

Frank N. Magid Associates, Inc.



**Variety Reader
WGA Strike Survey**

Presentation to:

VARIETY®

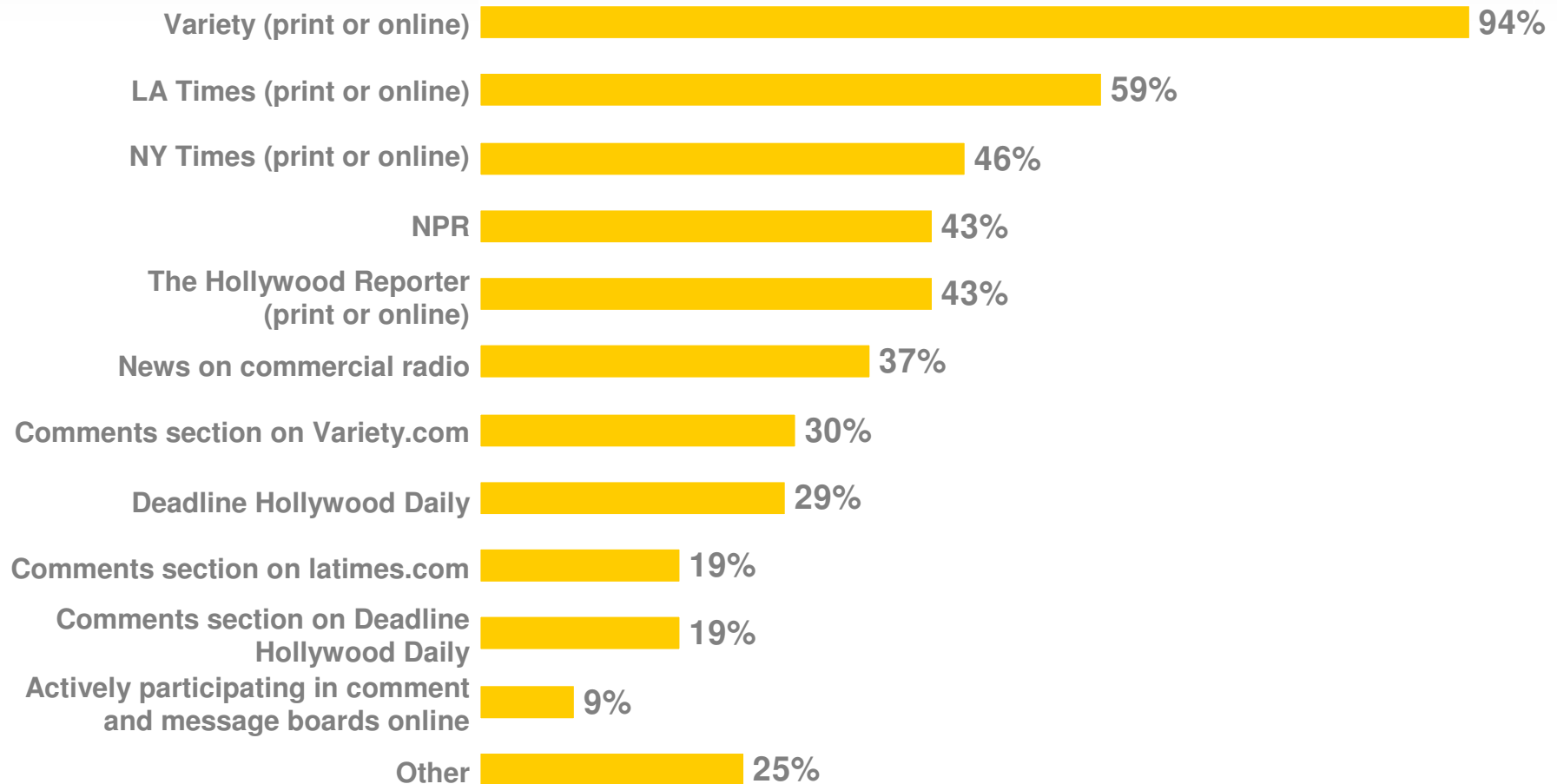
November 25, 2007

Methodology and demographics

- Online survey with 999 Variety subscribers
 - Field period: November 16-21, 2007
- List of respondents provided by Variety
- Survey hosted on Frank N. Magid Associates' SurveysOnline.com
- Respondent demographics:
 - Age: 15% 18-34 year olds, 62% 35-54 year olds, 23% 50+
 - Gender: 70% Male, 30% Female
 - 89% work in entertainment: of those, 45% are creatives, 7% media, 18% financial, 10% production and 20% are none of these
 - Union membership: 15% WGA, 9% DGA, 7% IATSE, 10% SAG

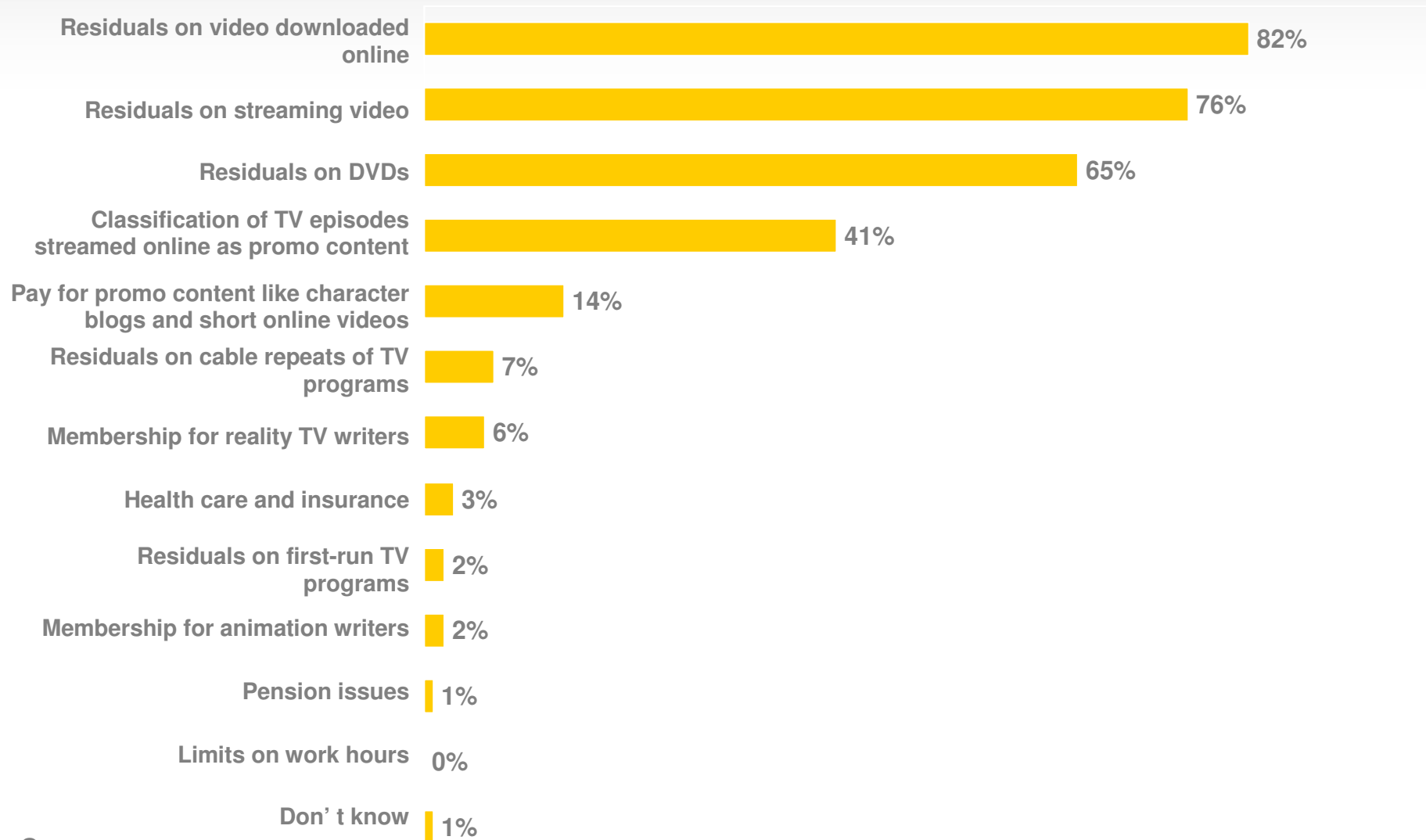
Variety is the primary source for strike coverage

