

■ DEVICE OWNERSHIP

	% of respondents
TV	98%
Desktop or notebook computer	97%
DVD player	87%
CD player	83%
Mobile phone without video playback and Internet capabilities	66%
Portable music player	64%
Video or Internet-capable mobile phone	50%
Handheld game system	38%
Console game system	35%
Portable music and video player	27%
Blu-ray player	6%

Source: THE NIELSEN COMPANY