



QuickPlay Media – Mobile TV and Video Survey 2008 Research Brief

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Research Brief

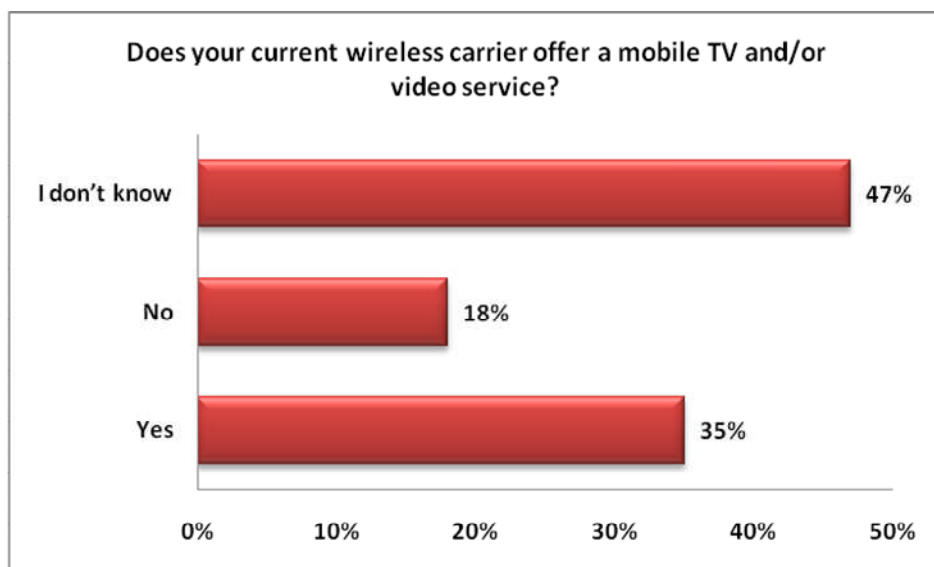
Mobile TV and Video Survey 2008

This national survey is focused on consumer interest and consumption of mobile TV and video content and reveals some surprising results regarding the viewing habits and preferences of today's consumers. The online survey was conducted via Zoomerang, an online survey services provider, and polled approximately 500 U.S. based mobile phone customers between the ages of 18 and 34. The survey has a 4.1 percent margin of error.

Key Findings

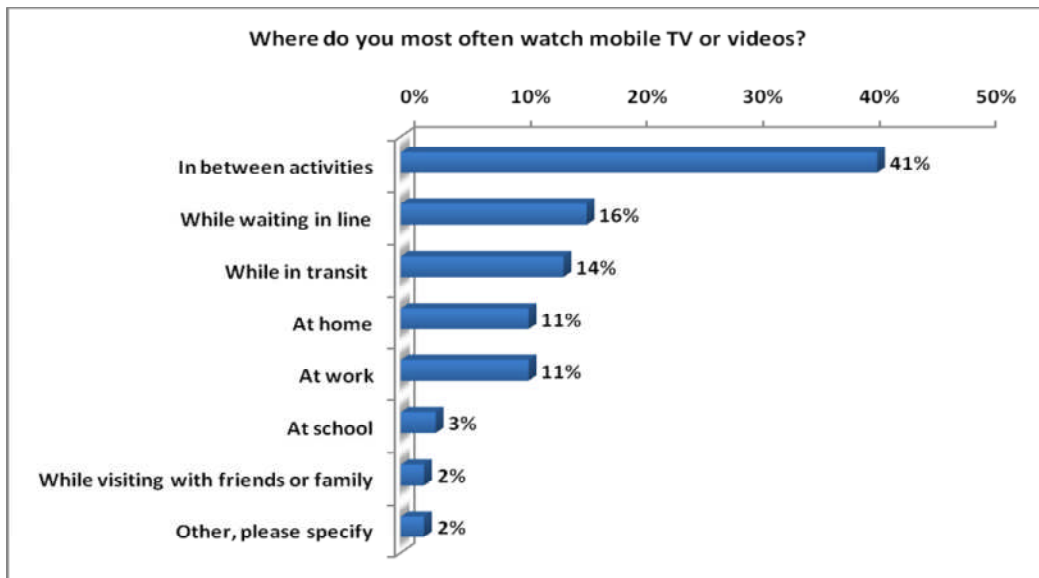
Awareness is an Issue

While the majority of wireless carriers now offer a mobile TV and/or video service, the survey shows that 47 percent of consumers do not know whether or not their carrier offers such a service.

