

Will Releasing Movies Direct to Streaming Work?

Streaming Work?

21%

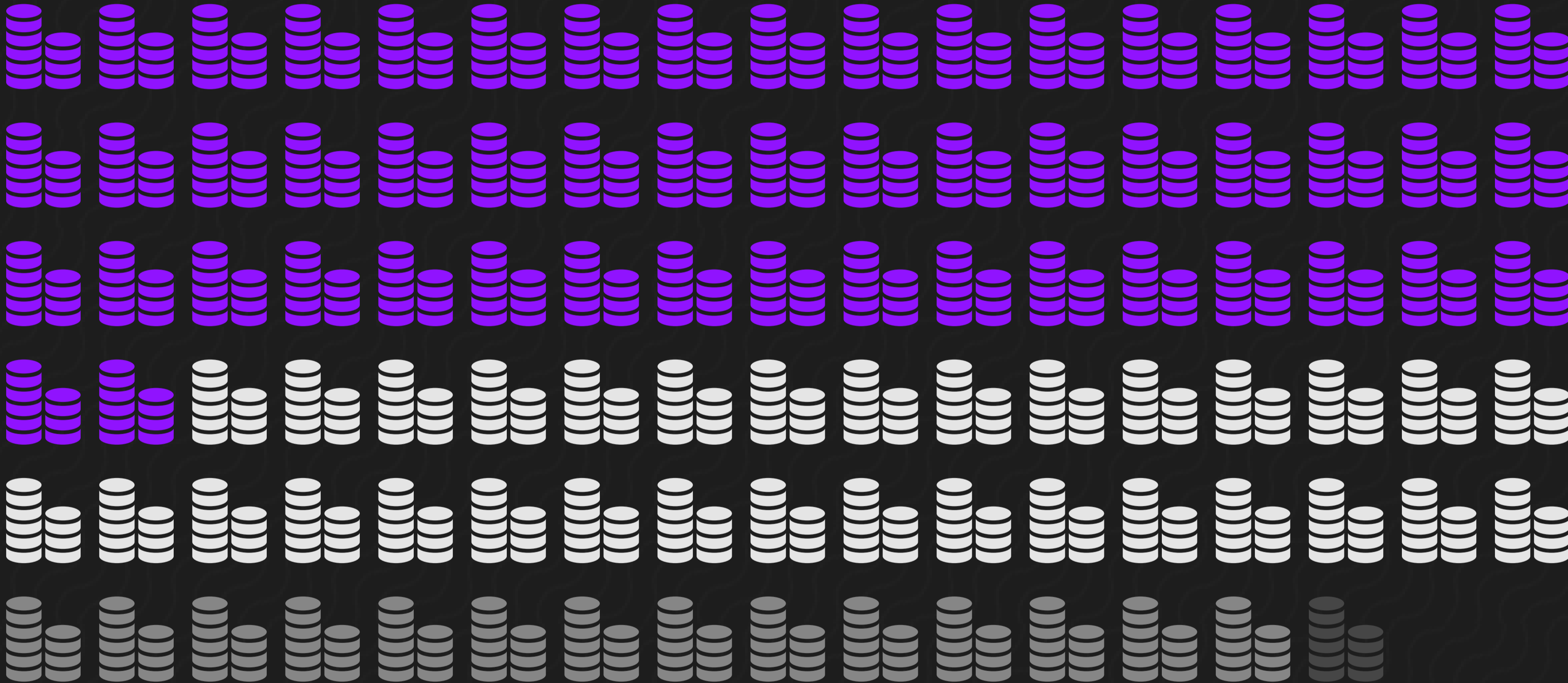
Twenty-one percent of consumers said that they would pay a monthly subscription to access all new movie releases.

Are Consumers Willing to Pay?



Yes (50.23%) No (49.77%)

How Much Will Consumers Pay?



Less than \$5.99 (52.56%) \$5.99-9.99 (32.05%) \$9.99-19.99 (14.1%) \$19.99+ (1.28%)