed by a connected TV or Blu-ray Disc™ player (**20%**) and tablet (**5%**)
- **72%** of users that stream, use a subscription based service and **20%** use a la carte rental service
- Among Video Quality, Convenience, Selection and Price, **Video Quality** ranks the highest when it comes to the streaming experience
- **Smooth fast-forward and rewind** is the most requested feature when it comes to streaming (**40%**)
- Cost is the #1 hurdle that prevents users from purchasing a digital movie (**50%**)
- **55%** experienced buffering/stuttering when streaming

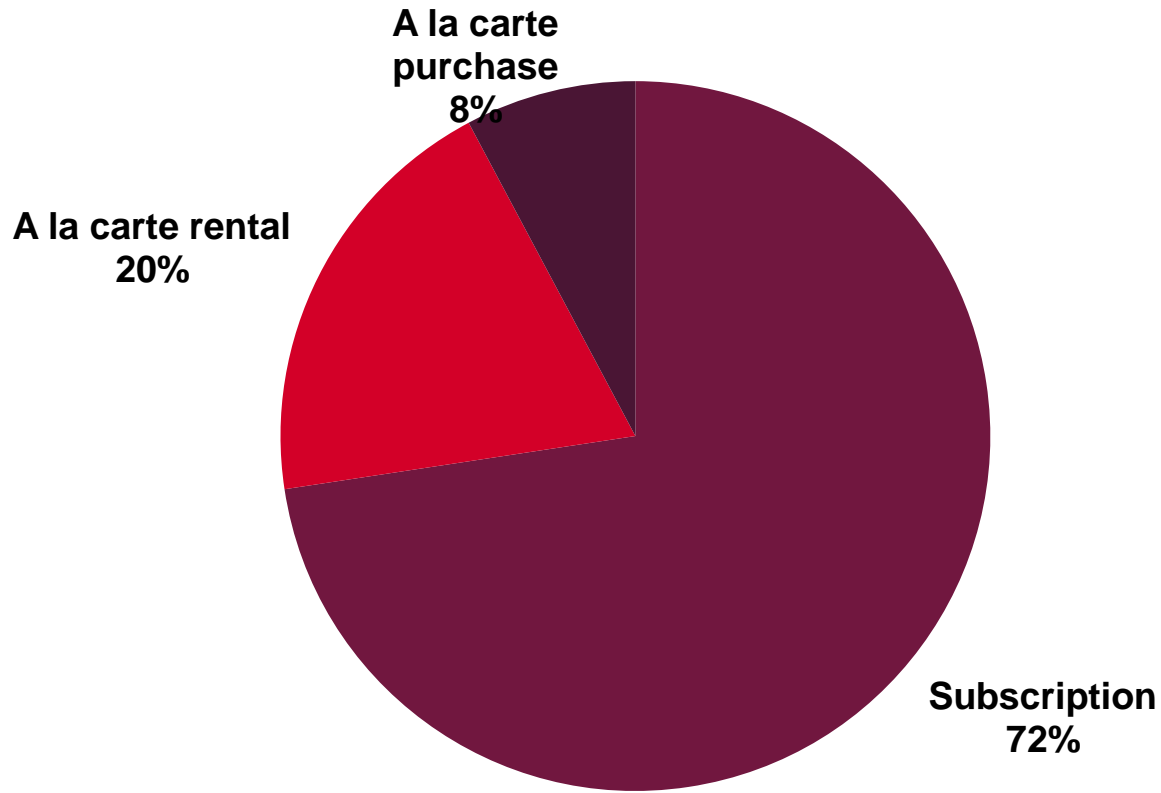
# Have you streamed a movie or TV show?