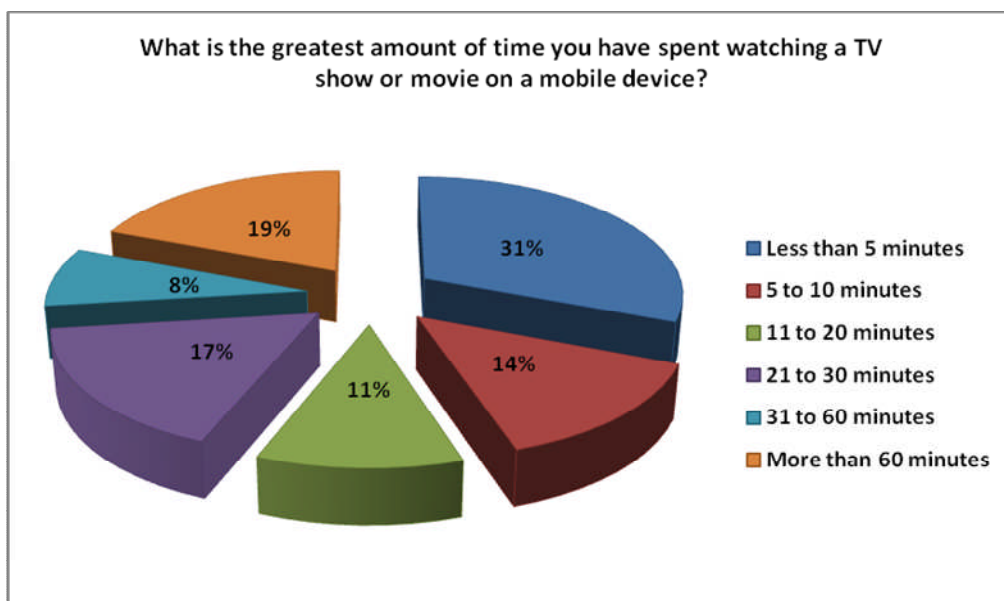


Consumer Have a Preference for Content “Snacking”

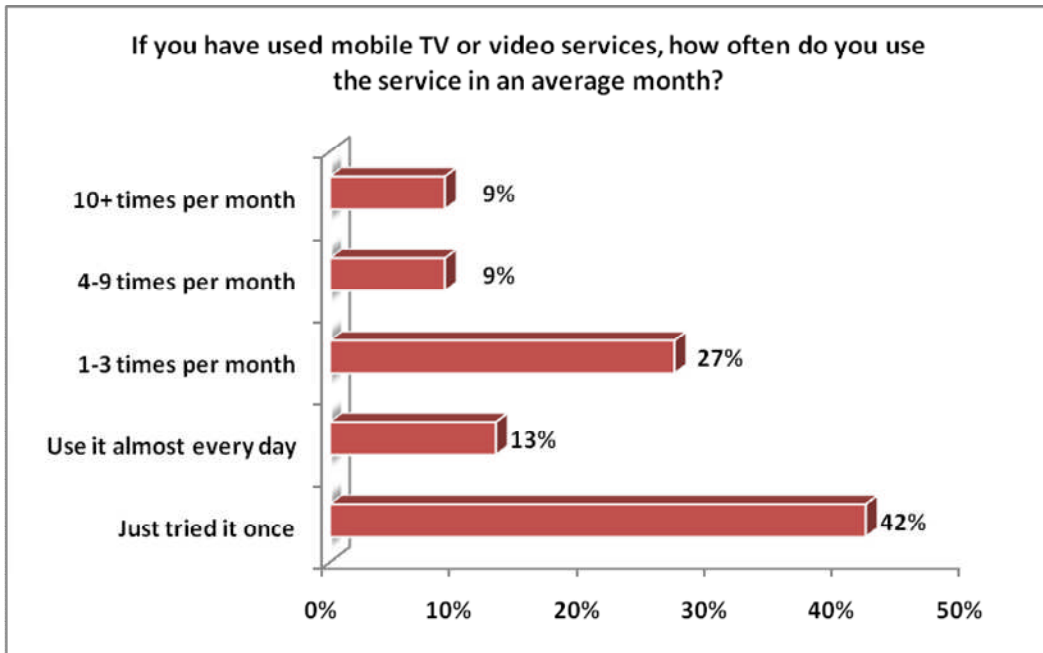
For consumers that are currently using mobile TV and video, the study shows that 71 percent have a preference for mobile content “snacking” versus setting aside dedicated viewing times. Specific points include: 41 percent view content in between daily activities, 16 percent while waiting in line and another 14 percent while in transit (e.g. on the bus or other public transportation).