Among all respondents following the strike



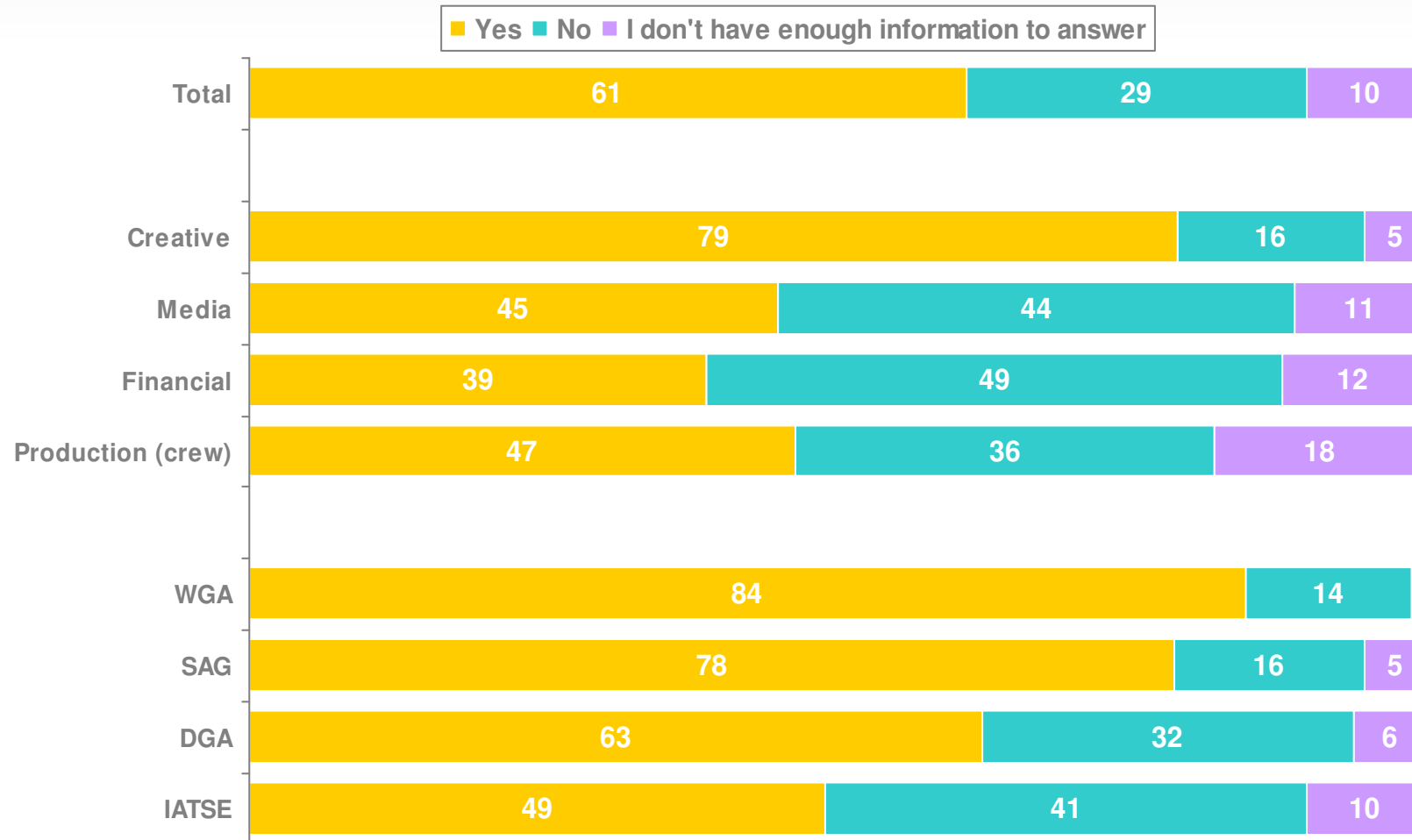
Respondents feel that residuals for online downloads and streaming video are the most important strike issues

Among all respondents



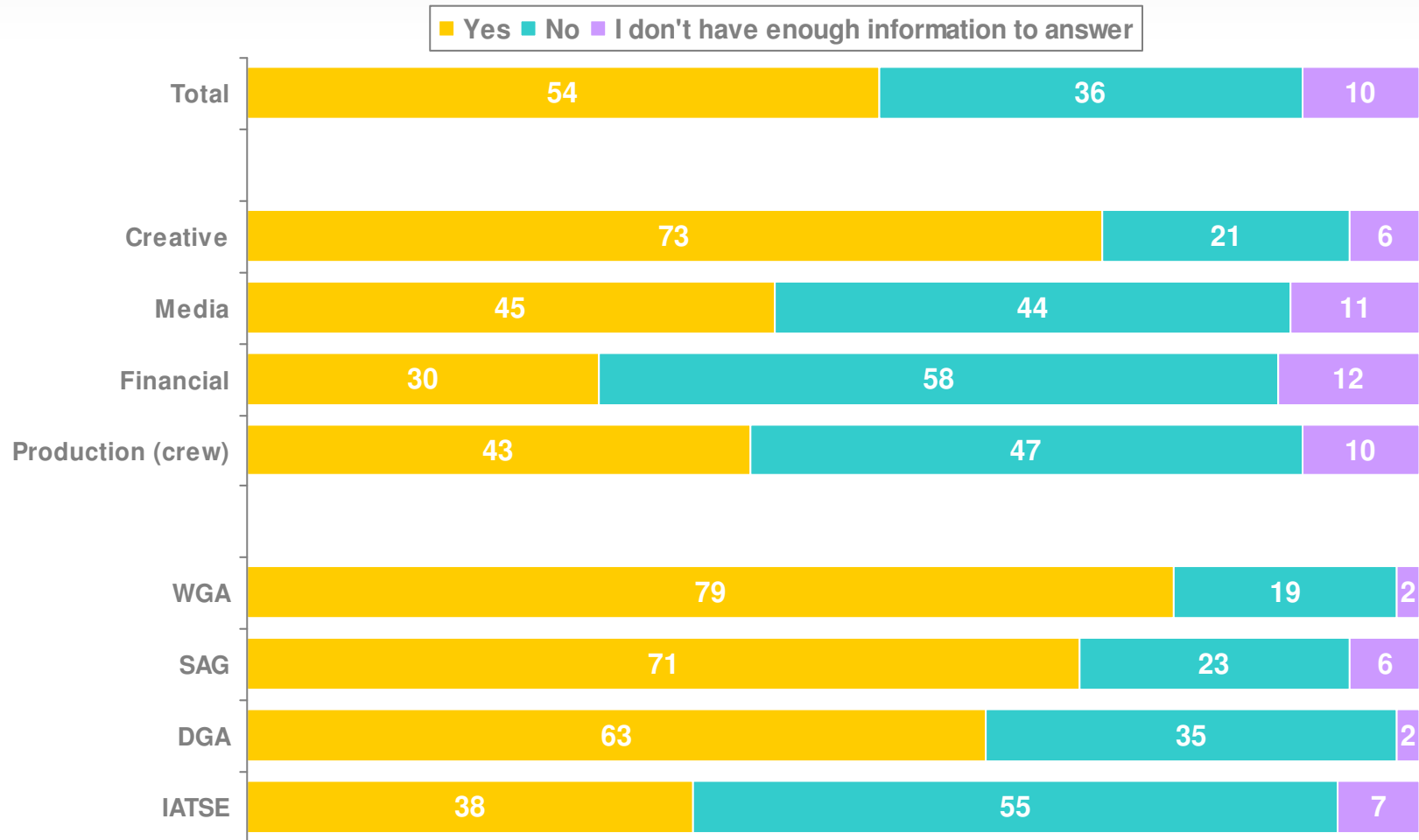
Most respondents feel the strike was necessary, but those in the non-creative areas of the business are less enthusiastic

Among all respondents



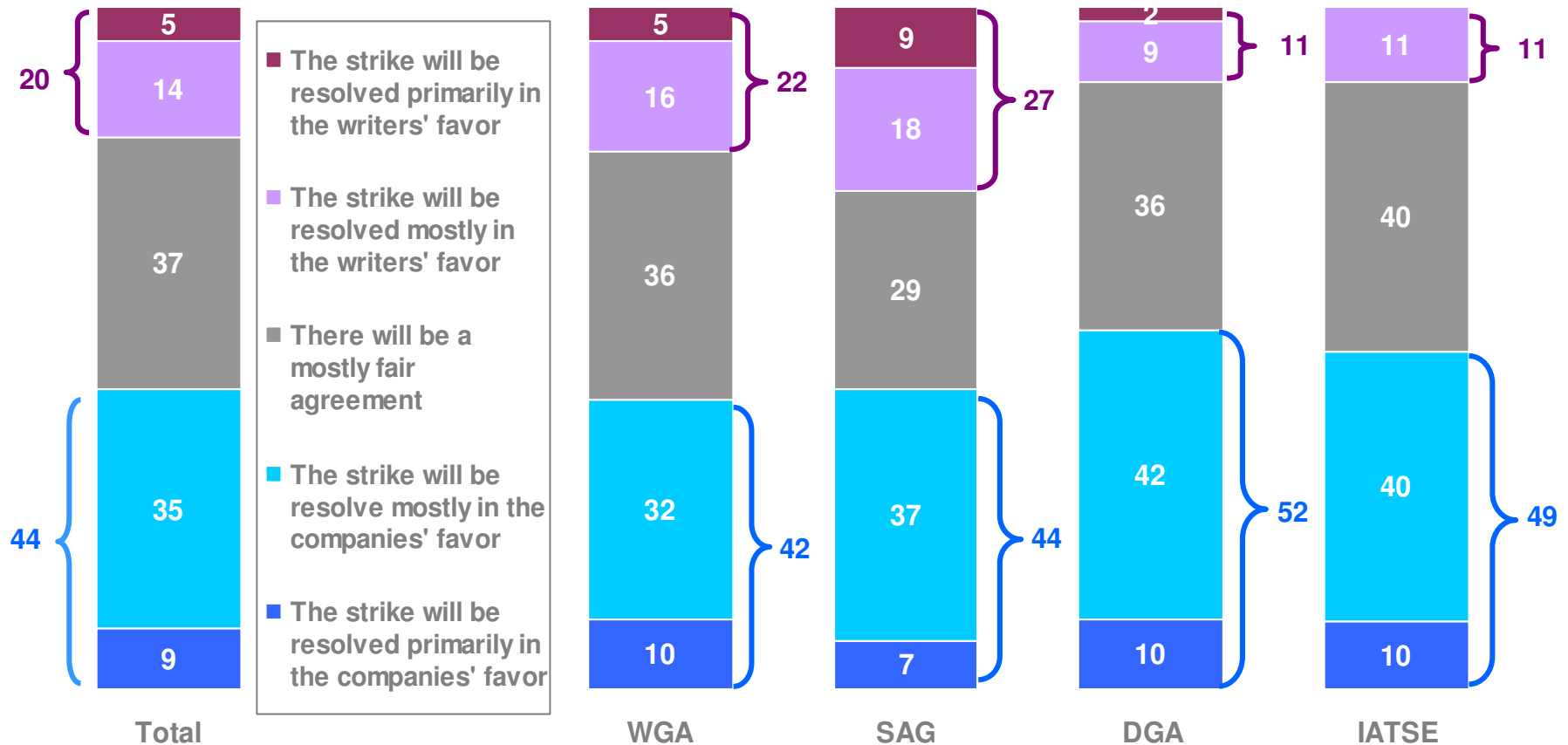
Most respondents feel the strike was necessary at this time, but more than half of respondents in IATSE believe it wasn't necessary at this time