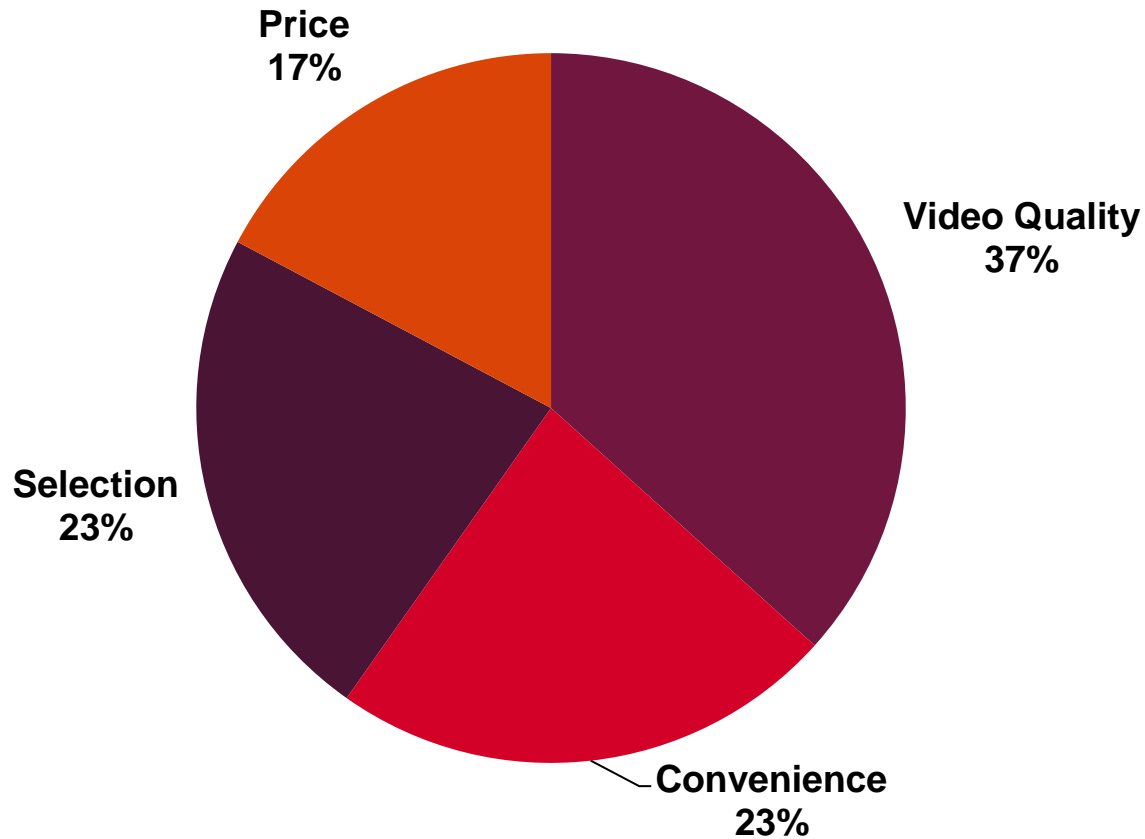
# I prefer to stream my movies or TV shows to:



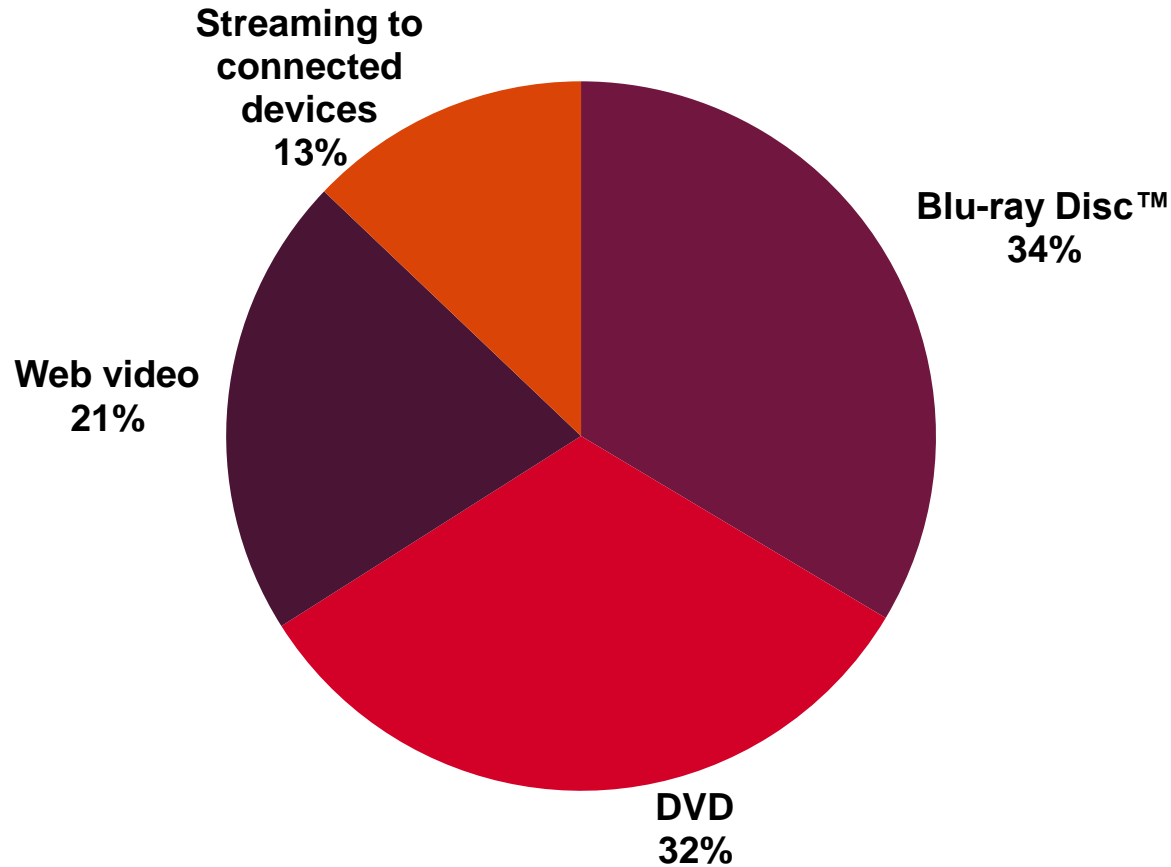
# What type of streaming service have you primarily used?



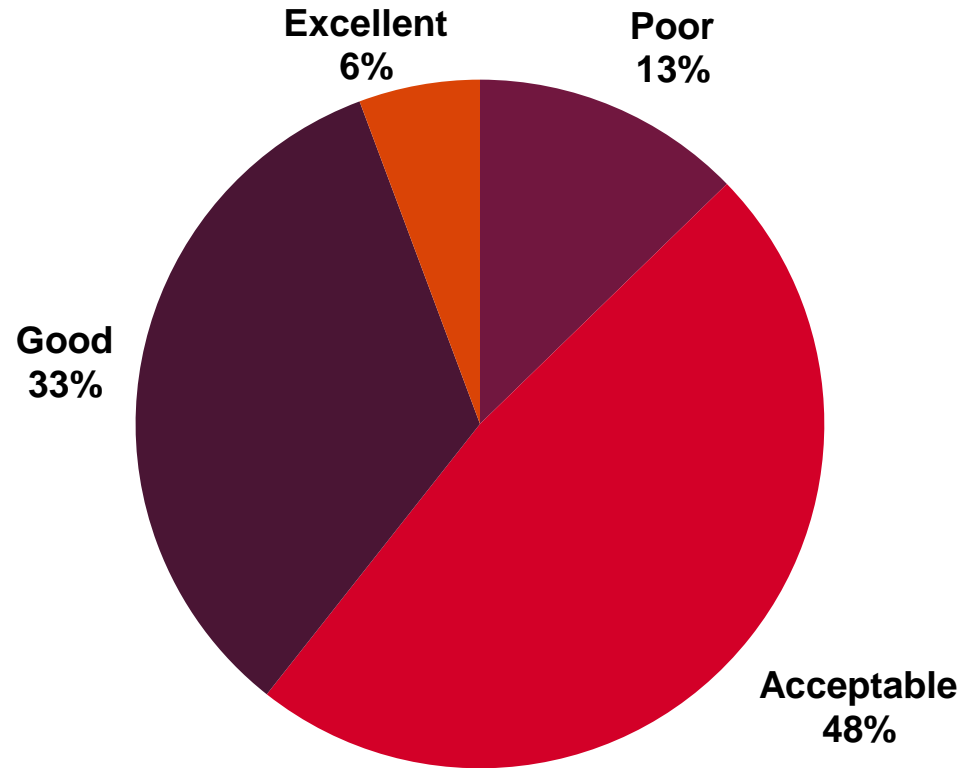
# What part of the streaming experience would you rate highest in importance



