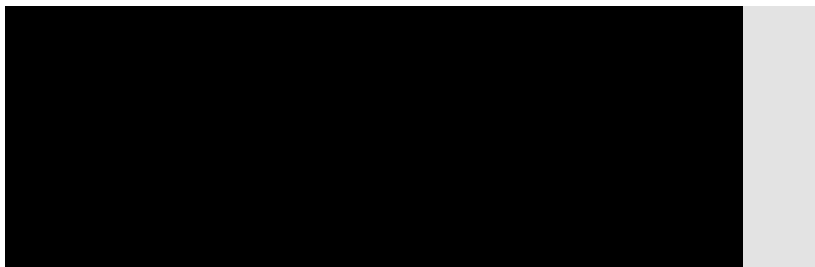


Availability of YouTube vs. Netflix

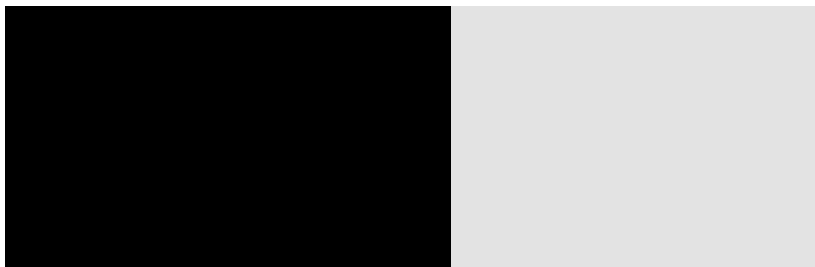
US Households - % Platform Penetration

YouTube

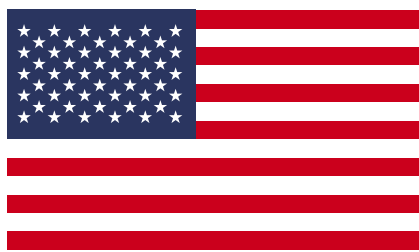


91%

NETFLIX

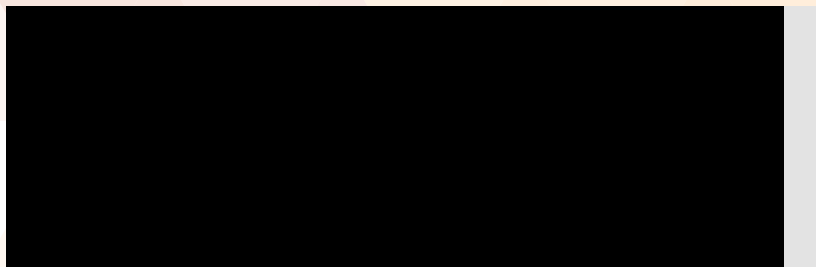


60%



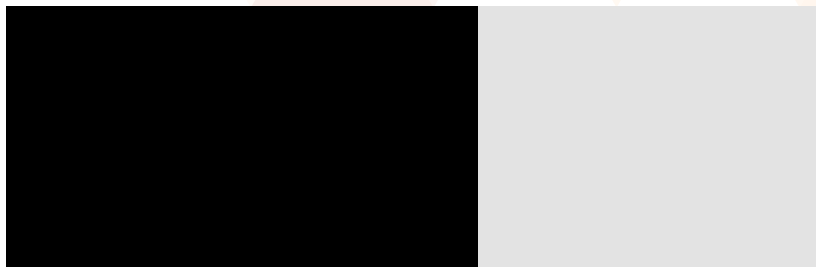
UK Households - % Platform Penetration

YouTube



96%

NETFLIX



58%



Sources: IR disclosures, Census Data, TKS Modelling, Barb, Ofcom