

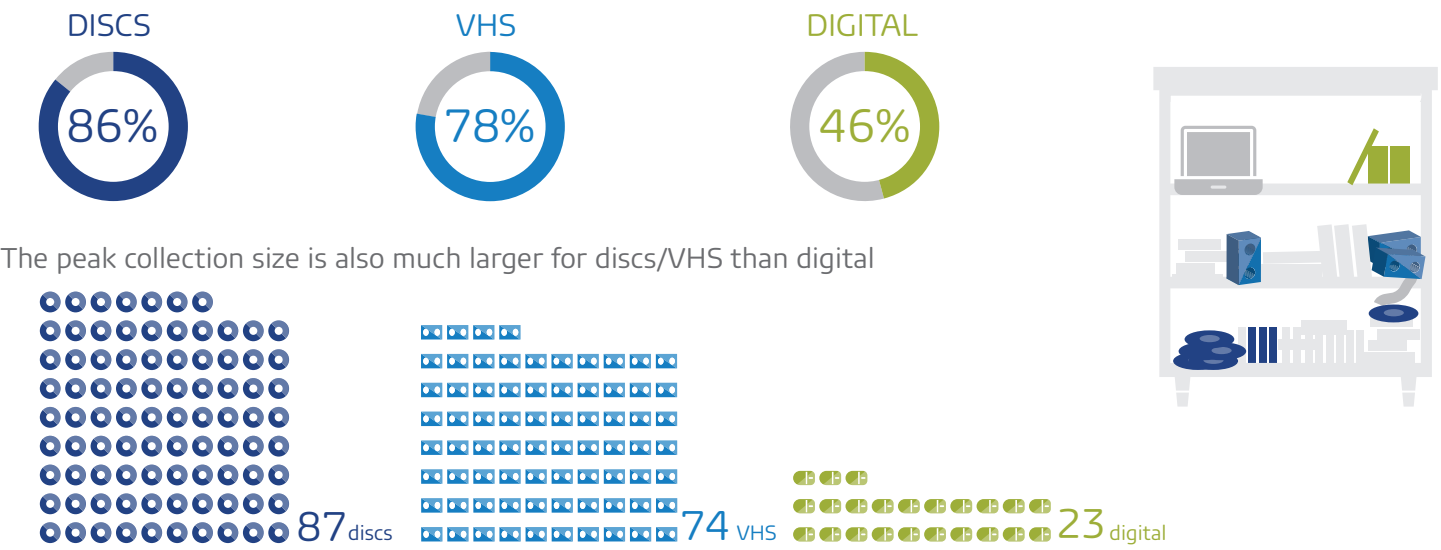
PHYSICAL VS. DIGITAL VIDEO (U.S.)

Despite digital being the future, buying and renting digital versions of movie or TV programs, videos are not at the popularity that VHS tapes once had or that discs, such as DVD or Blu-ray, still have.



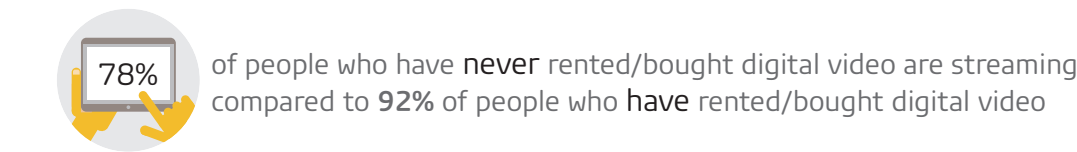
DIGITAL NOT AS POPULAR AS DISCS/VHS ONCE WAS

Many more people have rented/bought discs/VHS than digital



STREAMING SERVICES ARE ALLOWING PEOPLE TO WATCH VIDEOS WITHOUT RENTING/BUYING

Who is using subscription streaming services?



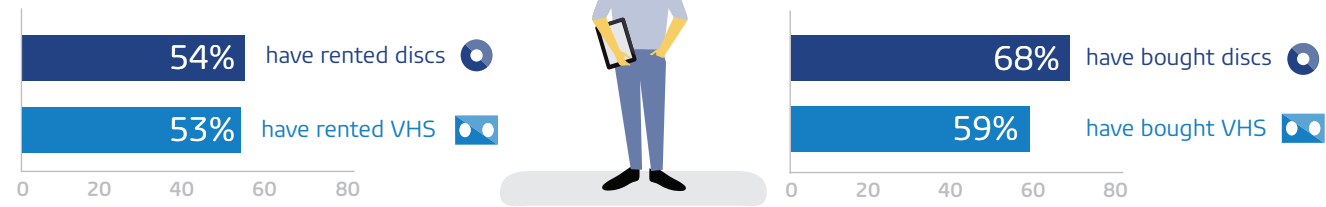
PEOPLE ARE BUYING AND RENTING VIDEO, JUST NOT ONLINE

68% of people have **never** rented digitally

70% of people have **never** bought digitally

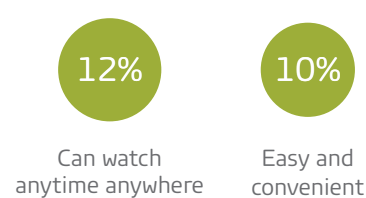
What they rented

What they bought



THE PROS AND CONS OF DIGITAL VIDEO

What people like about digital
% of digital buyers



Reasons for buying less digital than DVD
% of digital and DVD buyers

