



Microsoft[®]

NEW TV - FERNSEHLANDSCHAFTEN 2015
FORUM 1: NUTZUNGSVERHALTEN

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TV LANDSCAPE IN 2015



User behavior:

What will change?

What will stay?

TRENDS & MARKET DYNAMICS

BIG BETS & INVESTMENTS

Natural User Interface



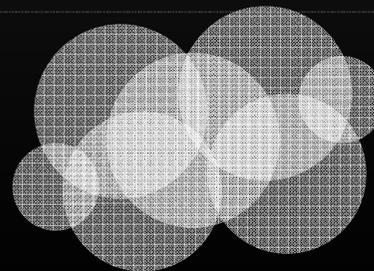
Interactive Social Experiences



Multi-Screen Offerings



On Demand Entertainment



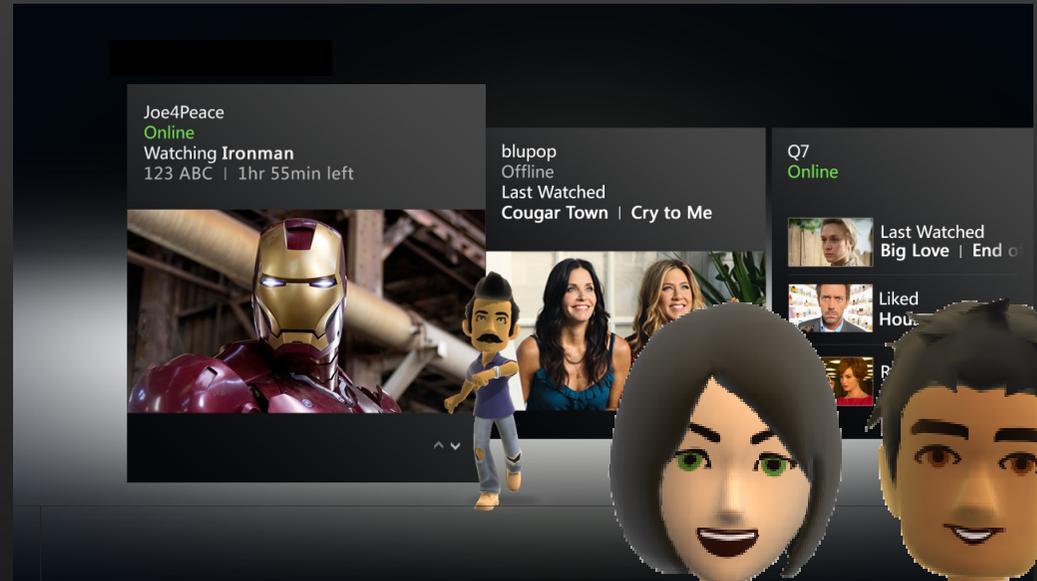
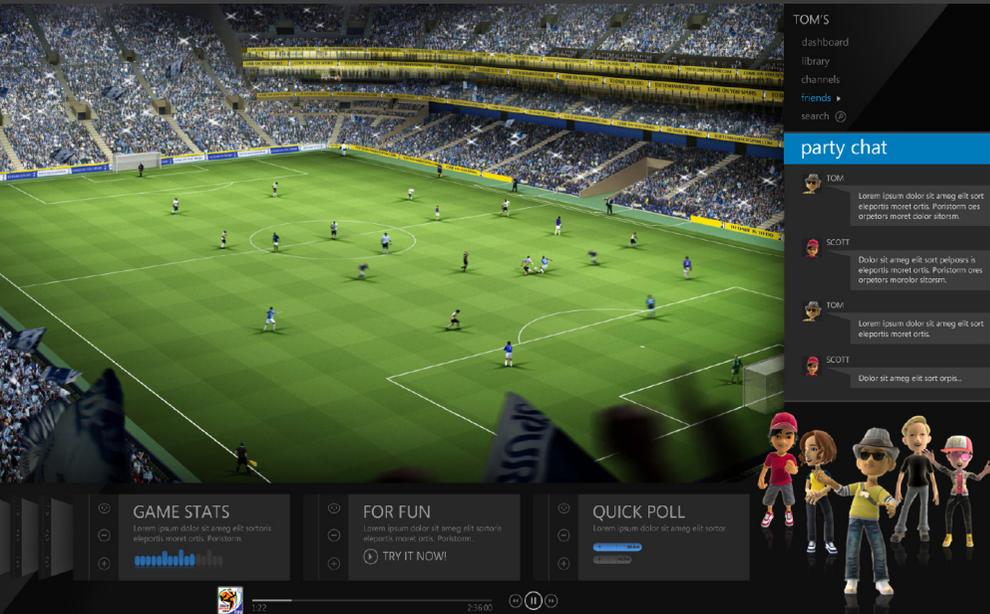
ON DEMAND ENTERTAINMENT



MULTI-SCREEN OFFERINGS



INTERACTIVE SOCIAL EXPERIENCES



NATURAL USER INTERFACE

KINECT™
for  **XBOX 360.**



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ADDITIONAL MICROSOFT TALKING POINTS

As the top-selling console in 2011, Xbox 360 is one of the most successful devices for delivering unique games and entertainment to your television

Xbox has sold more than 50 million consoles and 10 million Kinect sensors in 38 countries

Kinect for Xbox 360 delivers controller-free sports, movies, TV shows, music, and more, exclusively to your living room. For the first time the technology can become all but invisible, and your entertainment will be front and center

Xbox LIVE is the largest social network in the living room with 30 million active members in 35 countries

Microsoft Mediaroom is the world's #1 IPTV platform – 30+ deployed operators, 7M sub HH, 14M STB deployed

In 2006, Xbox 360 was the first console to add HD TV shows and movies for download

In 2008, Xbox 360 was the first console to deliver Netflix streaming

Our partner Netflix is the world's leading Internet subscription service for movies and TV shows; Netflix has >23M members in the U.S. and Canada

In 2009, we delivered instant 1080p HD streaming video to the Xbox 360 console through Zune video

Xbox LIVE includes apps customized for the television from Netflix, Facebook, Twitter, Zune, Last.fm, ESPN to BSkyB

30 million active Xbox LIVE members are each spending more than 40 hours per month on the service – that's more than one billion hours being spent on the service every month

In the last year alone there has been a 157% increase in the time spent watching movies and television on Xbox

42 percent of Xbox LIVE Gold members in the U.S. are watching an average of an hour of television and movies on the Xbox, every single day or more than 30 hours of digitally distributed television and movies a month