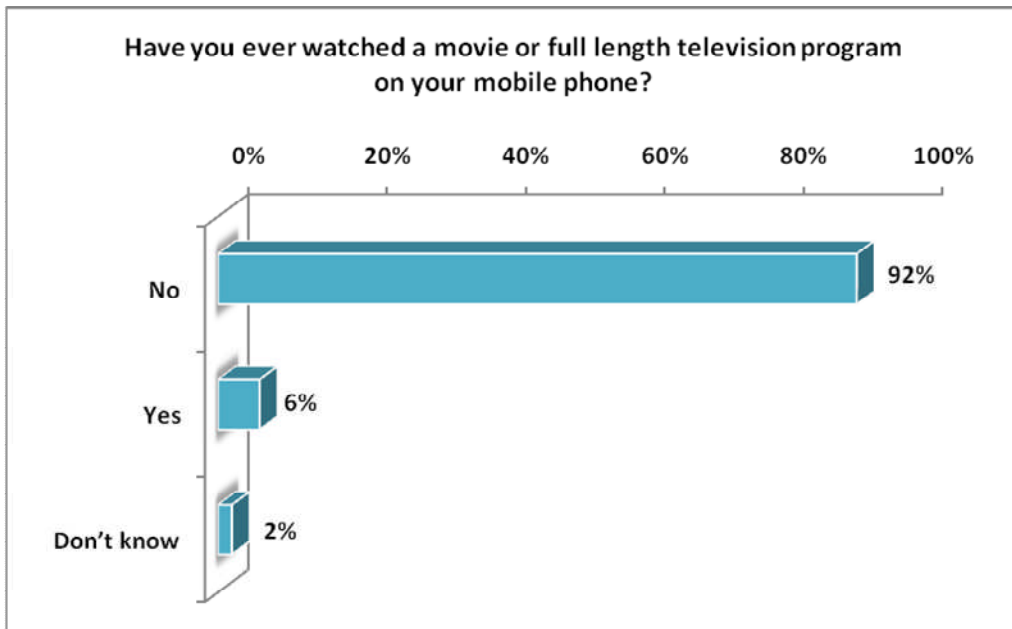
31 percent of people who have viewed mobile TV or video indicated that they have spent “less than five minutes” at a time doing so.



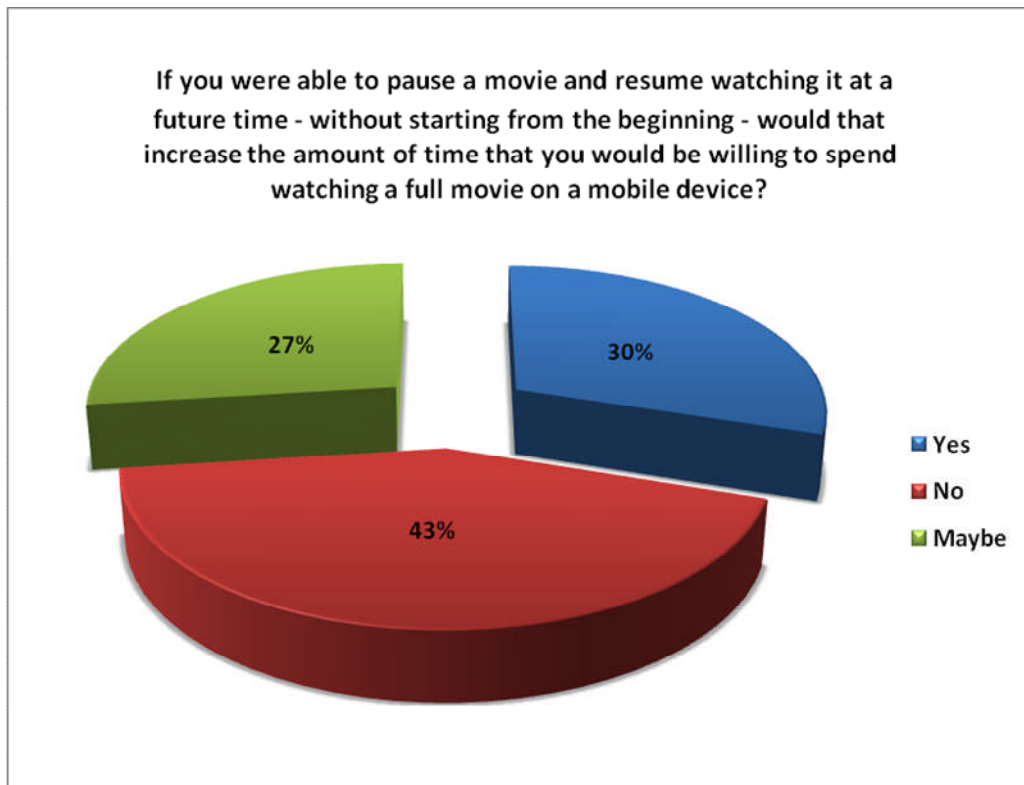
58 percent watch mobile TV and video at least one to three times per month.



