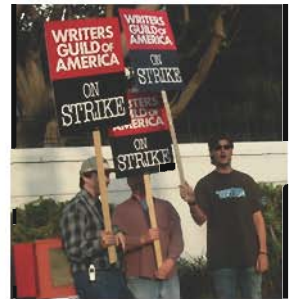


Writers Strike Survey

Introduction

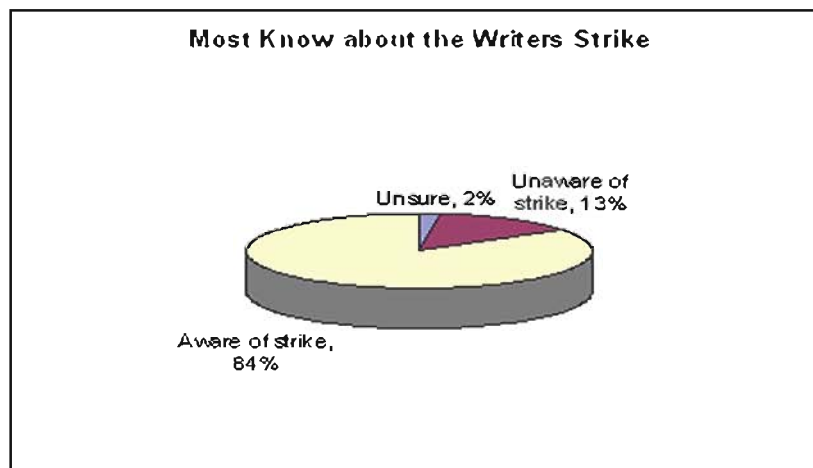
On November 5, 2007, Hollywood TV and film writers went on strike after negotiations over royalty payments on sales of programs to new media broke down. To investigate how Americans feel about the strike and their likely reactions, Pepperdine University Graziadio School of Business conducted a survey of American consumers. The survey of 1,000 adult Americans was conducted online by market research firm Synovate from Nov. 7-9, 2007. Data is weighted to reflect regional, age, gender and income differences.



Summary of Findings

Awareness of the Writers Strike

More than four out of five (84%) Americans are aware that the writers strike is in progress. Only about one in ten were not aware of this, and a few were unsure.



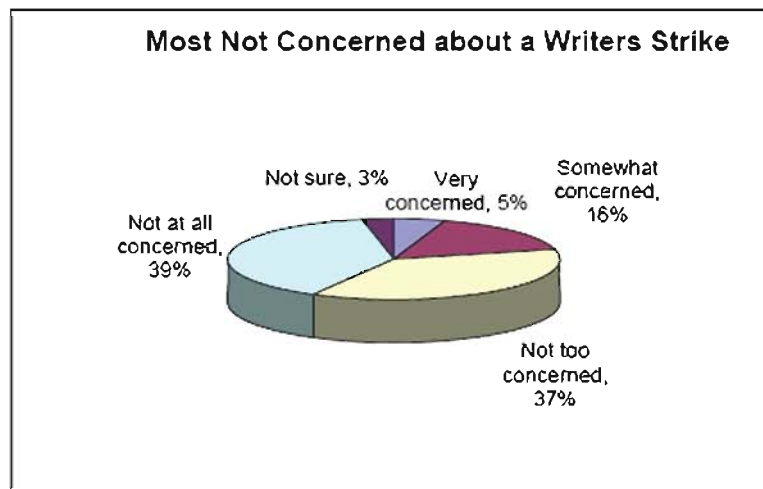
Note: Total percentages may not add to 100% due to rounding

Awareness of the strike increases steadily with age, income and education. Only 71% of those ages 18-24 are aware, vs. 95% of those 65 or older.

Concern about a Writers Strike

Most Americans are not terribly concerned about the prospect of a writers strike reducing their entertainment choices. Only about one in five are concerned, with only 5% very concerned. By contrast, three-fourths (75%) have relatively little concern, with four in ten (39%) not concerned at all.