Among all respondents



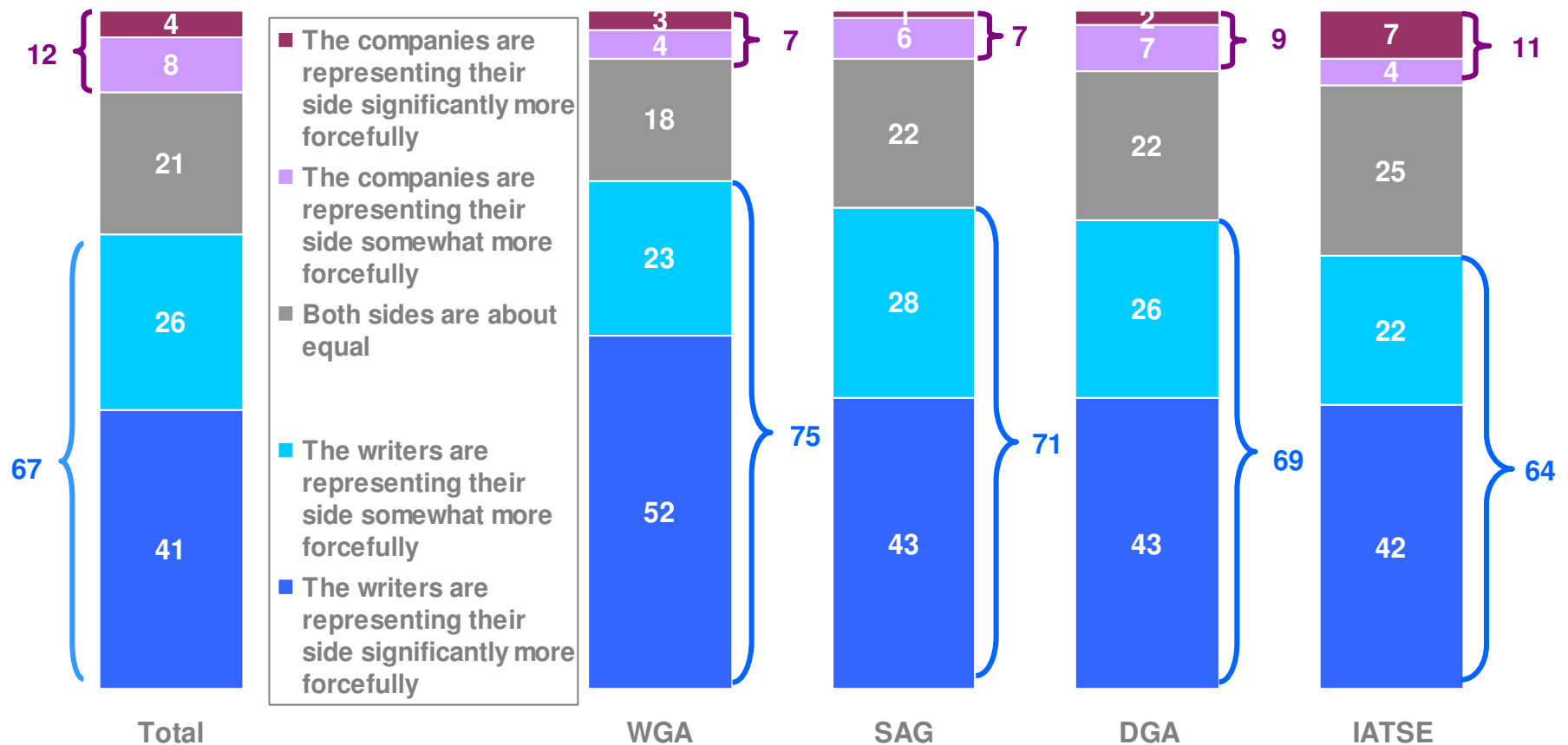
Respondents are most likely to think the strike will be resolved in the companies' favor; SAG and WGA members are most optimistic about the writers chances

Among all respondents



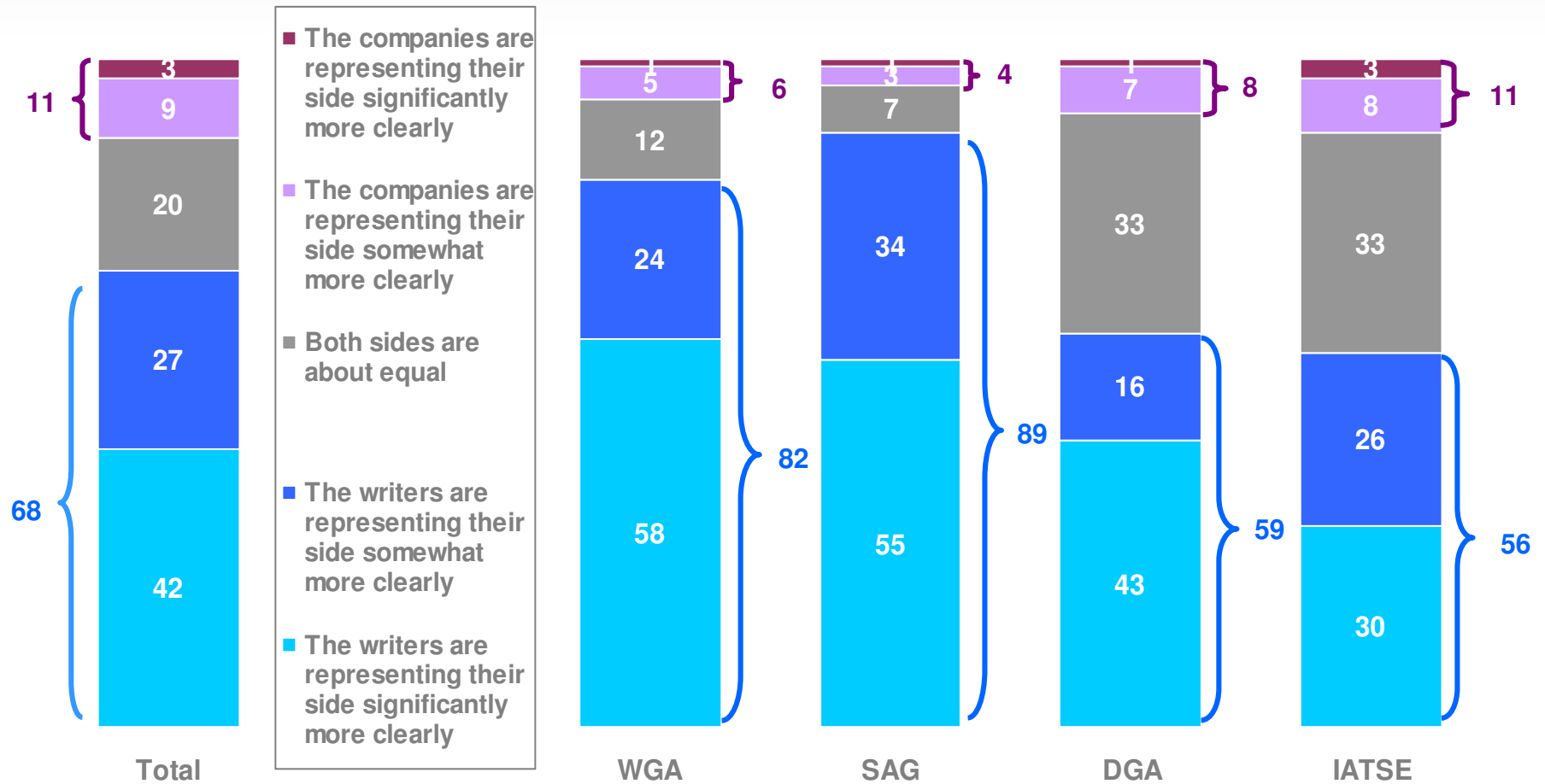
The majority of respondents believe the writers are representing their side more forcefully

Among all respondents



The majority of respondents believe the writers are representing their side more clearly