92 percent of respondents have never watched a full length television program on their mobile phone.

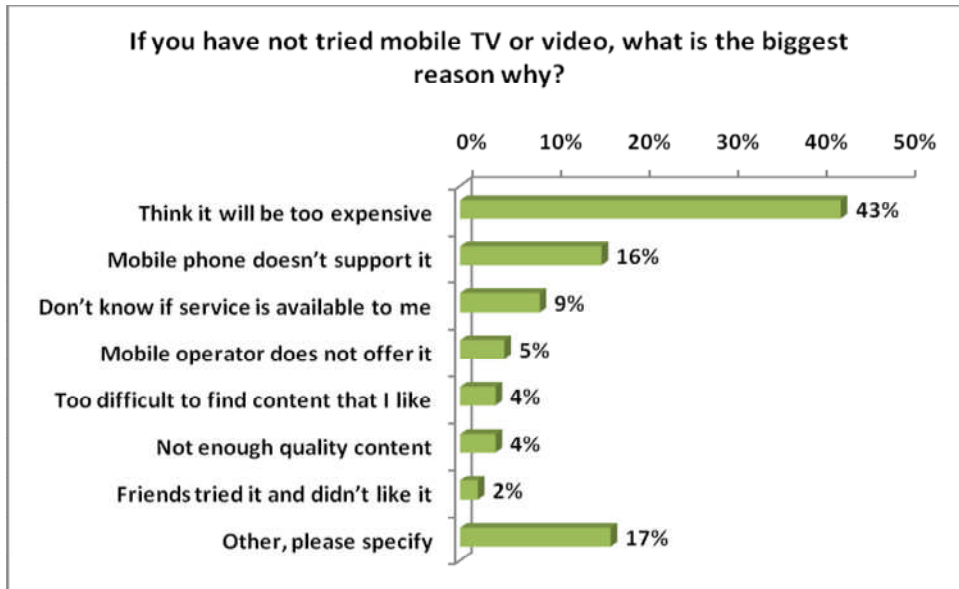


57 percent of those surveyed would consider the ability to pause and resume content a potential deciding factor in whether or not they would watch longer forms of content, such as a full-length movie, on a mobile device.



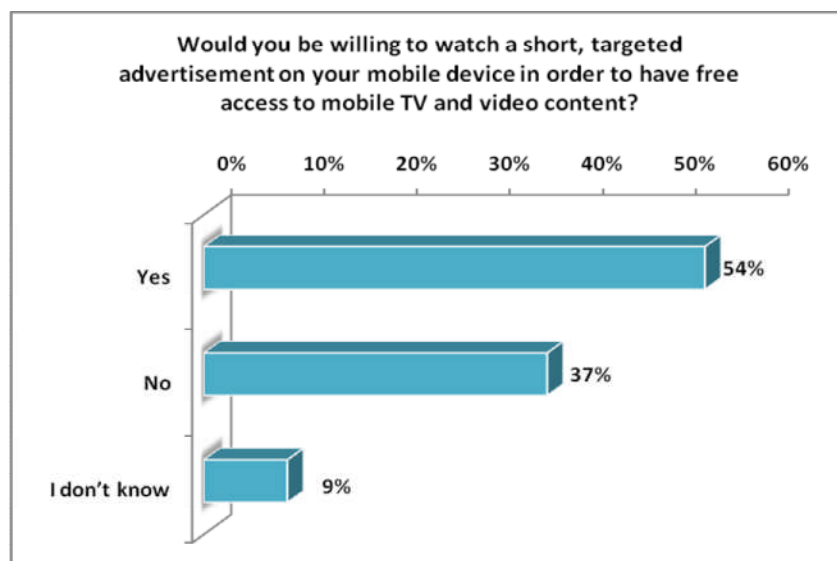
Perceived Cost of Mobile TV and Video is an Issue

43 percent of respondents stated that perceived cost was the number one reason they have not tried mobile TV and video.