In terms of overall experience (video quality, convenience, selection, price), which of the following formats is the best?

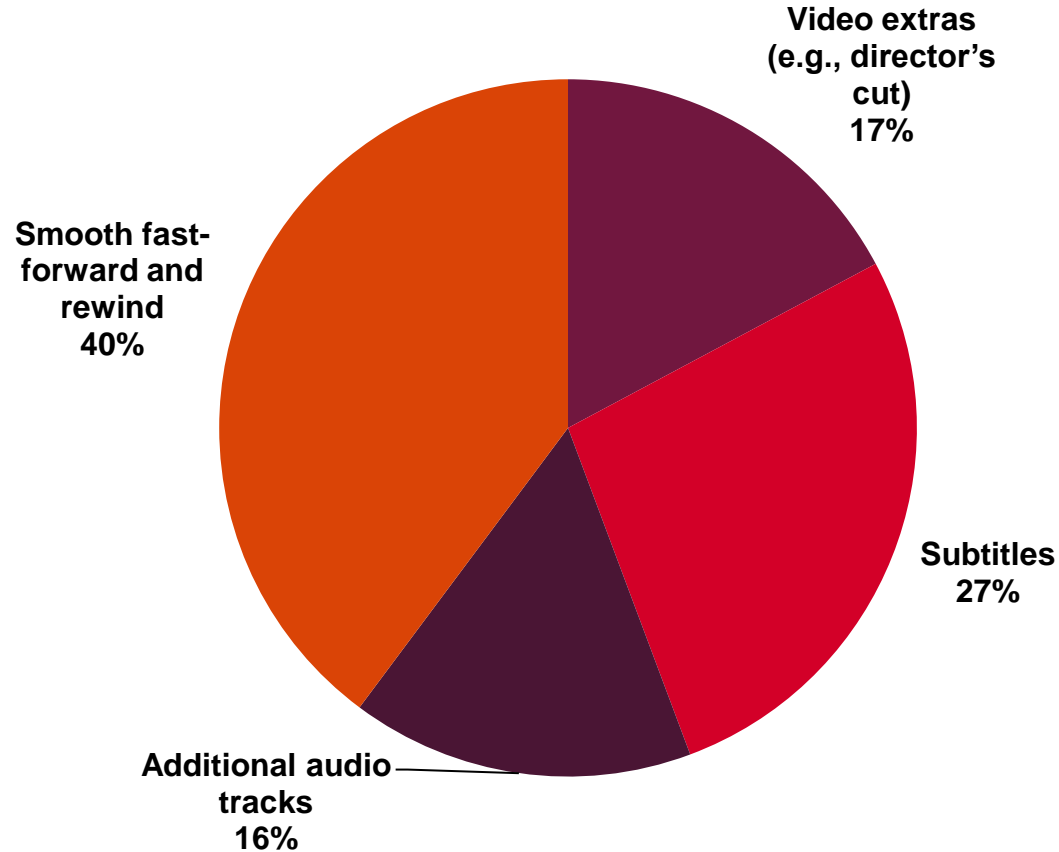


# How would you rate your streaming experience in terms of visual quality?