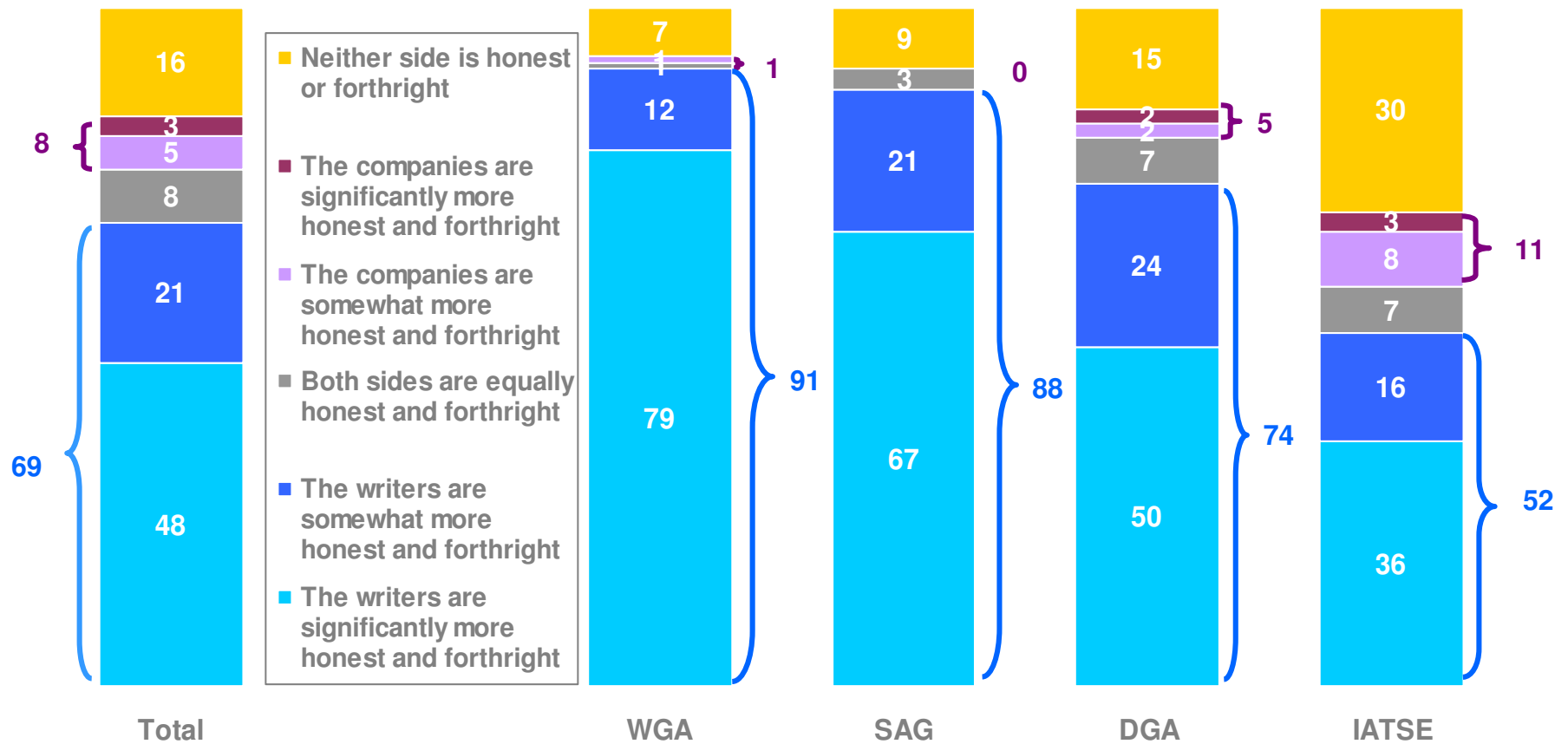
Among all respondents



Q. Which side do you believe is representing their side more **clearly**? Possible answers: The writers are representing their side significantly more clearly; the writers are representing their side somewhat more clearly; both sides are about equal; the companies are representing their side somewhat more clearly; the companies are representing their side significantly more clearly

The majority of respondents believe the writers are being more honest and forthright, though 16% believe neither side is honest or forthright

Among all respondents



9 Q. Which side do you believe is being more honest and forthright? Possible answers: The writers are significantly more honest and forthright; the writers are somewhat more honest and forthright; both sides are about equal; the companies are somewhat more honest and forthright; the companies are significantly more honest and forthright; neither side is honest and forthright

1 in 5 respondents expect the strike to end within the next month; nearly a third give it another 1-2 months

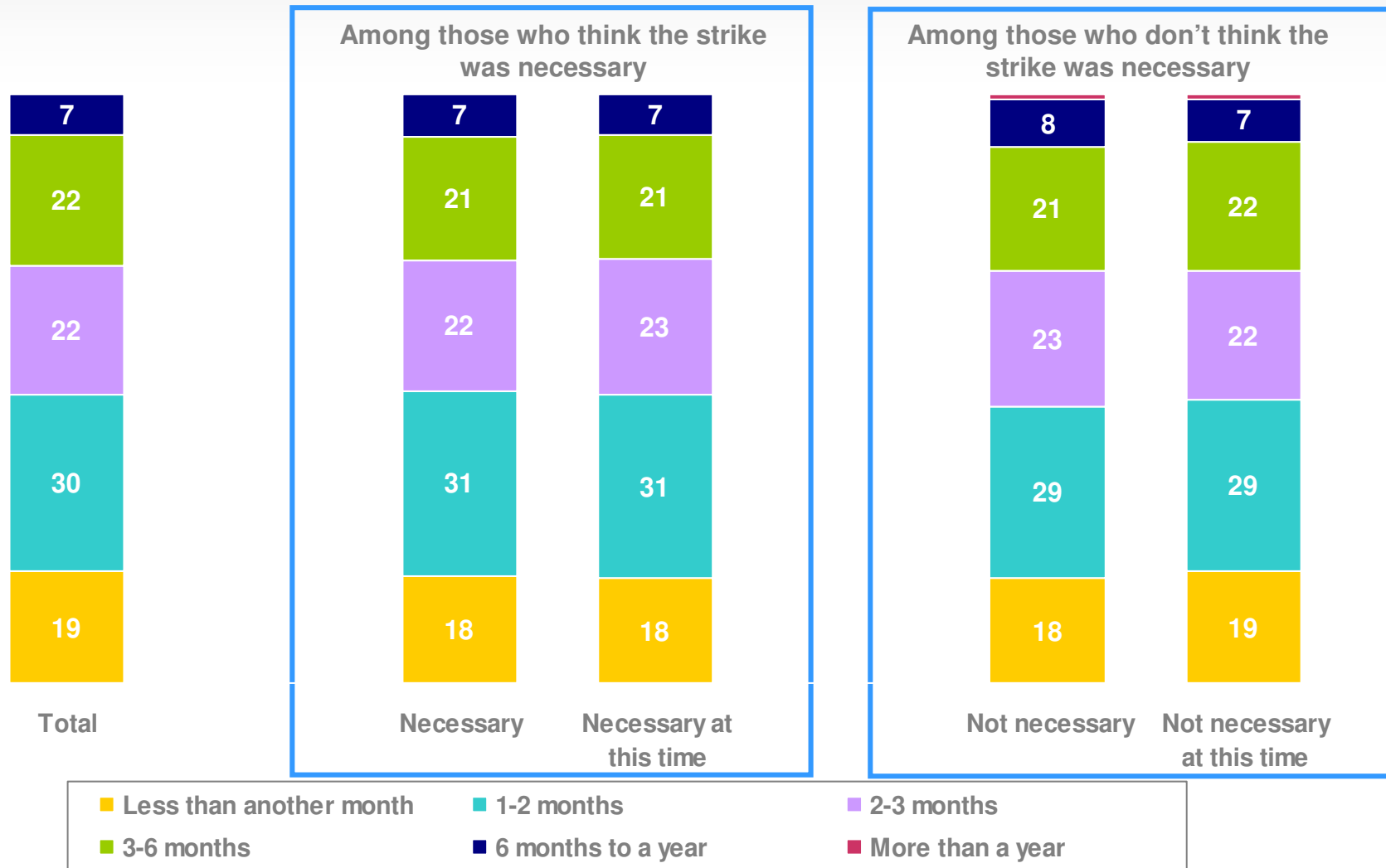
Among all respondents

■ Less than another month ■ 1-2 months ■ 2-3 months ■ 3-6 months ■ 6 months to a year ■ More than a year



Respondents have similar predictions for the length of strike, regardless of whether or not they think the strike was necessary

Among all respondents



Overall, respondents are most likely to expect viewers to watch less TV in general as a result of the strike

Among all respondents

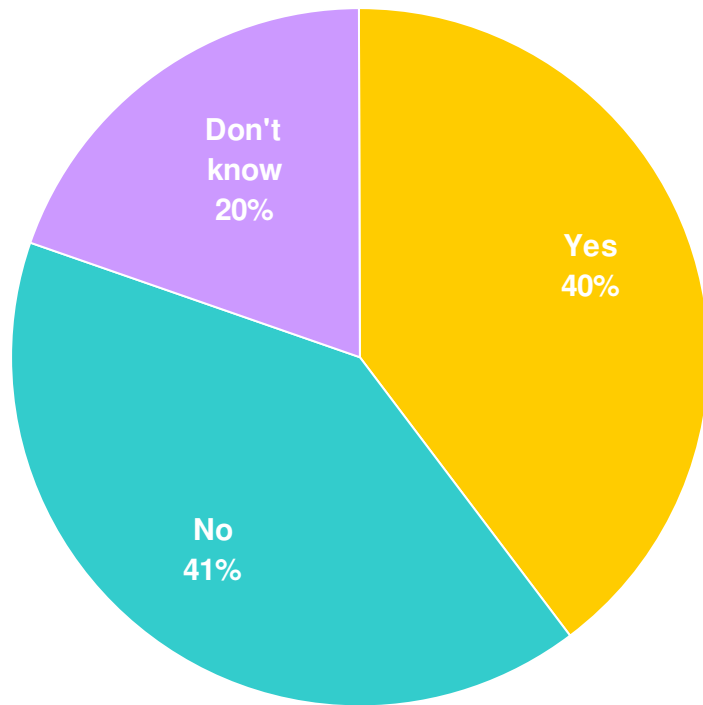
What do you think the long-term impacts of the strike will be if it lasts past December?

