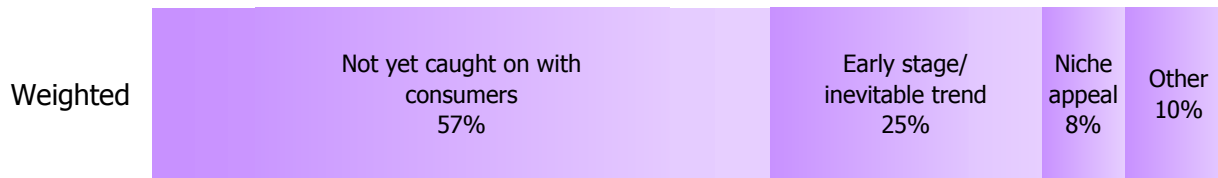
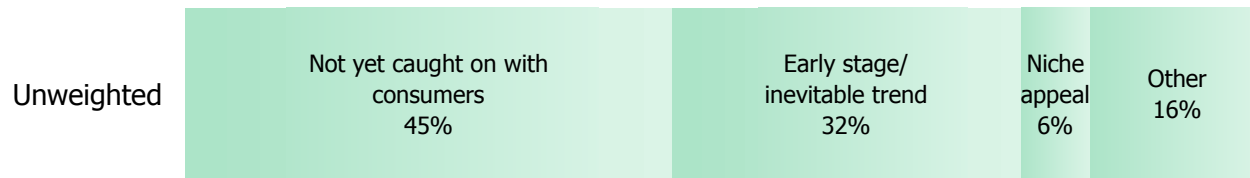


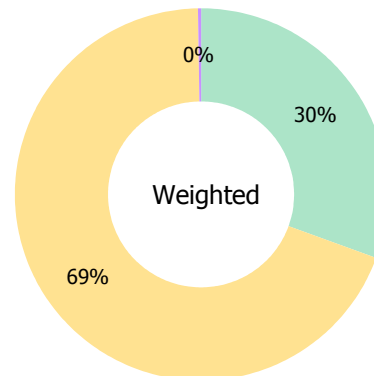
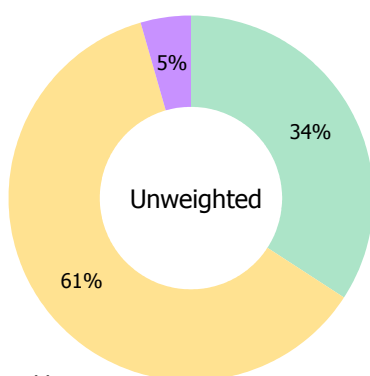
Mobile delivery has not yet caught on in larger markets, but is seen as inevitable

What do you think of the trend towards mobile device content delivery, and how will it impact your business?



Impact on operators' business

- Positive impact
- No/ little impact
- Negative impact



Base: Asia Pacific pay-TV operators; n = 44
 Note: Scores of less than 5% included in Other.

Highlights

- Almost half the operators say delivery of content over mobile devices has yet to catch on with consumers.
- This trend is more evident in some larger markets like India and Indonesia.
- Progress seems to be further advanced in the Philippines, Malaysia and Australia.
- About a third of the respondents see mobile delivery as inevitable...
- ...though they do not necessarily expect it to affect their business very much.
- Very few operators see any potential negative impact on their business.