



Motorola Survey:

Media Mobility is Key for the Millennial Generation in Europe & the Middle East

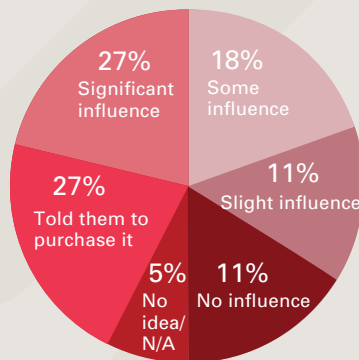
The Millennial generation (16-27 year olds) grew up with broadband, the internet and mobile phones. Technology has a huge impact on their lifestyles. Their technological needs and desires shape the digital world both now and in the future, defining the demand for content and the infrastructure required to deliver it. Motorola's Millennial study surveyed the attitudes, preferences and behaviours of young adults towards media content and networking technologies, to help Motorola design and optimise solutions that accelerate the delivery of personal rich media experiences.

FINDING: Millennials influence their parents' media adoption habits

QUESTION: Whether or not you live with your parents, how much influence do you think you have on your parent's decisions about purchasing cable, DSL, or a dish-satellite service?



QUESTION: Whether or not you live with your parents, how much influence do you think you have on your parent's decisions about the speed of a broadband service?



FINDING: Millennials want more control over how and when they access video content

QUESTION: To what extent do you agree or disagree with each of the following statements?

"I'd like to be able to restart a TV programme if it's already started when I switch on or over to that channel"

78%

"I prefer to watch TV programmes on my computer instead of a television set"

32%

Agree or strongly agree

QUESTION: How much interest do you have in the following circumstance?

Being able to pause a TV programme in one room and resume play in another room in the house?

66%

Somewhat or very interested

FINDING: Millennials want to be able to access full-length movies and their favourite shows on the move

QUESTION: How much interest or appeal do you have in the following circumstances?

Downloading TV programmes from a DVR to a memory device for use on mobile players if it were part of your TV service?

81%

Watching movies of your choosing while travelling (but not while driving)?

75%

Watching 15-minute versions of TV programmes instead of half hour show on a mobile device?

62%

Watching three-minute versions of your favourite shows on a mobile device?

61%

Very, somewhat or slightly interested

METHODOLOGY

Findings are based on an online panel survey among over 1,200 members of the Millennial generation ages 16-27 in France, Germany, Spain, UAE and UK, August, 2008.

The survey was previously carried out in the United States among 1,000 Millennials.

For more information regarding the study, please visit <http://www.motorola.com/mediacenter>.





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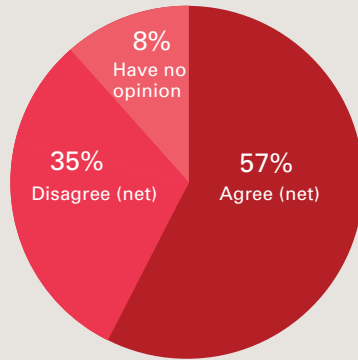
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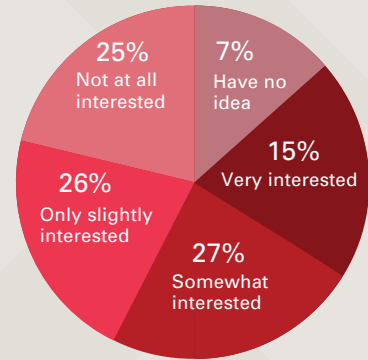
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FINDING: Millennials do not passively consume content; they want to interact with it

QUESTION: To what extent do you agree or disagree with this statement? "I'd like to be able to interact (vote, get information, or purchase) with my favourite TV shows while watching them"



QUESTION: How much interest do you have in being able to interactively learn about (and possibly purchase items) featured in TV shows?



FINDING: Millennials are adopting HDTV but there is high growth potential

QUESTION: What is your relationship with a high-definition television set?

