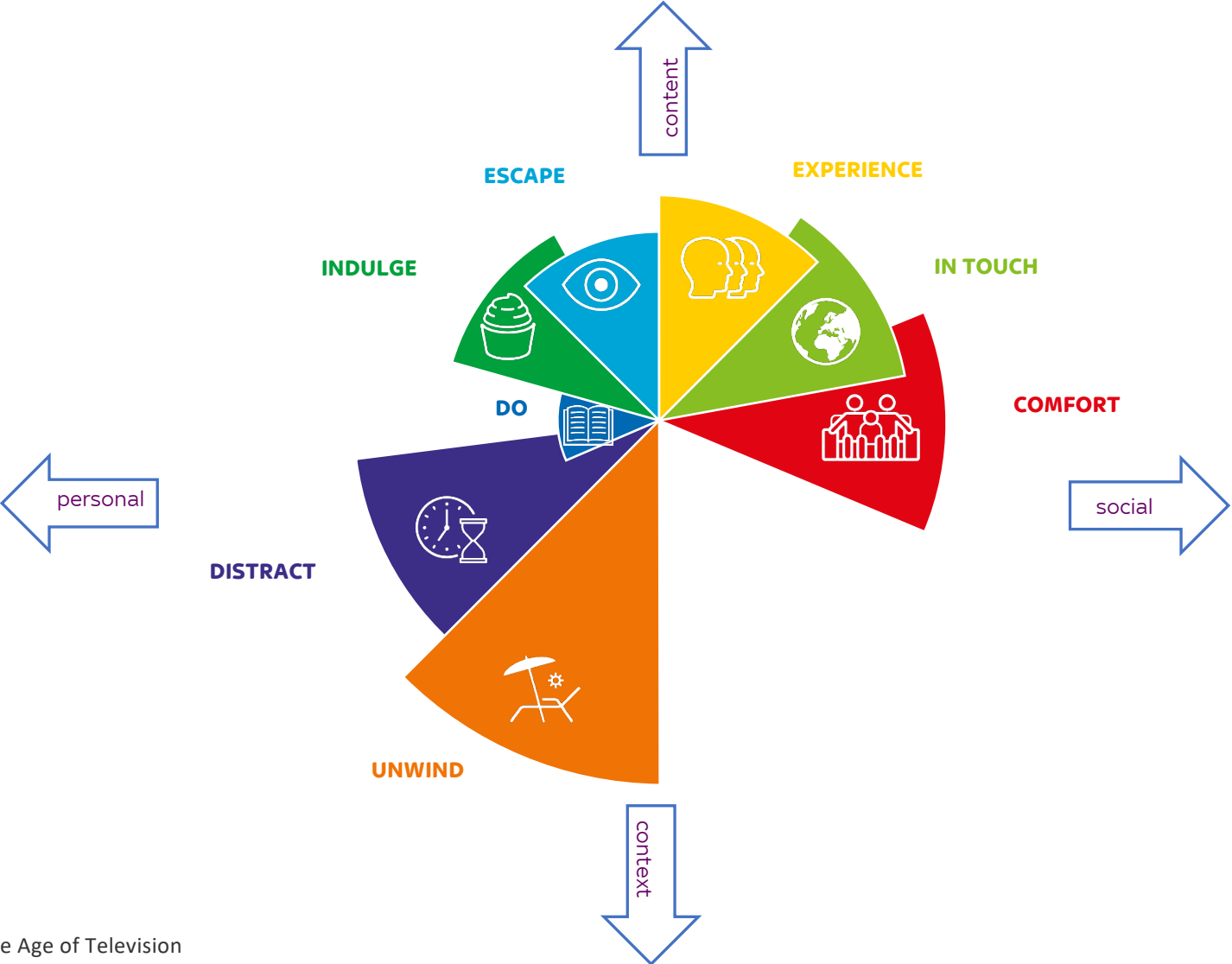


# This video consumption is being driven by 8 key need states



Source: Thinkbox/MTM: The Age of Television

# Covering a broad number of need states across BVOD & digital