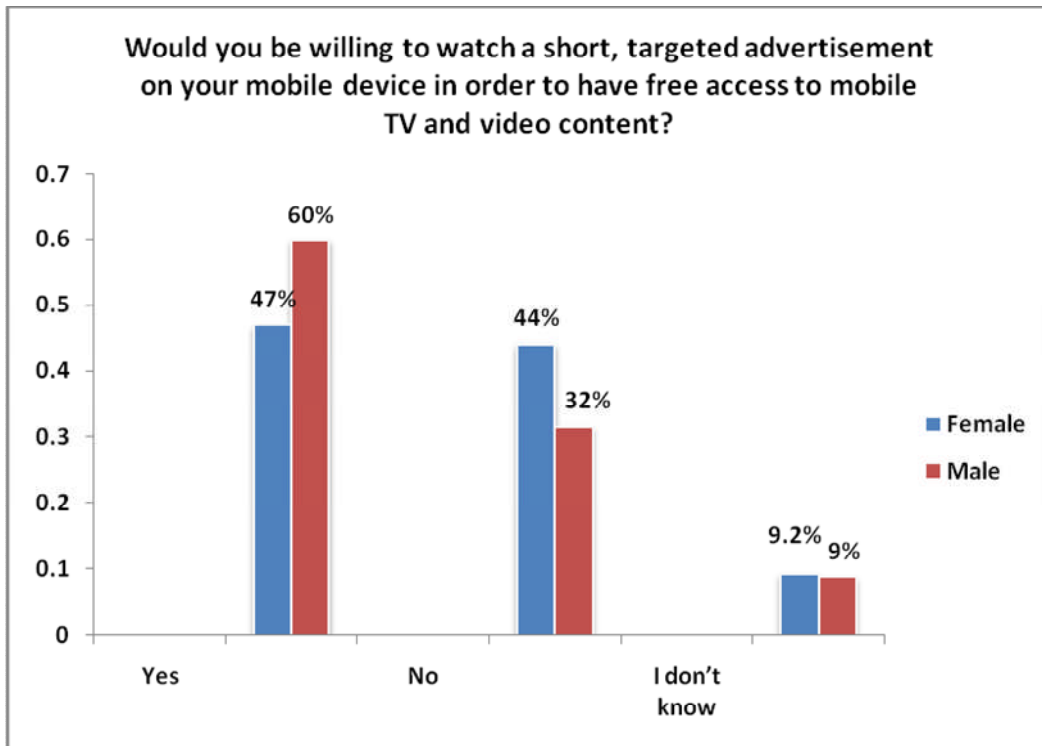


Consumers Interested in Ad-Support Model

The study also shows that while “all you can eat” packages are becoming more widespread, they are not the preference for all consumers, many of whom voiced a strong interest in an ad-supported model. Specifically, 54 percent of respondents said they would be willing to watch a short, targeted advertisement on their mobile device in exchange for free access to mobile TV and video content.

