

**Research on television viewing habits by Microsoft TV found that there are 9 distinct types of TV viewers. The MSTV Personality Test was developed in order to enable new research respondents to be accurately categorized into each of the 9 segments.**

### VALUE MAXIMIZER - 1%

I am open to spending money on entertainment if it's a good value. That's why I really like buying DVDs rather than renting them - I know we can watch them over and over. It's the same with TV - I want to know that everyone in my family could enjoy it and we would use it a lot so that it's a good value. I would change TV services if I could use TV to be informed and to learn about new ideas and subjects.

### MODERATE - 20%

I have a lot going on in my life and I fit entertainment in along with everything else. I do not have much time to relax and watch TV. When I do, I want to make the most of that time by making sure that I can see shows that I enjoy and can watch with my family. I have to fit my entertainment into my budget and my schedule, so sometimes I use the Internet to find the TV and music that I want.

### OTHERWISE OCCUPIED - 7%

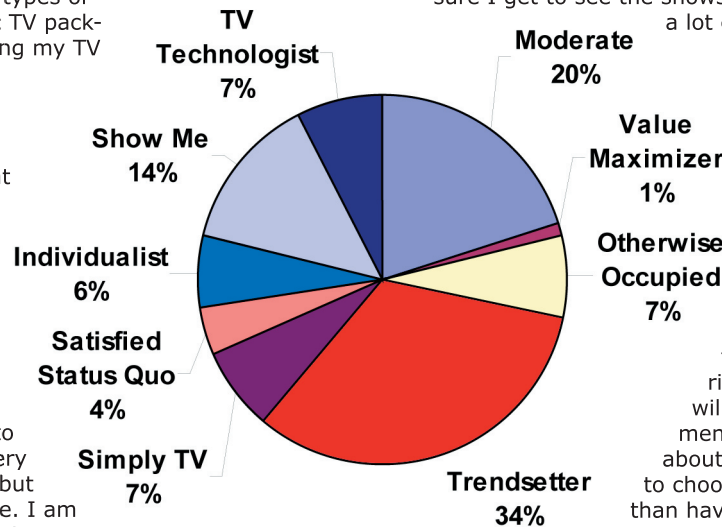
I don't spend a lot on entertainment, although I do buy a lot of music. I rarely have time to watch TV and when I finally sit down there is usually nothing on that interests me. When I do watch TV, though, it's often with my kids. I would really like more family-friendly programs that we could all watch together. If I could get those types of programs as part of my basic TV package, I would consider switching my TV service.

### SIMPLY TV - 7%

Entertainment is important and I LOVE, LOVE, LOVE TV. I relax by spending a good part of my free time enjoying my favorite shows and movies. I don't spend a lot on my TV set up since what I have works fine. I like having a lot of channels, though, and I do plan my TV watching in advance to make sure I get to see the shows I really love. Luckily, there is a lot on that I like to watch!

### TRENDSETTER - 34%

Entertainment is an important part of my life and I spend money on it. I love TV, movies, games and music and I feel "out of it" if I'm not part of the latest entertainment. I am very social and keeping in touch with my friends is really important to me. I want TV and entertainment services that are easy to choose, buy and use. I am very comfortable with technology but it is a means to an end for me. I am more interested in the entertainment.



### INDIVIDUALIST - 6%

I usually cannot find anything on TV that is worth my time. When I sit down to relax, I do not want to spend my time watching something mindless. I would really like to have more worthwhile programming that is sometimes hard to find, like arts, documentaries, sci-fi and foreign shows. I will spend money on entertainment but I am very particular about what I decide to buy. I prefer to choose everything myself, rather than having someone else package channels and services up for me.

### SIMPLY TV - 7%

I don't need to spend a lot of money on entertainment, but I do enjoy having a selection of good TV channels, going to the movies and renting DVDs. I have plenty of time to relax and I really enjoy putting my feet up and watching TV, particularly sports. I do like to make sure that I can see my shows when I want and catch up on a game if I get interrupted as long as it's really easy to do. I'm not necessarily interested in the technology - just make it easy for me to enjoy my shows.

### SHOW ME - 14%

Other parts of my life are more important to me than entertainment and I often choose to spend my money on other things. When I do spend money on entertainment, I go to the movies, rent DVDs and occasionally use pay-per-view. Now TV IS relatively important because it keeps me company. A lot of times I don't pay too much attention to what is on since it is just in the background. I need to be convinced that I would really enjoy new TV features and really want the shows offered in order to decide to buy them.

### TV TECHNOLOGIST - 7%

I love entertainment and I am passionate about so many things! I like films and TV shows - I like to rent DVDs and go to the movies and I can always find something to watch on TV. I want to have the best home entertainment system I can afford. Both brand and the latest TV innovations are important to me. I want everything to be really easy - easy to buy, to set up and to use.

*NOTE: These statistics and descriptions are available on the Microsoft TV web site. Take the survey at: <http://imagine-msn.com/MSTV/Survey>*

## The Art of Making the Difference