	Total	Do you personally believe the strike was necessary?		Do you believe the strike was necessary to do at <u>this time</u> ?	
		Yes	No	Yes	No
Viewers will watch less television in general	67	65	71	67	69
More writers will be out of work because there will be less opportunities for scripted TV	62	55	75	52	75
Viewers will watch more reality shows	62	58	71	57	70
Viewers will watch more content online	48	50	48	50	48
Pressure from SAG and DGA will halt most movie production	35	41	23	41	25
Movie script quality will decline as fewer scripts are available	32	37	25	37	26
Scripted series will never regain the same foothold in broadcast TV	32	29	44	28	41
Viewers will watch more game shows	27	25	30	24	29
More writers will take financial core status and return to work	25	18	37	16	39
Writers will find more creativity and freedom to produce shows online	19	24	11	24	13
Scripted series will find new life online	17	20	11	19	13
Television and movie production will move to Canada	15	13	16	13	16
Most daytime soaps will be cancelled permanently	9	8	11	9	10
Movie production will increase	4	2	4	3	4
Other (Specify:)	12	10	14	10	14

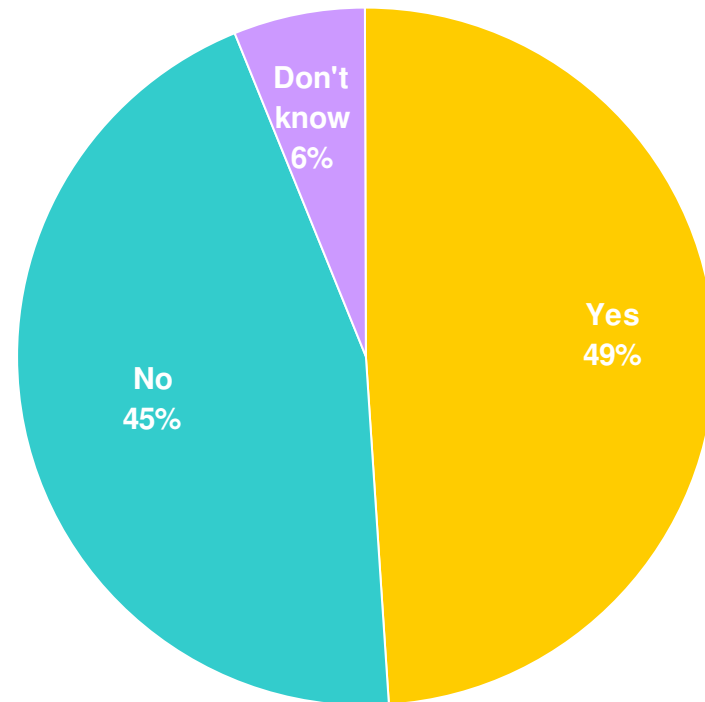
Respondents are divided over fi-core status and hyphenates who choose to produce

Among all respondents

Do you believe that the writers are justified in taking financial core status?



Do you believe hyphenates should continue performing their non-writing duties during the strike?

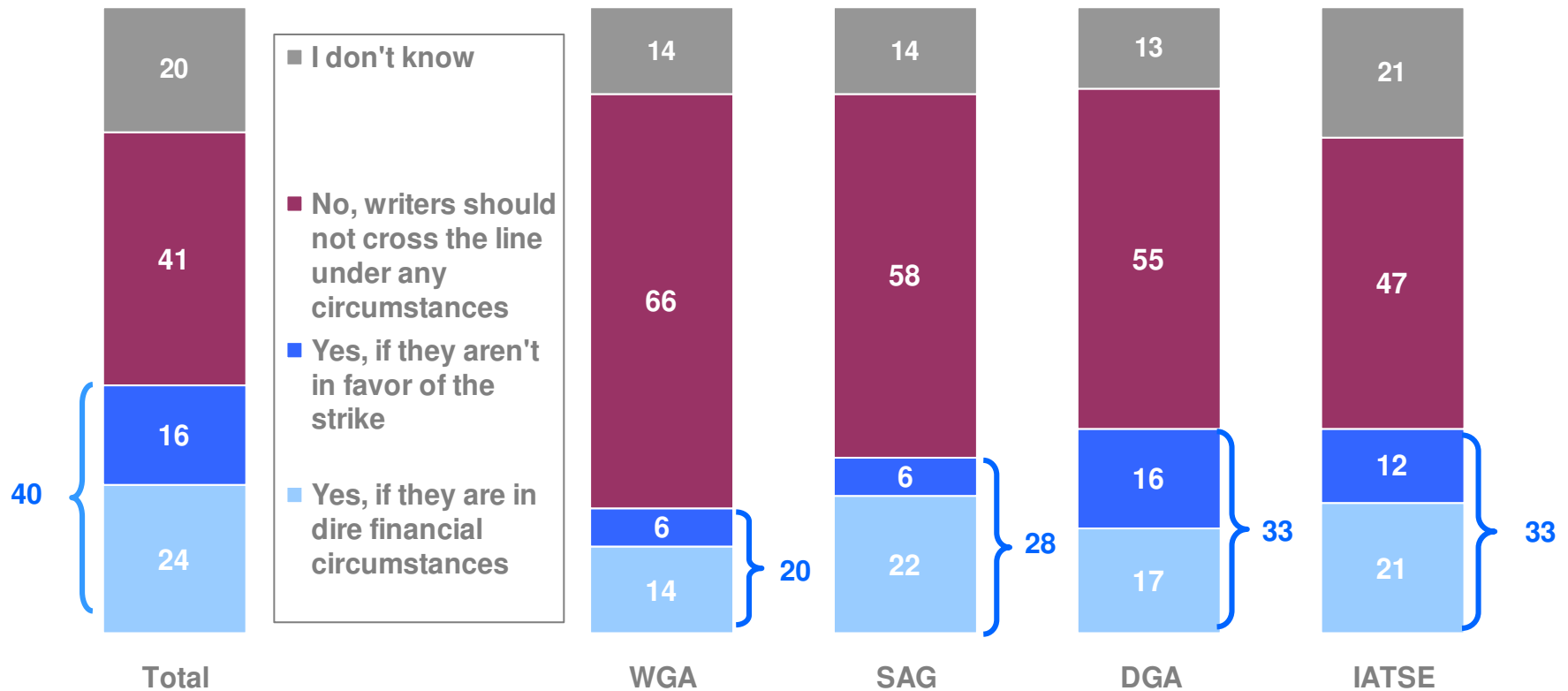


Q. Do you believe that the writers are justified in taking financial core status? Possible answers: Yes, if they are in dire financial circumstances; Yes, if they aren't in favor of the strike; No, writers should not cross the line under any circumstances; I don't know Q. Do you believe hyphenates should continue performing their non-writing duties during the strike? Possible answers: Yes, their crews rely on them; Yes, as long as they aren't performing writing duties, they're free to work in other capacities; No, they should support their fellow writers; No, there's too much risk they'll be pressured to perform writing duties as well; I don't know

WGA members are more likely to oppose fi-core status

Among all respondents

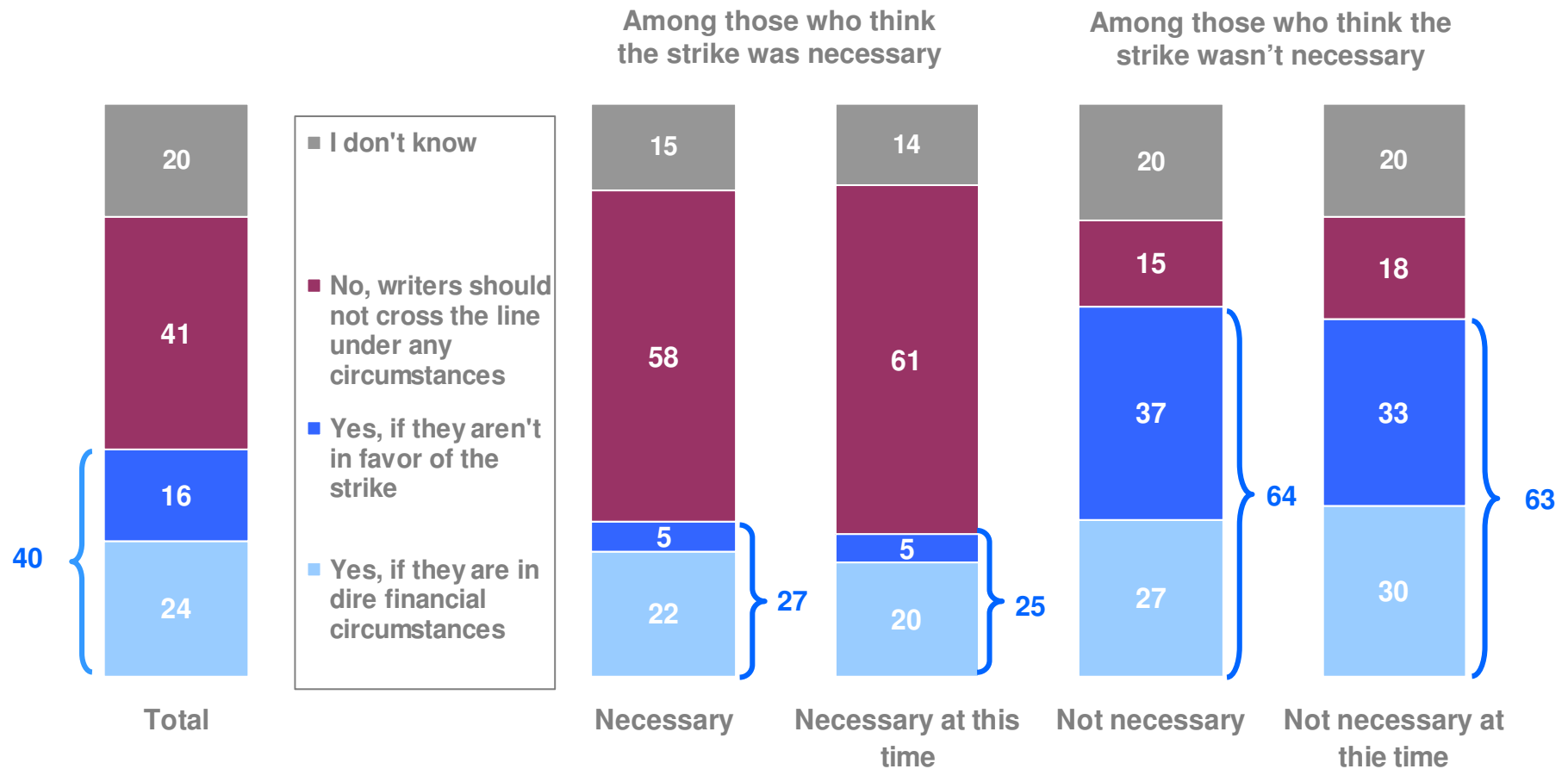
Do you believe that the writers are justified in taking financial core status?



