

# DIGITAL LIFE AMERICA

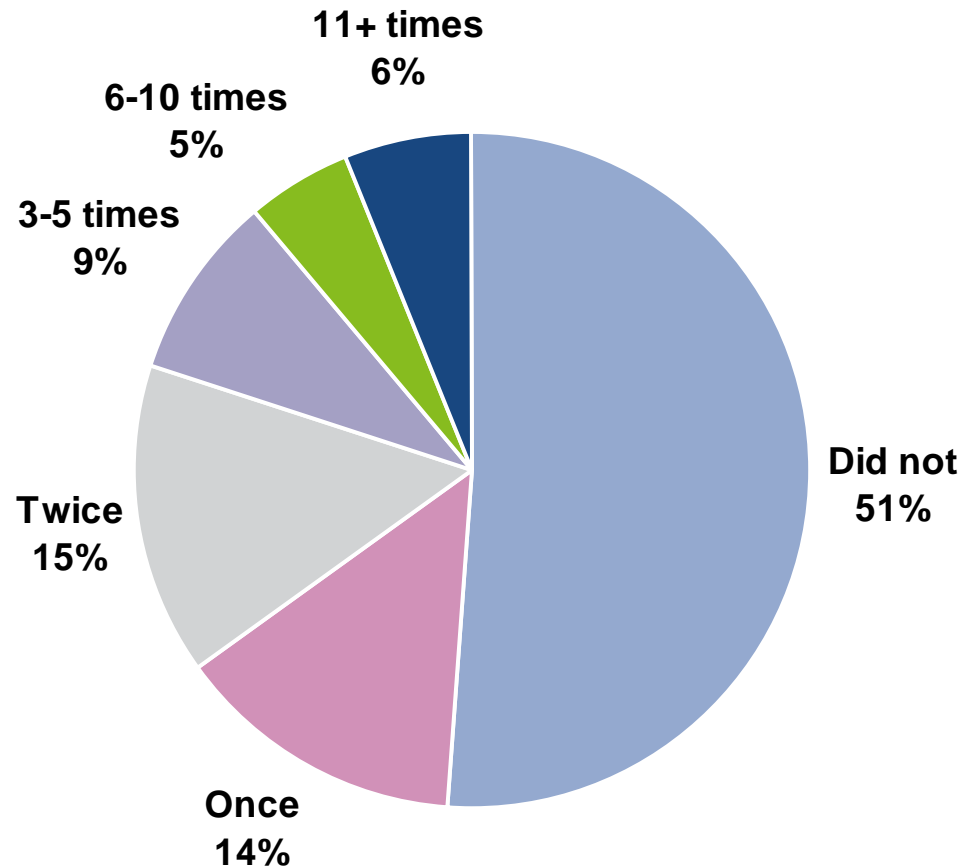
## 2007 • Q4 Digital Media Player Video Use



# VIDEO-CAPABLE DIGITAL MEDIA PLAYERS

*In the past 7 days, how many times did you watch a short or long video on your video-capable digital media player or iPod? — Nov 07*

- ▶ 51% of video digital player owners did not use their device for video viewing last week.



Base: Have video-capable digital media player



## DIGITAL LIFE AMERICA

Digital Life America is our ongoing consumer trend study, now quarterly!

To find out more, contact us via  
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