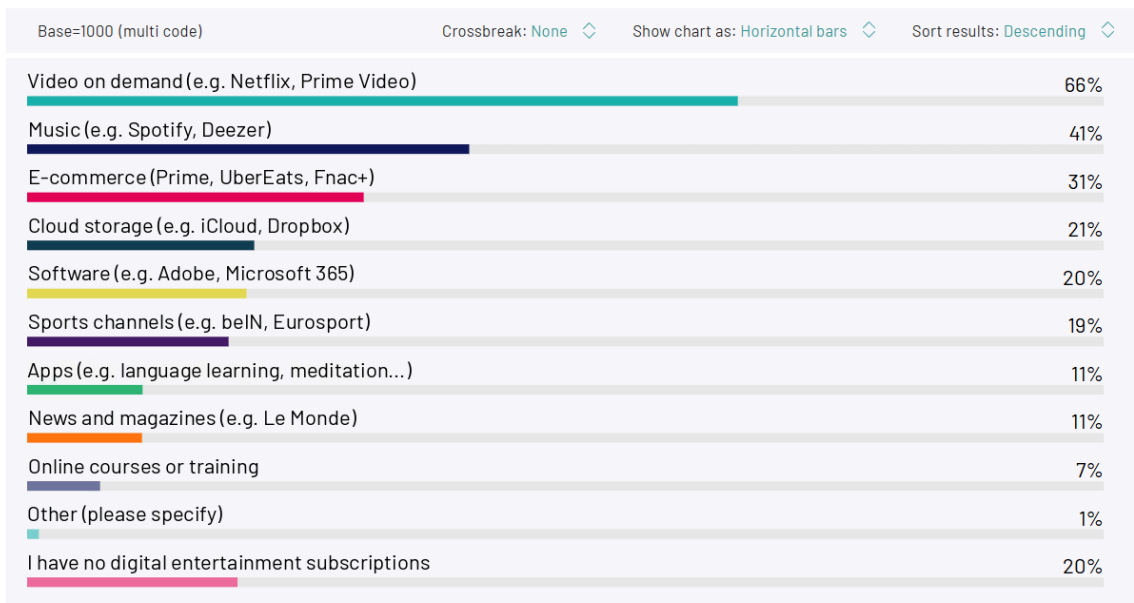


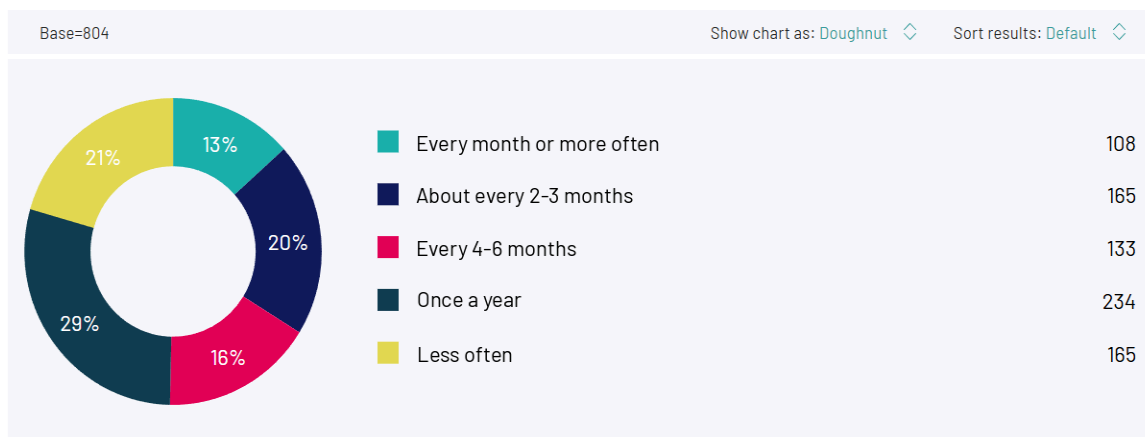
The French and subscription management

Sharesub study by IPSOS

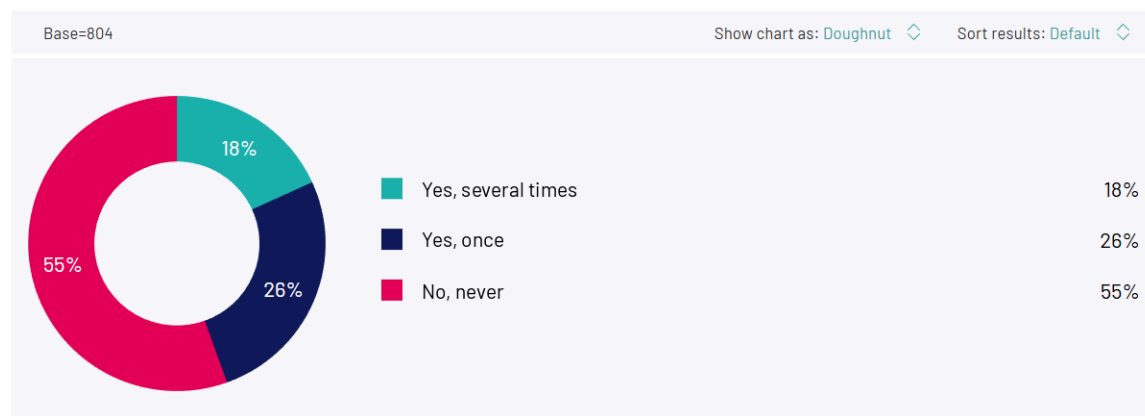
Q1. What types of digital entertainment subscriptions do you currently have?



Q4. How often do you review all your digital entertainment subscriptions? Base: has at least one digital subscription



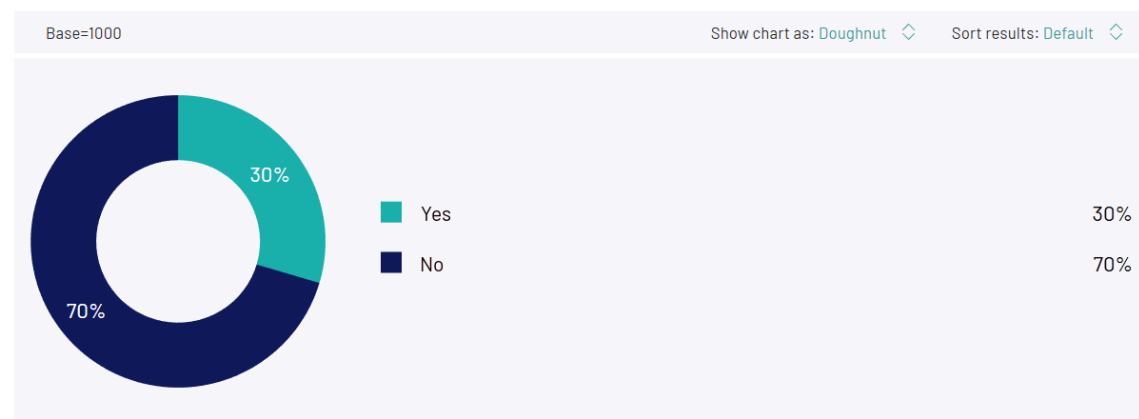
Q5. Have you ever forgotten to cancel a subscription and paid for nothing? Base: has at least one digital subscription



 **Q7. Have you cancelled subscriptions, or considered doing so, because their cost was straining your budget? Base: TOTAL**



 **Q11. Do you ever use intermittent subscriptions, i.e. subscribing and unsubscribing several times a year, to cut your subscription spending? Base: TOTAL**



 **Q13. NET Do you see group subscriptions as a solution to rising subscription prices? Base: TOTAL**

