

FOR IMMEDIATE RELEASE

Amazon Golden Globe Winner Seen by Few Viewers

Prime Video Secondary to Prime Shipping

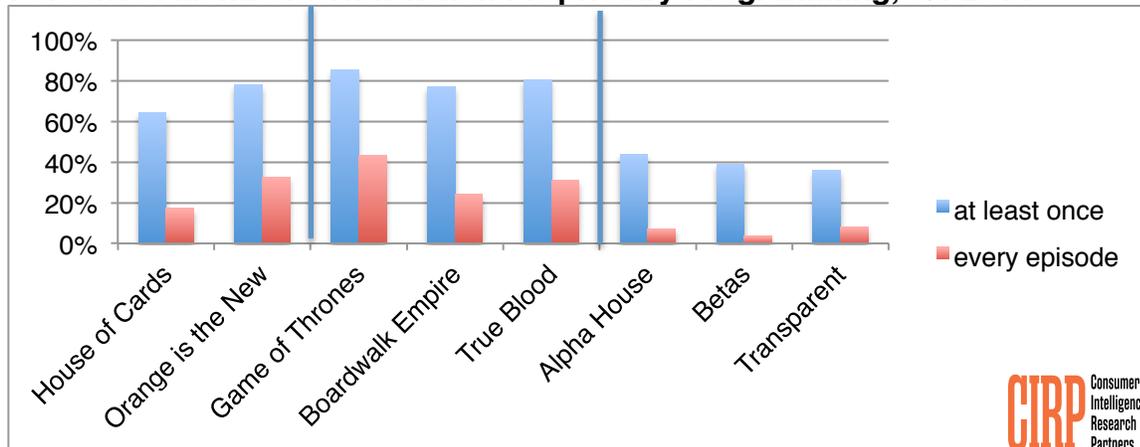
HBO Go has Highest Viewership Percentage

CHICAGO, IL – Monday, January 12, 2015 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of consumer behavior for US on-demand video services, including Netflix (NFLX), HBO (TWX), and Amazon (AMZN).

CIRP analyzed the viewing patterns for several proprietary programs of these services. In a first for a streaming video service, Transparent won the Best TV Series, Musical or Comedy Award, and Transparent’s Jeffrey Tambor won best actor in that category at the 2015 Golden Globes.

CIRP estimates that proprietary program viewership ranges from over 80% of HBO Go subscribers who have watched at least one episode of Game of Thrones, to less than 40% of Amazon Prime members who have watched at least one episode of Transparent (see chart).

Percent of Members That Watch Proprietary Programming, Q4-2014



“Since HBO first identifies as a television network, it does not surprise us that HBO Go subscribers are the most frequent viewers of their proprietary programming,” said Josh Lowitz, Partner and Co-Founder of CIRP. “In contrast, Amazon Prime primarily attracts members for 2-day shipping. As the service with the lowest penetration for its proprietary programming, the Golden Globes for *Transparent* suggest that Amazon Prime customers miss some great, award-winning material.”

Since *Game of Thrones* is also broadcast on the HBO cable network, it is difficult to estimate viewership. The streaming-only video providers, Netflix and Amazon, do not disclose viewership data. CIRP estimates viewers based on reported subscriber and membership numbers, and our survey data.

Based on CIRP analyses, 30 million Netflix members report viewing at least one episode of *Orange Is the New Black*, the most-watched Netflix program, and 12 million members report viewing every episode. 28 million HBO subscribers report viewing at least one episode of *Game of Thrones*, the most-watched HBO program, and 14 million report viewing every episode. In contrast, 14 million Amazon Prime members report viewing at least one episode of *Transparent*, its newest and first award-winning program, and 3 million report viewing every episode.

“The comparisons are rough, since viewer measures for streaming programming differ dramatically from conventional television,” said Mike Levin, Partner and Co-Founder of CIRP. “These services seek paying members, not advertisers. We can’t and don’t estimate how many viewers watch a given episode. Instead, we ask consumers how often they watch various programs, including whether they watched only one, a few, or all available episodes. We combine these rates with estimates of membership in each service to estimate more useful member and subscriber penetration figure.”

CIRP bases this analysis on our current survey of 500 US subjects who watched on-demand video in the October-December 2014 period. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at www.cirpllc.com.

- END -