

Audience Profile Study





havoc


2014



Survey Methodology

 The primary goal of the current research study was to profile the viewers and visitors of Havoc TV and HavocTV.com to determine the natural fallout of age and gender among the brand's consumers across 3 consecutive quarters.

 **Study Sample:**
April (2nd Quarter) n=363; July (3rd Quarter n=411); October (4th Quarter) n=333 viewers of Havoc TV (on VOD or AT&T U-verse or HavocTV.com visitors)
Age/Gender (reflective of US census population)
Residents of U.S.
100% Collected Online

 Using Ipsos' online environment with access to millions of consumers, we sampled a nationally representative group of people and asked standard demographic questions as well as their visitation or viewership of specific media content providers. From an aided list of providers (Havoc TV included), respondents indicated which networks or websites they had visited in the past. Those identifying themselves as Havoc TV consumers were then profiled for their gender/age and viewing frequency of havoc.

Quick Summary of Findings

havoc



April 2014

Age

78% of Havoc consumers are 21+

Gender

More than 7 in 10 are male

Engagement

40% of all Havoc consumers are engaging several times a week or more.



July 2014

Age

79% of Havoc consumers are 21+

Gender

More than 6 in 10 are male

Engagement

48% of all Havoc consumers are engaging several times a week or more.



October 2014

Age

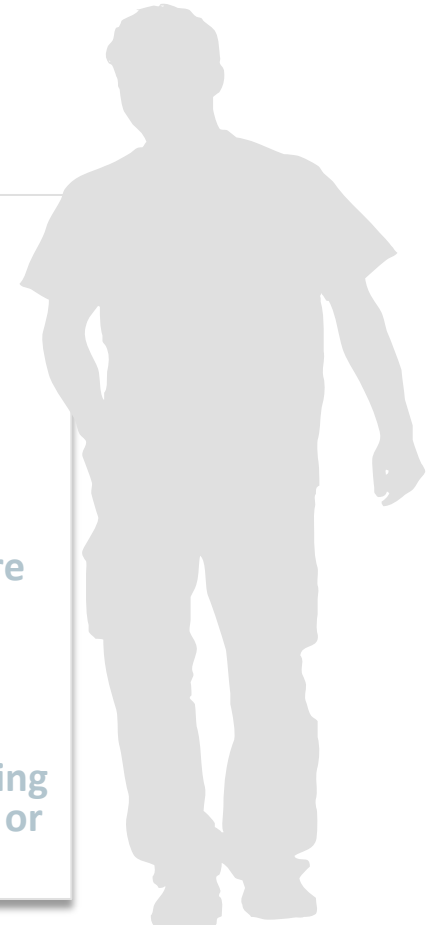
83% of Havoc consumers are 21+

Gender

More than 7 in 10 are male

Engagement

47% of all Havoc consumers are engaging several times a week or more.