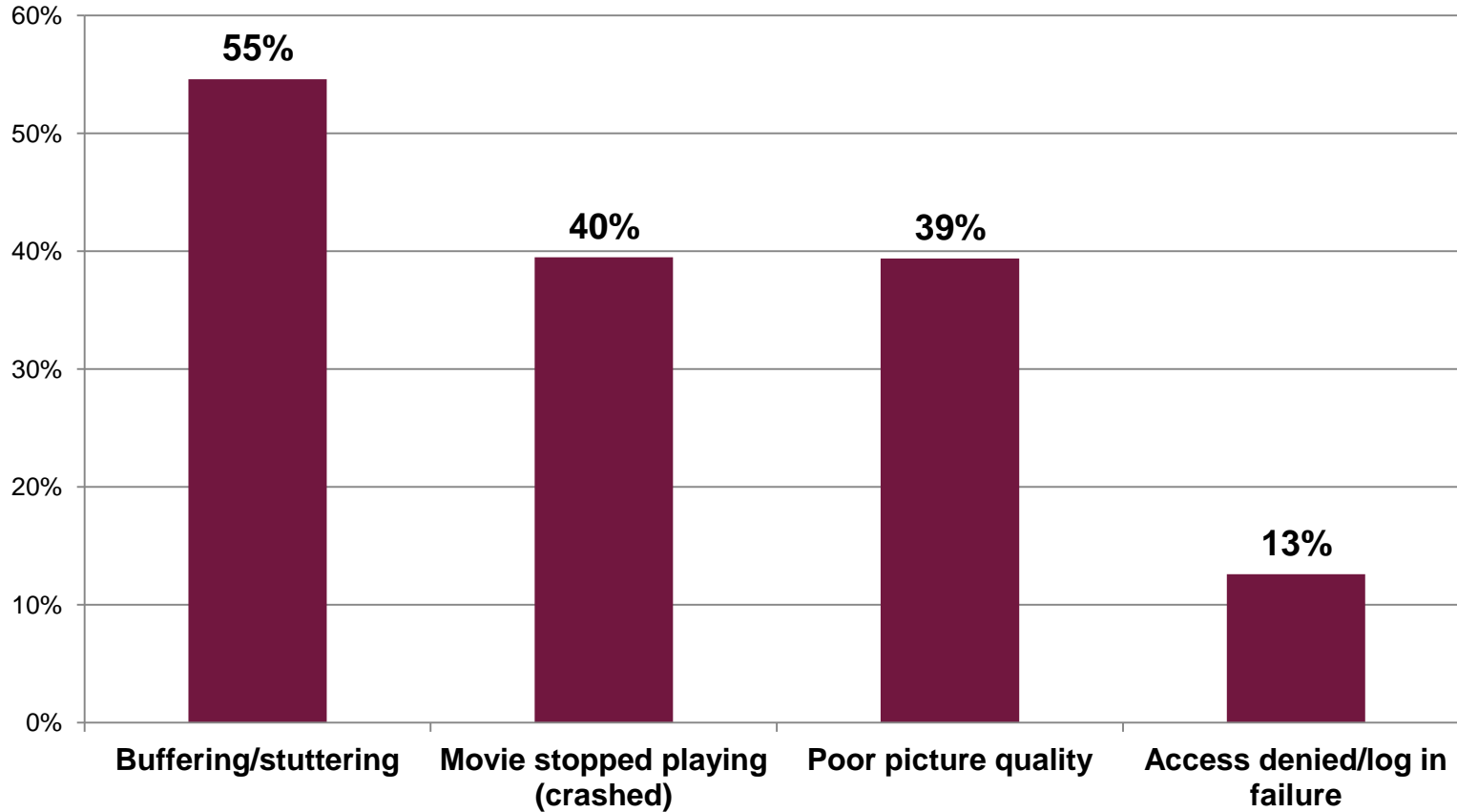




# Which of the following features would you most like to see offered in streaming movies or TV shows?



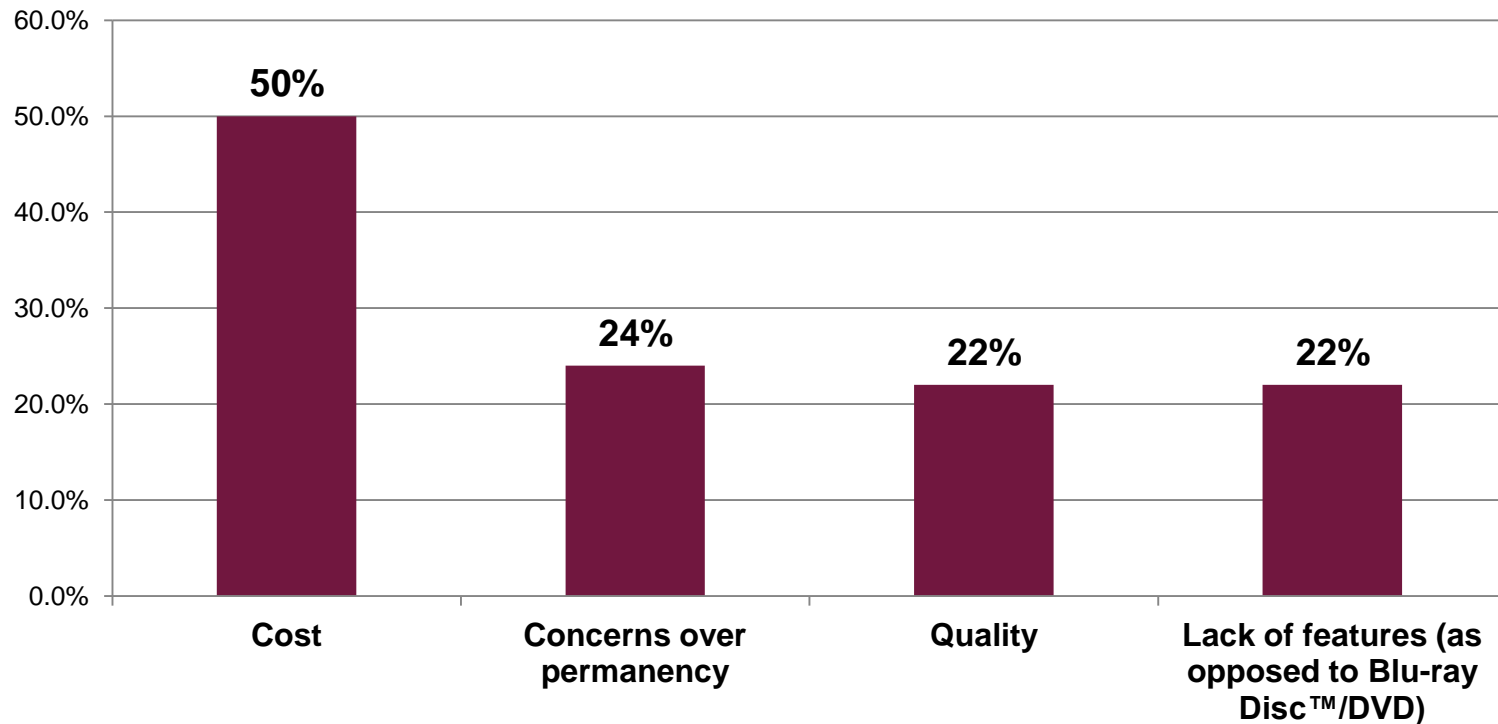
# Have you experienced any of the following issues when attempting to stream a movie?



*Multiple answers possible.*



# If you have yet to purchase a movie (for ownership rather than as a rental) what is the reason:



*Multiple answers possible.*



Thank you.

**rovi**corp.com  
**join the entertainment**

