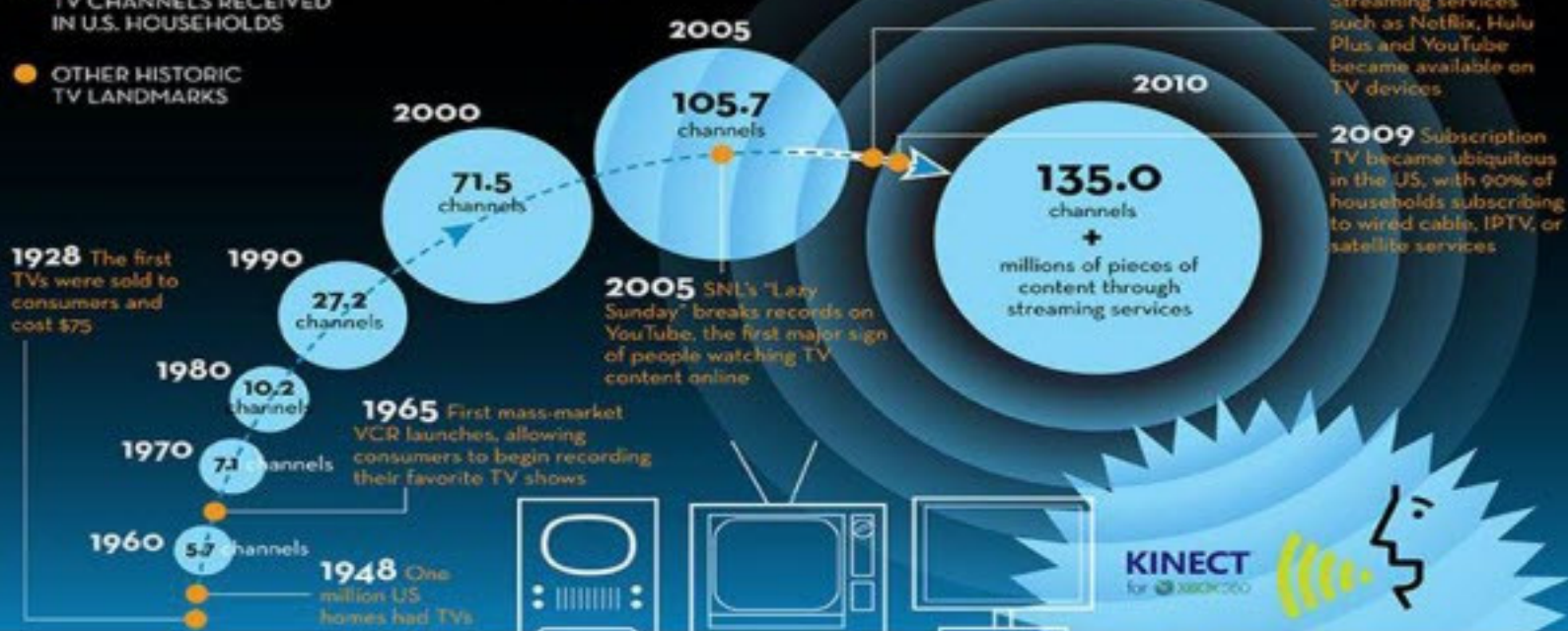


EVOLUTION OF TV AND ENTERTAINMENT

RAPID GROWTH OF CONTENT

● AVERAGE NUMBER OF TV CHANNELS RECEIVED IN U.S. HOUSEHOLDS

● OTHER HISTORIC TV LANDMARKS



FINDING CONTENT

1950 First remote control released to consumers called "Lazy Bones," operated through a wire connected to your TV

1955 The first wireless remote that was released, called "The Flash-Matic," had four buttons and used an internal flashlight to operate

Early 1980s The infrared remote was developed to keep up with the explosion of hundreds of channels and the growing popularity of subscription TV

2000 Universal remotes became common-place in households due to the increase in entertainment devices

Today Remotes can feature over 50 different buttons

The launch of voice search

Xbox launches voice search, integrating the simplicity of Kinect with the intelligence of Bing search, making finding and enjoying TV and entertainment easier than ever*



65% of US-based weekly Xbox 360 users under the age of 25 access online TV shows and movies primarily via games consoles



93% of people in the U.S. believe their home entertainment experience would be more enjoyable if they could just push a single button to enjoy their favorite feature film



50% of all Netflix users connect via game consoles, including Xbox 360

*Kinect voice and gesture controls available with select Xbox LIVE content, and may vary by feature. Features and content vary by region. See xbox.com/live.

Sources: Media Dynamics, Inc. (www.MediaDynamicsInc.com); Nielsen; About.com; Alchin, L.K., History Timelines, www.history-timelines.org.uk; ThePeopleHistory.com; Electronic Adventure US; Global Remote Control Trends Study; Strategy Analytics.

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