Age Breakout of Havoc Consumers

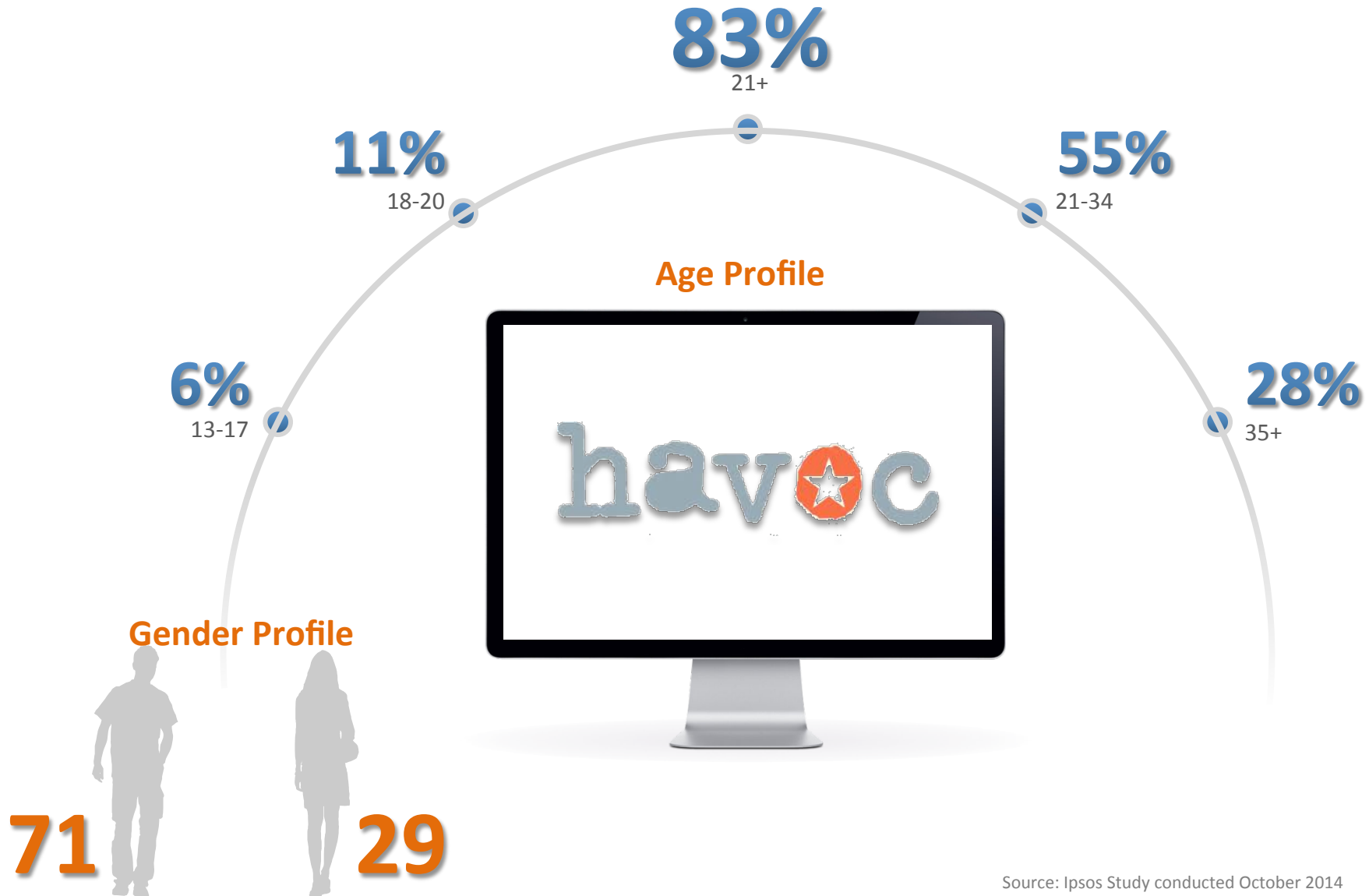


| 2014 | Q2 | Q3 | Q4 |
|----------------|------------|------------|------------|
| age | 363 | 411 | 333 |
| 13 - 17 | 10% | 11% | 6% |
| 18 - 34 | 63% | 55% | 66% |
| 13 - 24 | 44% | 34% | 31% |
| 18 - 49 | 84% | 80% | 89% |
| 18 - 54 | 88% | 85% | 92% |
| 18+ | 90% | 89% | 94% |
| 21+ | 78% | 79% | 83% |
| 25 - 49 | 50% | 58% | 63% |
| 25+ | 56% | 66% | 69% |
| 35 - 49 | 21% | 25% | 22% |
| 35 - 54 | 24% | 30% | 26% |
| 35+ | 27% | 34% | 28% |
| 50+ | 6% | 8% | 6% |



Gender/Age Distribution of Havoc Consumers

October 2014



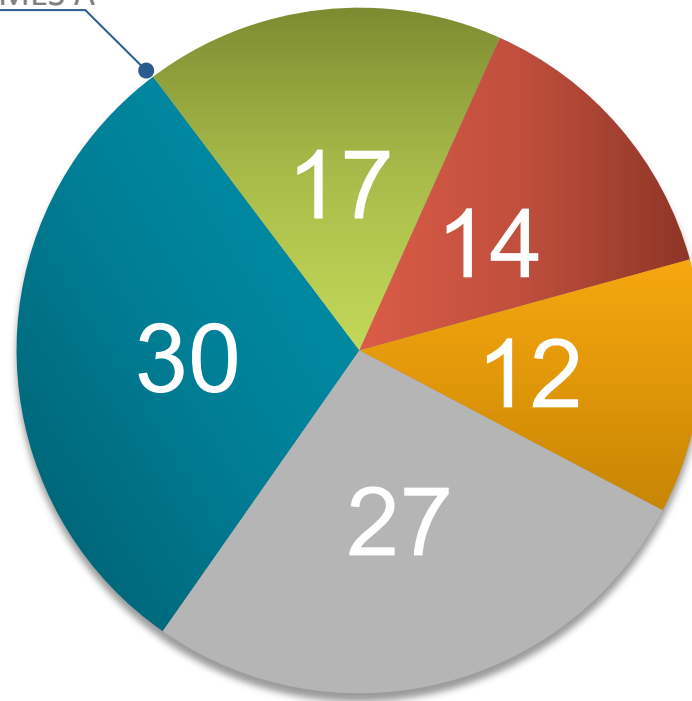
Frequency...