Respondents who oppose the strike are significantly more in favor of writers going fi-core

Among all respondents

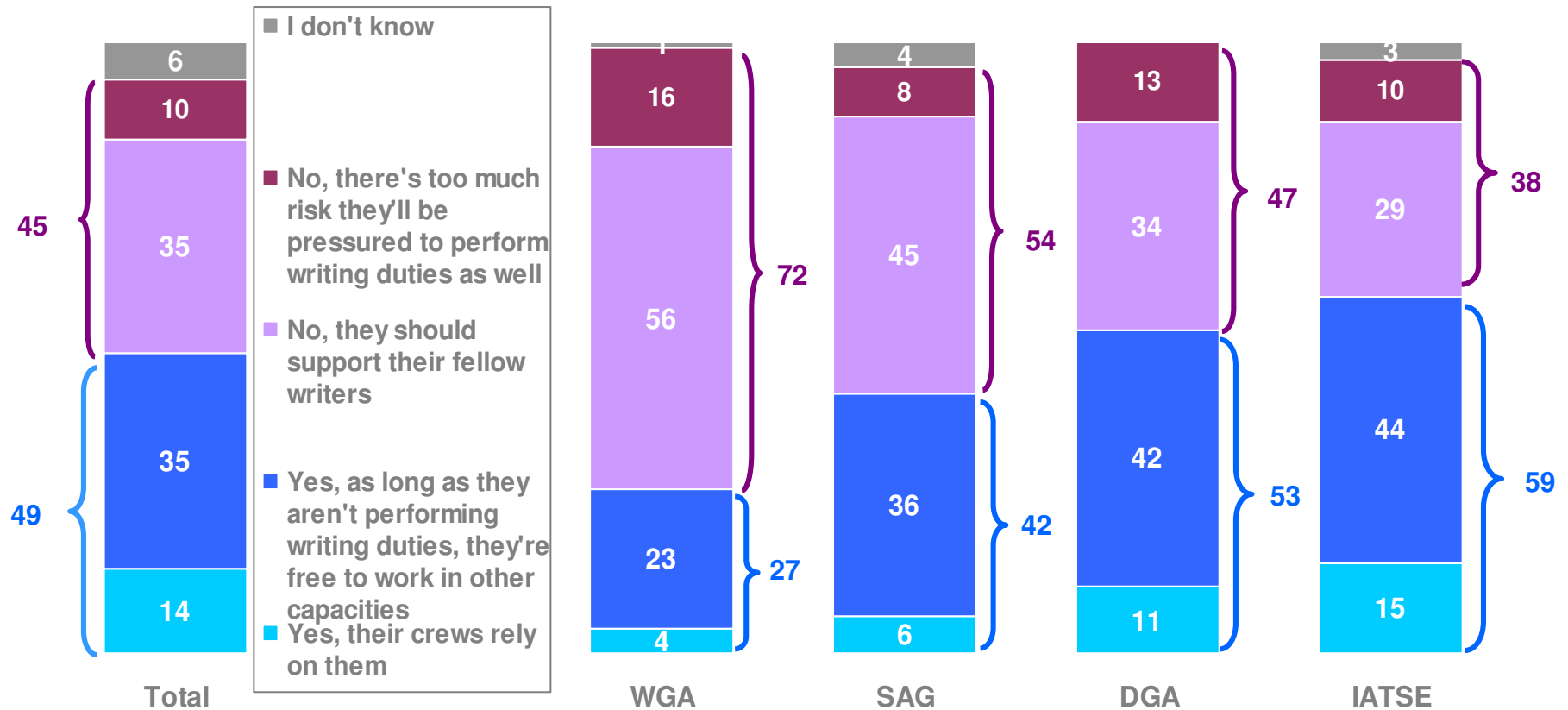
Do you believe that the writers are justified in taking financial core status?



WGA members are more likely to oppose hyphenates performing producing duties

Among all respondents

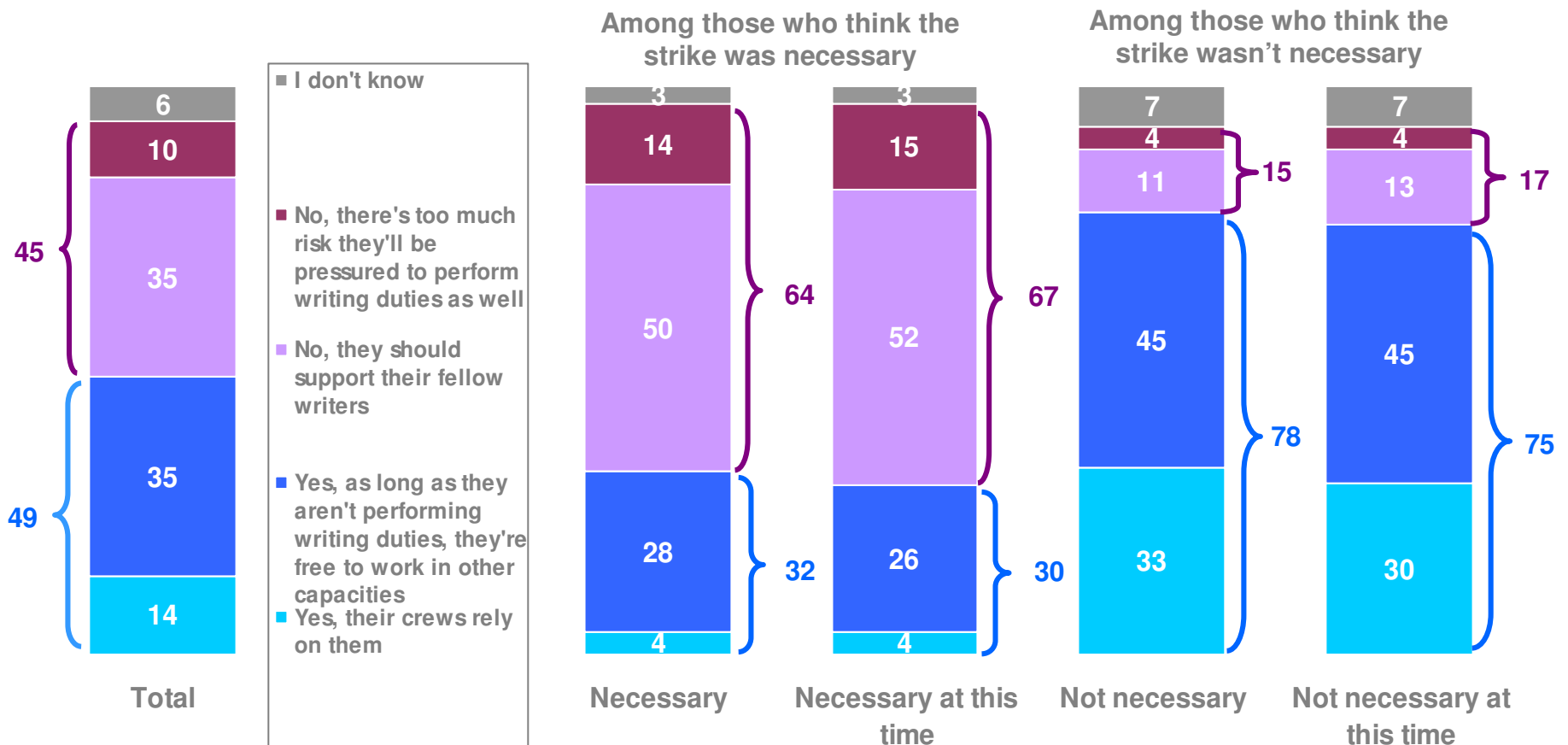
Do you believe hyphenates should continue performing their non-writing duties during the strike?