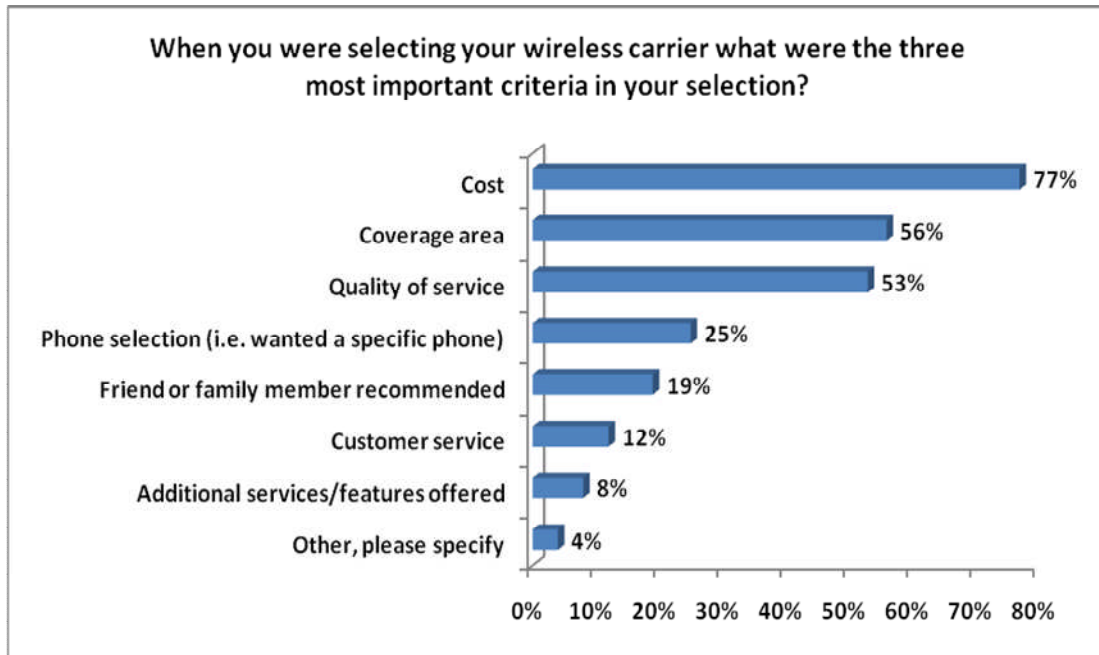


In addition, nearly 60 percent of male respondents would be willing to watch a targeted advertisement in exchange for free access to mobile TV and video content, nearly twice the number than those males who would not be willing to do so. Female respondents were more balanced, with nearly 47 percent willing as opposed to 44 percent whom are not willing to view an advertisement in exchange for free access to mobile TV and video content.

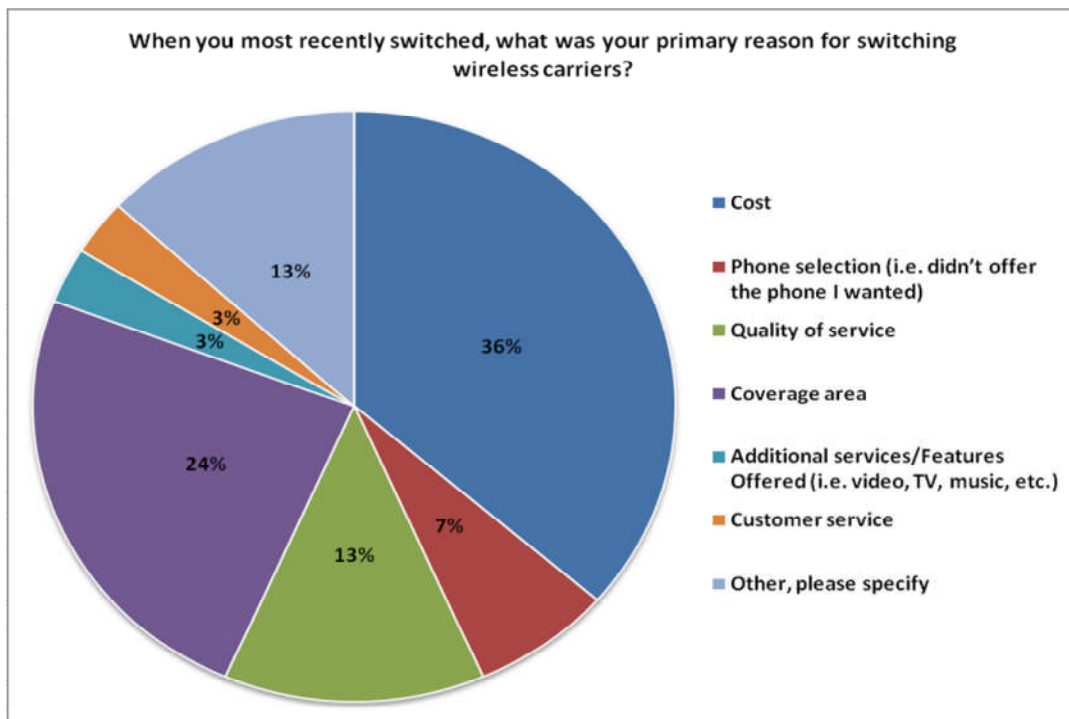


Other Notable Findings From The Survey Include:

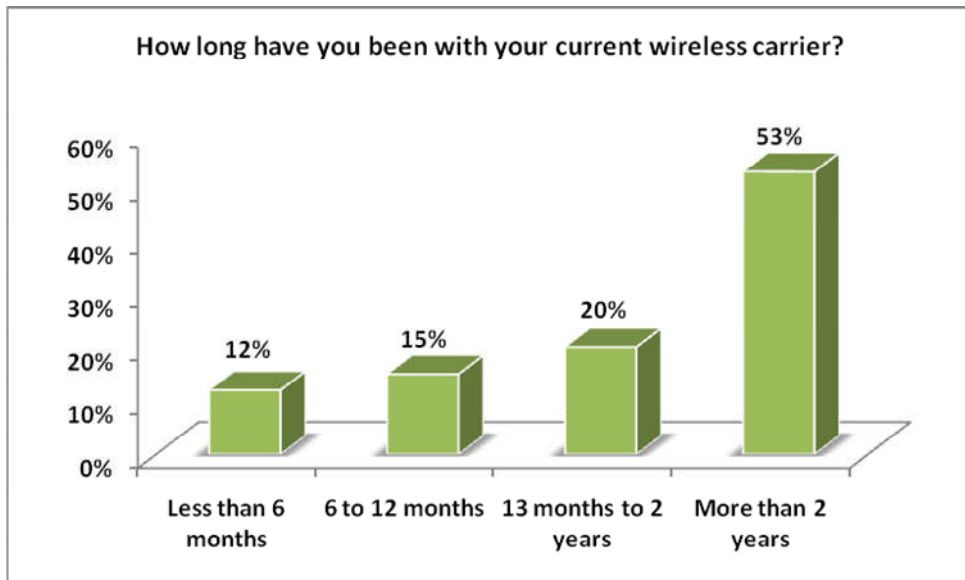
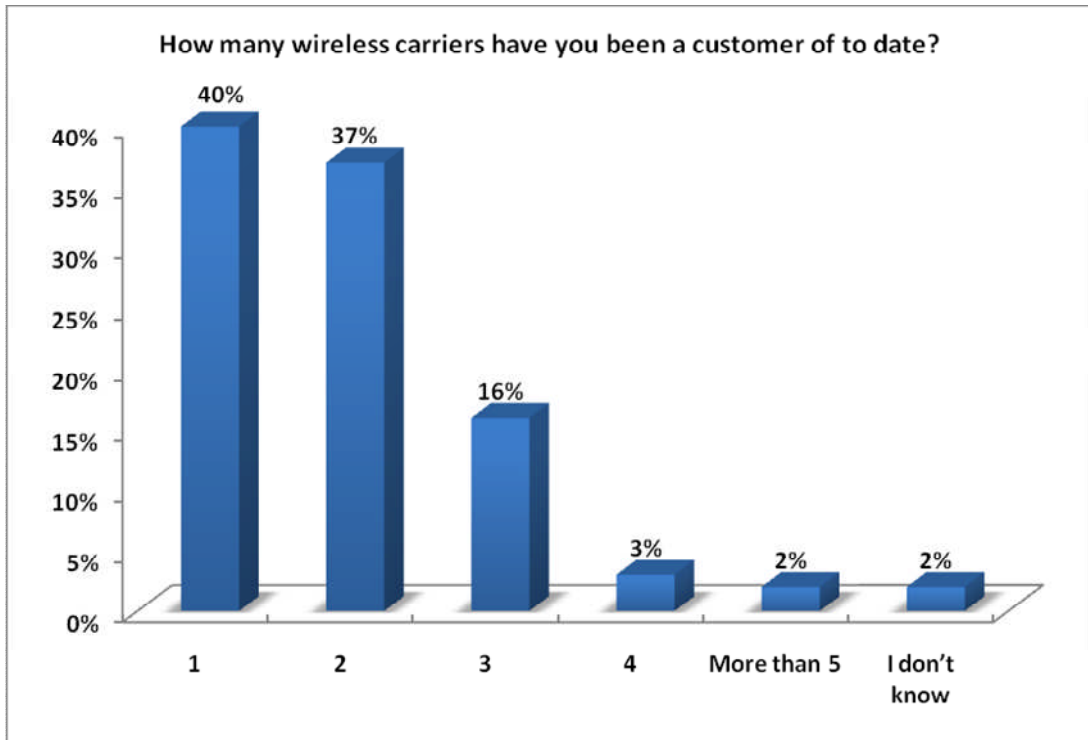
77 percent of respondents stated that cost was the primary factor when selecting their wireless carrier.



