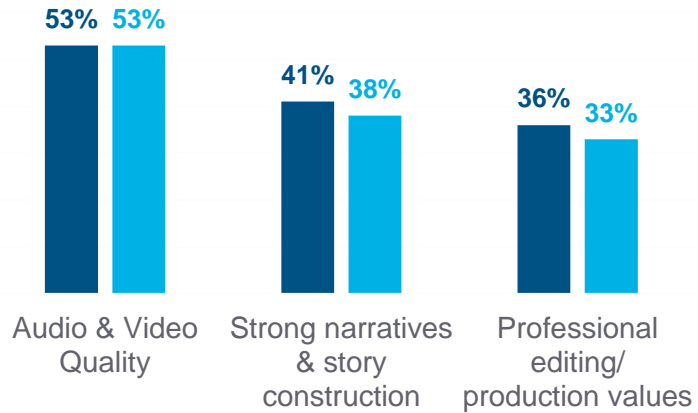


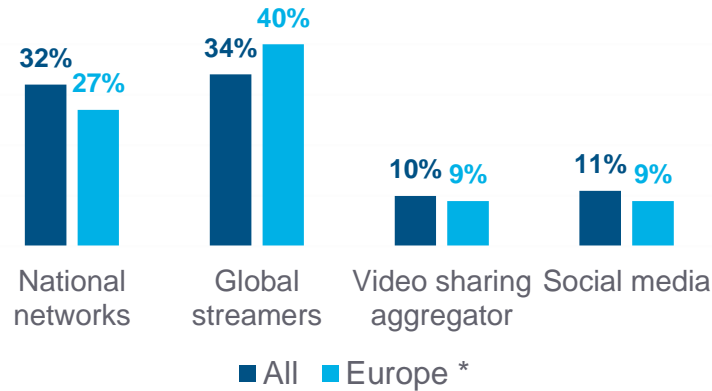
# Video quality perception by consumers



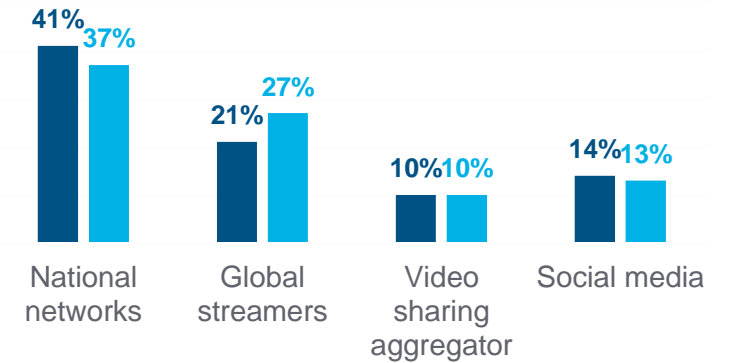
Which three elements below would you most associate with a high-quality viewing experience for you personally?



Which of the following would you most associate with high-quality?

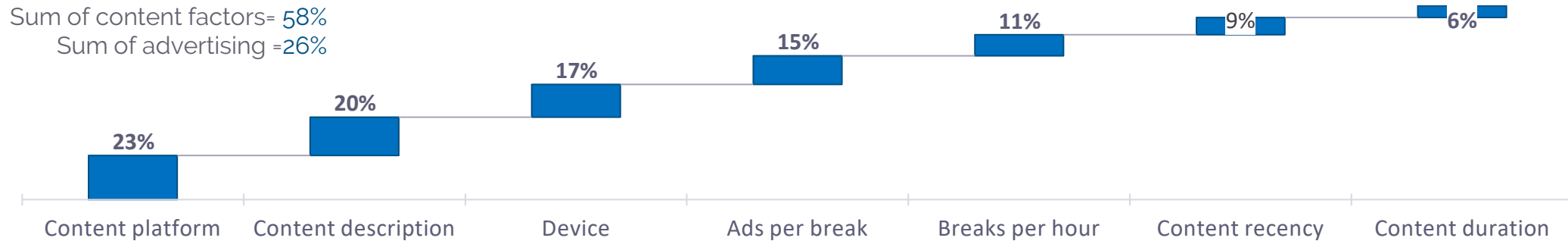


Which of the following would you most associate with professionally produced content?



\* Europe = France, Germany, Italy, Spain. All = same +USA, Canada, UK, Australia

## Contribution to viewer's perception of quality (global)



### Contribution to viewer's perception of quality

