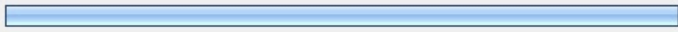
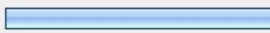
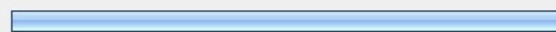
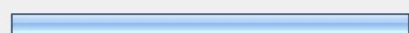
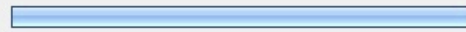
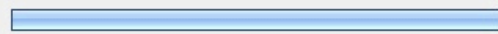


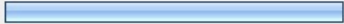

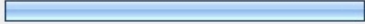

3. Would you prefer to watch all TV shows on one website?			Response Percent	Response Count
Yes			71.6%	63
No			28.4%	25
			<i>answered question</i>	88
			<i>skipped question</i>	0

4. Have you heard of YAHOO! TV?			Response Percent	Response Count
Yes			25.0%	22
No			75.0%	66
			<i>answered question</i>	88
			<i>skipped question</i>	0

5. Do you like to read about your favorite television show?			Response Percent	Response Count
Yes			58.0%	51
No			42.0%	37
			<i>answered question</i>	88
			<i>skipped question</i>	0

6. Would you participate in discussions about your favorite TV shows?			Response Percent	Response Count
Yes			48.3%	42
No			51.7%	45
			<i>answered question</i>	87
			<i>skipped question</i>	1

9. If you had the flexibility to watch your favorite TV shows at your leisure, when do you think you would watch it?

		Response Percent	Response Count
within 24 hours of airing		36.4%	32
within 3 days of airing		19.3%	17
within 1 week of airing (possibly during the weekend)		38.6%	34
more than a week		5.7%	5
		<i>answered question</i>	88
		<i>skipped question</i>	0

10. If you were able to watch your favorite TV show before it airs, would you do so?

		Response Percent	Response Count
Yes		84.1%	74
No		15.9%	14
		<i>answered question</i>	88
		<i>skipped question</i>	0