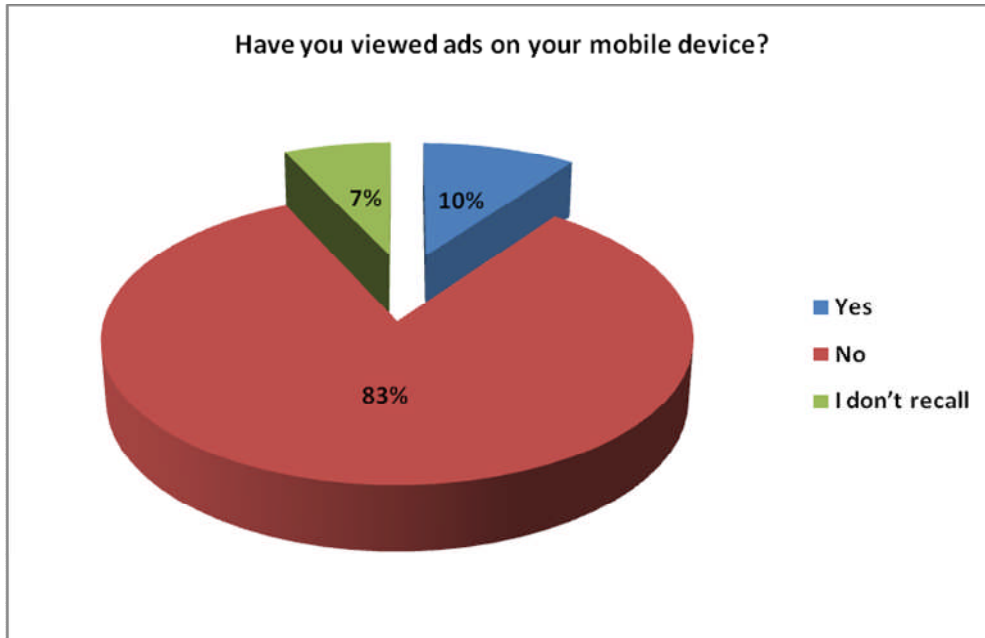
36 percent of respondents said that cost was the number one reason for switching carriers.



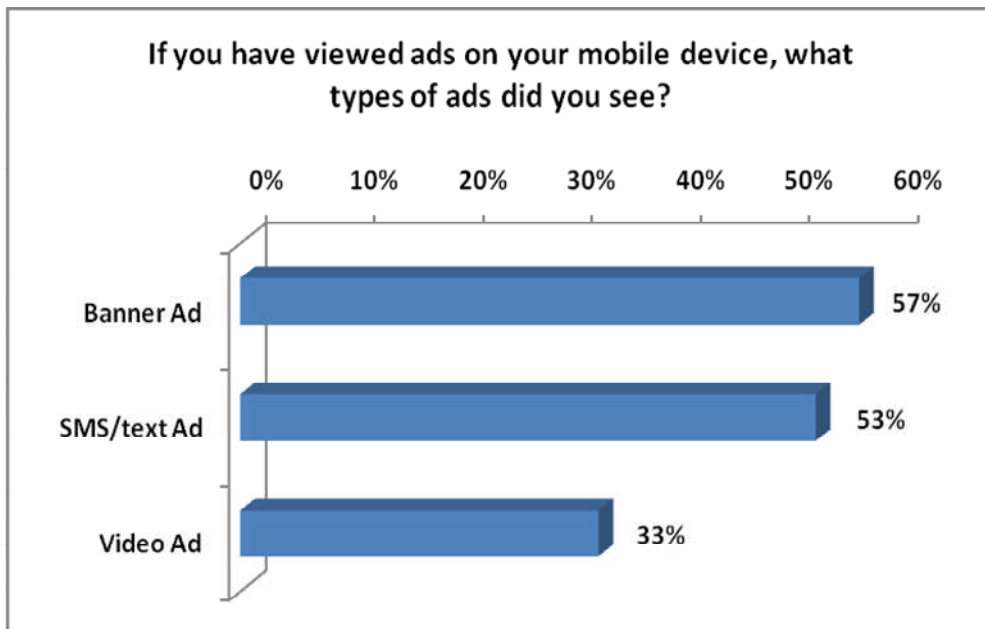
40 percent of consumers have used one carrier to date and 53 percent said they have been with their carrier for more than two years.



Although much has been written about growth of mobile ads, 83 percent of respondents have not viewed an ad on their mobile device.



For those consumers that have seen an ad on a mobile device, most reported viewing a banner ad or a SMS/Text ad (respondents had the option to select multiple answers).



About QuickPlay Media

QuickPlay Media provides content management and service delivery solutions for mobile television and video services. The QuickPlay OpenVideo™ media management platform offers maximum flexibility and streamlined application integration for mobile operators, media companies and technology partners. The platform powers mobile video services for 13 major mobile operators in North America and Europe, providing both live and on-demand content from more than 150 different media companies. OpenVideo works in many different mobile content ecosystems, seamlessly interoperating with major search, advertising, billing and user interface frameworks. QuickPlay Media Inc. has offices in Toronto, San Francisco and London. For complete information, please visit www.quickplay.com.