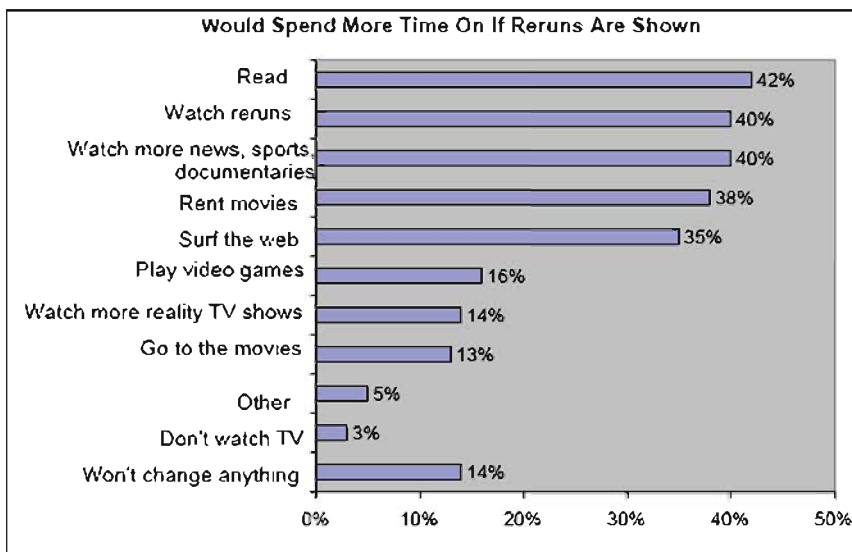
Younger people and those with less income tended to be a bit more concerned about the strike than older people or those with more income.



Alternative Activities

Many Americans say that if reruns are substituted for new shows because of the strike, they will take the opportunity to do other activities more often. More than four out of ten said they would read more if this happens. About four in ten said they would watch more reruns, but the same percentage said they would still watch TV but would switch to other programming such as news, documentaries or sports. Almost as many say they would spend more time watching rented movies, and more than one-third also said they would spend more time on the Internet.

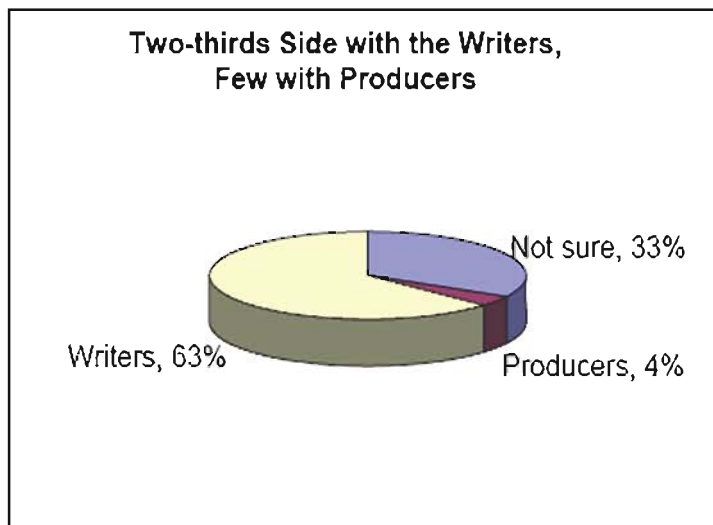
Women (51%) were more likely than men (33%) to say they would read more if this happens, as were those with more education vs. those with less. People 55 and older (50%) were about twice as likely as those 18-24 (25%) to say they would spend more time reading. Younger people were more likely than older people to say they would rent more movies or play video games



Public Sympathies

Almost two-out of three Americans tends to side with the writers on this issue, compared to only 4% who side with the producers. The remaining one-third (33%) are unsure, or don't have a position.

This lopsided support for the writers was fairly consistent across all demographic groups.



Royalty Distributions

Americans are most likely to think the writers (47%) deserve the largest share of the royalty payments, while actors and producers were named about half as often. Very few (2%) think the Directors deserve the major share.

These results were fairly consistent across all demographic subgroups, although college graduates were about equally likely to say writers (39%) and producers (36%) should get the greatest share.