



Motorola Survey: Media Mobility and the Millennial Generation

The Millennial Generation (ages 16-27) has been surrounded by broadband, cable, Internet, computers and cell phones since birth. They live and breathe in a digital environment. They represent the digital world both now and in the future, defining the demand for content and the infrastructure it will take to deliver it. Motorola's Millennial study surveyed the attitudes, preferences and behaviors of young adults toward video and networking technologies to better help Motorola and its customers customize their offerings to accelerate the delivery of personalized rich media experiences.

FINDING: Millennials are hungry for more control over when and where they access rich content.

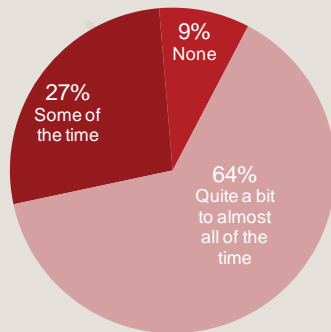
METHODOLOGY

Findings are based on an online panel survey among 1,000 members of the Millennial Generation in the United States, ages 16-27, from April 18 – 23, 2008. The sample included 500 men and 500 women.

More than half (55 percent) of the Millennials surveyed are still in school (high school and college/grad school). Most Millennials surveyed are single (72 percent), have a full- or part-time job (58 percent) and are still close to parents, either living with them or living away with a room at home (54 percent). Eighteen percent of respondents are 16- to 18-year-old high school students who were single with no job; ten percent are 23- to 27-years-old, out of college, working full-time and married.

Millennials currently account for 17 percent of the total U.S. population. For more information regarding the study, please visit <http://www.motorola.com/mediacenter>.

QUESTION: For about how much of your TV watching do you make use of a DVR?



QUESTION: To what extent do you agree with each of these statements?

My personal lifestyle would change dramatically without access to the Internet **76%**

My expectations and demands are far greater than my parents for rich media experiences and on-the-go broadband access **70%**

I want to be able to have access to TV programs where I am, whenever I want. **70%**

FINDING: Service providers and operators have a growth opportunity to bring new services and features to Millennial users who don't already have them.

QUESTION: How interested would you be in each of the following circumstances?

Having archived TV programs and movies available on demand **84%**

Ability to pause a TV program in one room and resume play in another room in the house **86%**

Ability to download TV programs from a DVR to a memory device for use on a mobile player **83%**

Somewhat to very interested

QUESTION: What is your relationship with each of the following types of devices or services?

Have DVR **40%** Would like to have DVR **42%**

Have HD **46%** Would like to have HD **43%**

Have Cable/Dish Satellite **85%**

QUESTION: Whether or not you live with your parents, how much influence do you think you have on your parents' decisions about the following choices?

Cable, DSL or Dish Satellite **71%**

Which HDTV set/programming **62%**

Some influence to significant influence