Respondents in favor of the strike are significantly less likely to support hyphenates who continue writing during the strike

Among all respondents

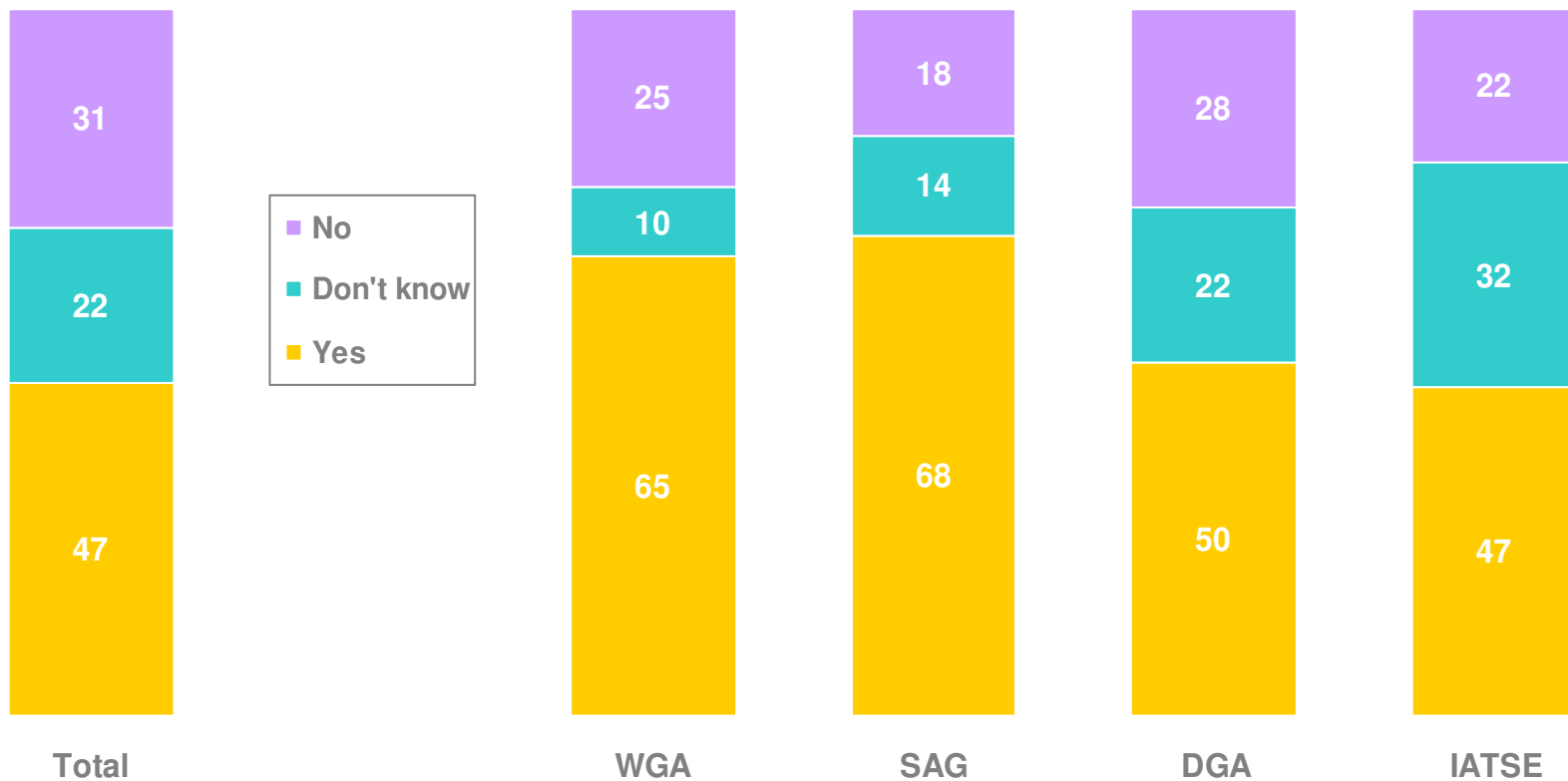
Do you believe hyphenates should continue performing their non-writing duties during the strike?



Respondents are more likely to approve of reporting strike-breaking activities than not

Among all respondents

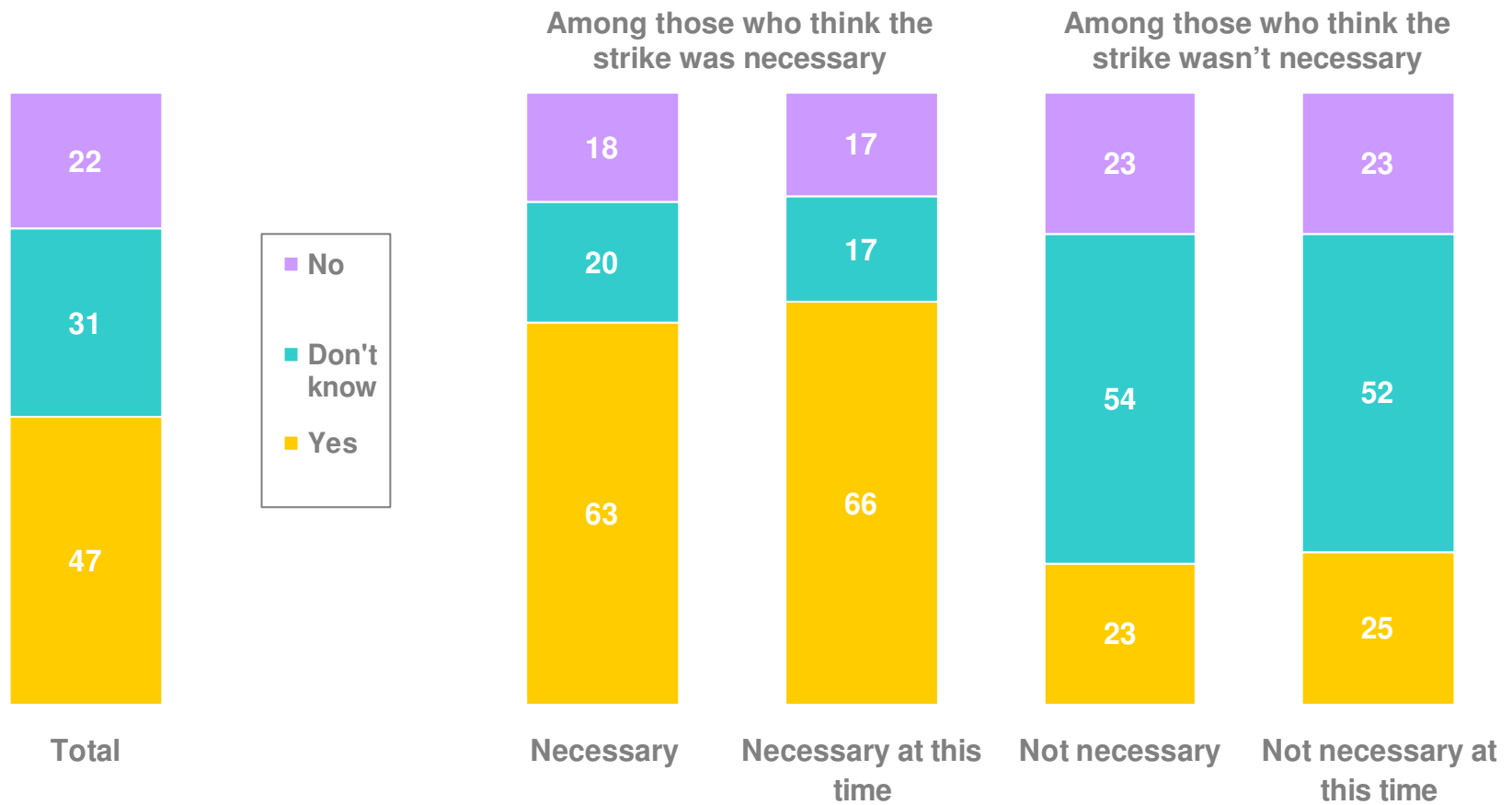
Do you believe individuals should report strike-breaking activities?



Respondents in favor of the strike are significantly more likely to approve of reporting strike-streaking activity

Among all respondents

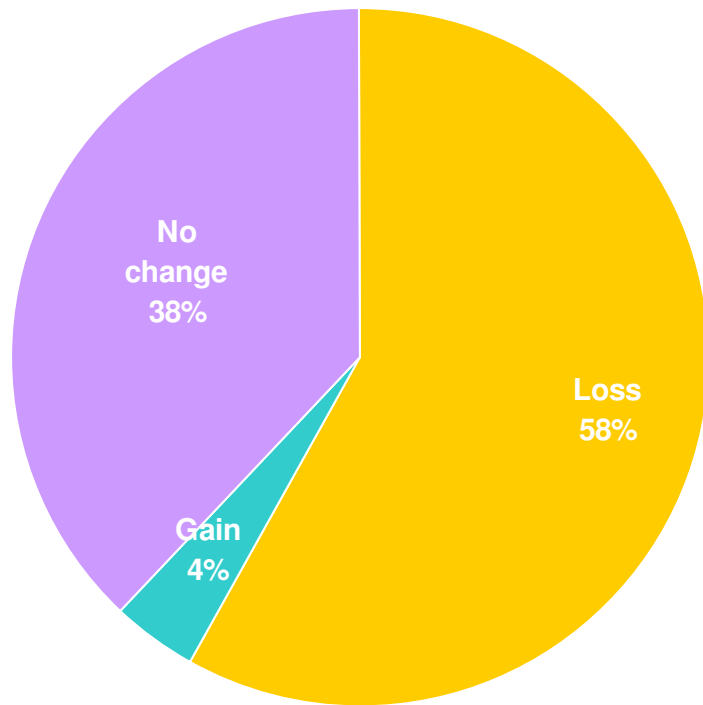
Do you believe individuals should report strike-breaking activities?