How often are Havoc TV consumers engaging with the brand?



October 2014

47% SEVERAL TIMES A WEEK OR MORE



- Every day
- Several times a week
- 2-3 times a month
- Once a month
- Every six months or less



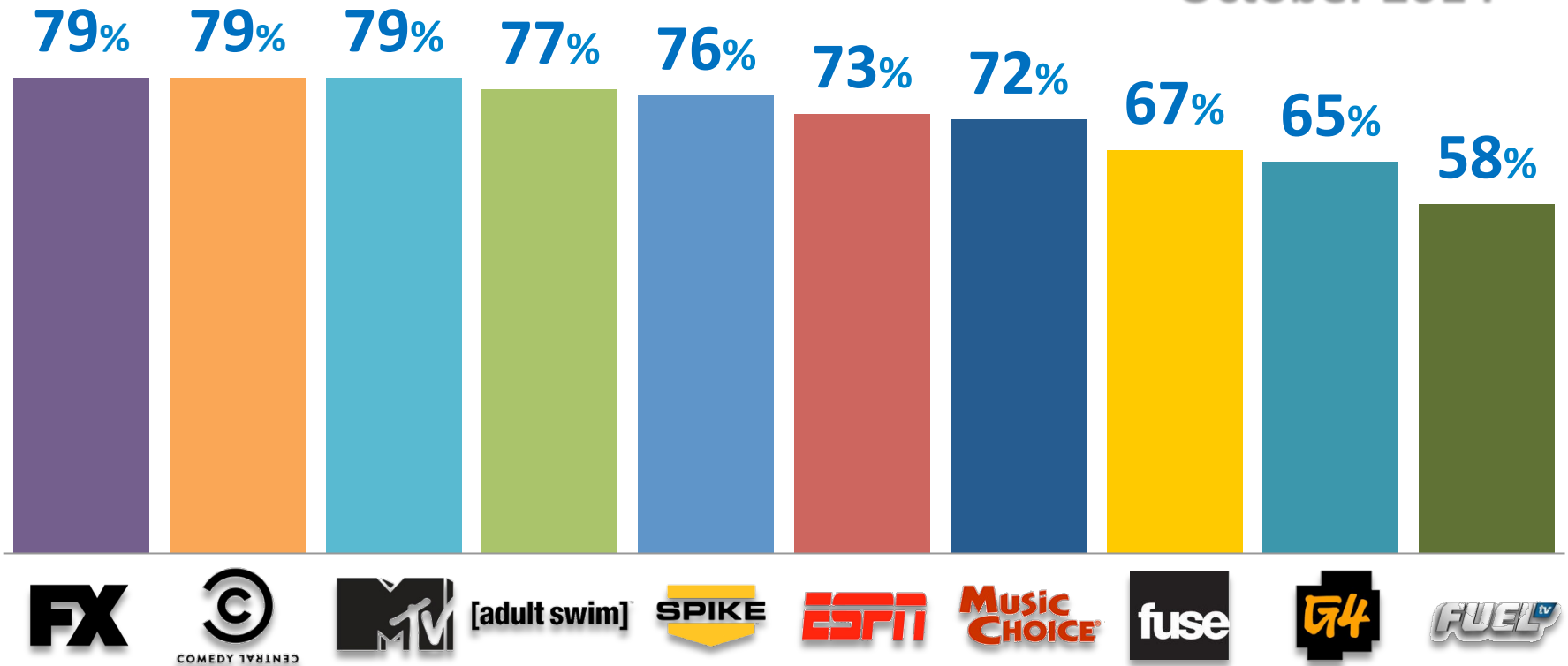
Competitive Landscape

What other brands are Havoc consumers touching...



Ever Watch/Visit

October 2014



Age and Gender Breakout of Havoc Consumers



| Age | Total | Male | Female |
|----------------|------------|------------|------------|
| | 333 | 71% | 29% |
| 13 - 17 | 6% | 3% | 3% |
| 18 - 34 | 66% | 47% | 19% |
| 13 - 24 | 31% | 19% | 13% |
| 18 - 49 | 89% | 63% | 25% |
| 18 - 54 | 92% | 66% | 26% |
| 18+ | 94% | 68% | 27% |
| 21+ | 83% | 62% | 21% |
| 25 - 49 | 63% | 48% | 15% |
| 25+ | 69% | 52% | 16% |
| 35 - 49 | 22% | 16% | 6% |
| 35 - 54 | 26% | 19% | 6% |
| 35+ | 28% | 21% | 7% |
| 50+ | 6% | 5% | 1% |

October 2014