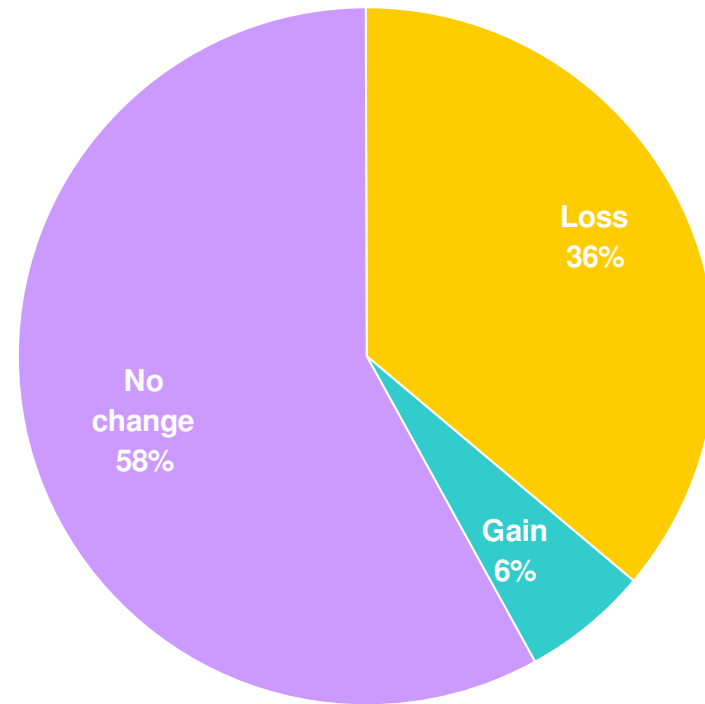
Most respondents believe the strike will have a negative financial impact on them personally

Among all respondents

What do you think the financial impact of the strike will be on you personally?



What do you think the career impact of the strike will be on you personally?

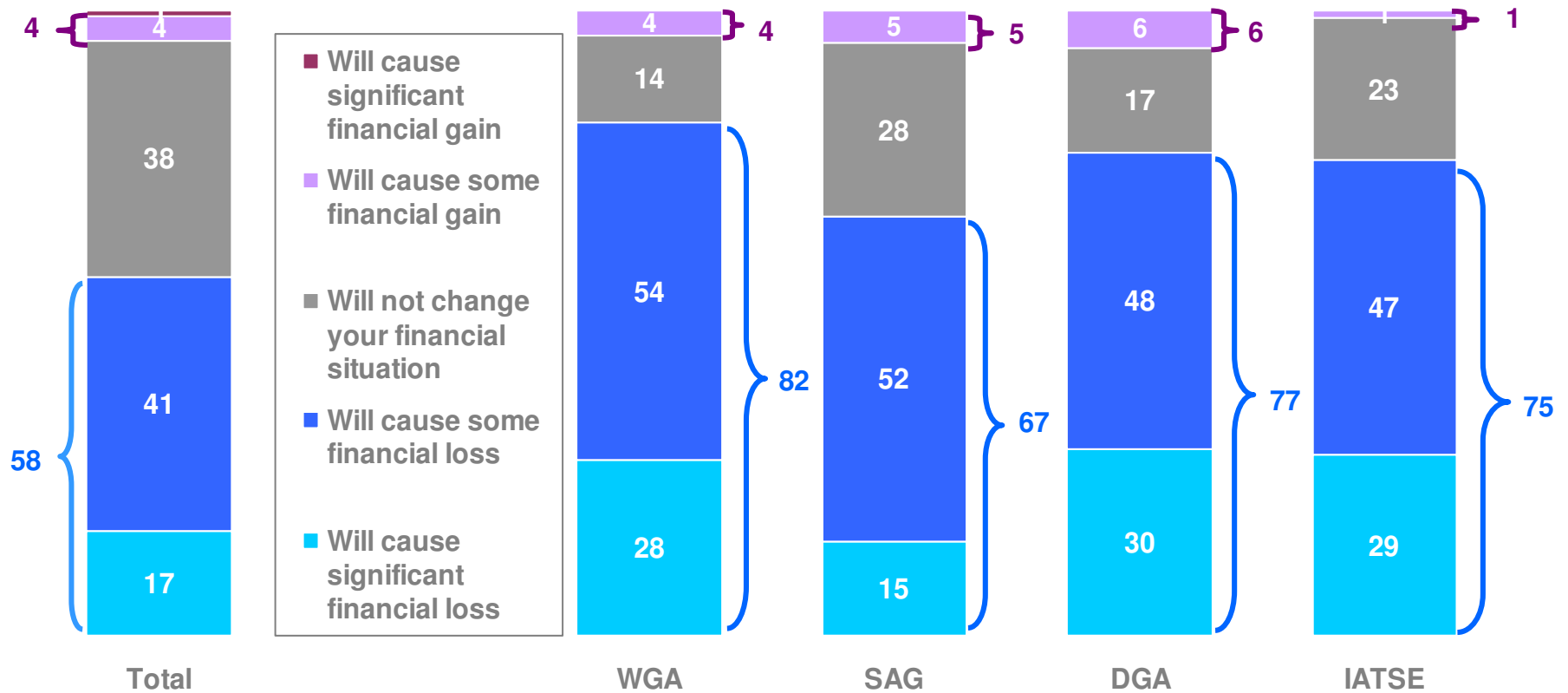


Q. What do you think the **financial** impact of the strike will be on you **personally**? Possible answers: Will cause significant financial loss; will cause some financial loss; will not change your financial situation; will cause some financial gain; will cause significant financial gain Q. What do you think the **career** impact of the strike will be on you **personally**? Possible answers: Will cause significant career setbacks; will cause some career setbacks; will not change your career situation; will cause some career gain; will cause significant career gain

Respondents in the WGA, SAG, DGA and IATSE are more likely to report the strike will cause them significant financial loss than the average respondent is

Among all respondents

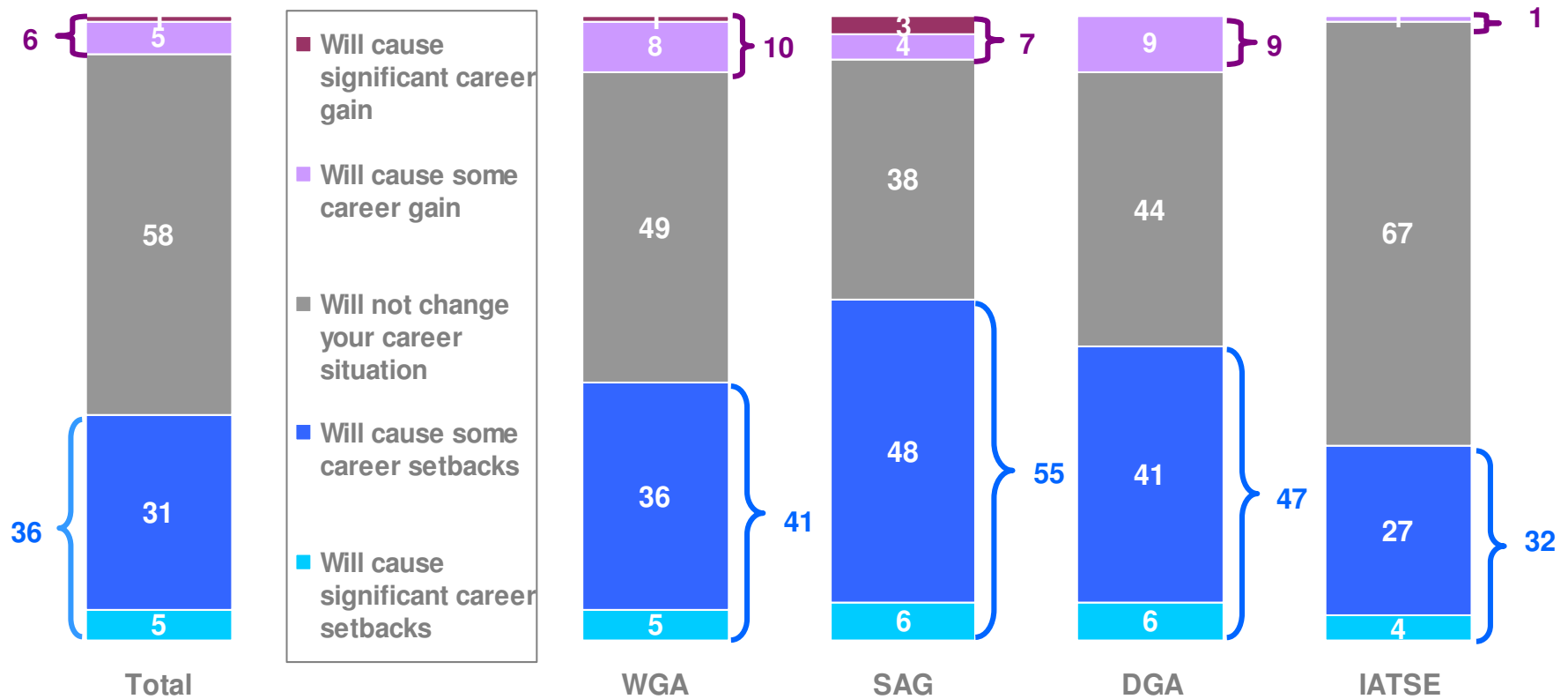
What do you think the financial impact of the strike will be on you personally?



Respondents who are SAG members are more likely to predict the strike will have a negative impact on their career

Among all respondents

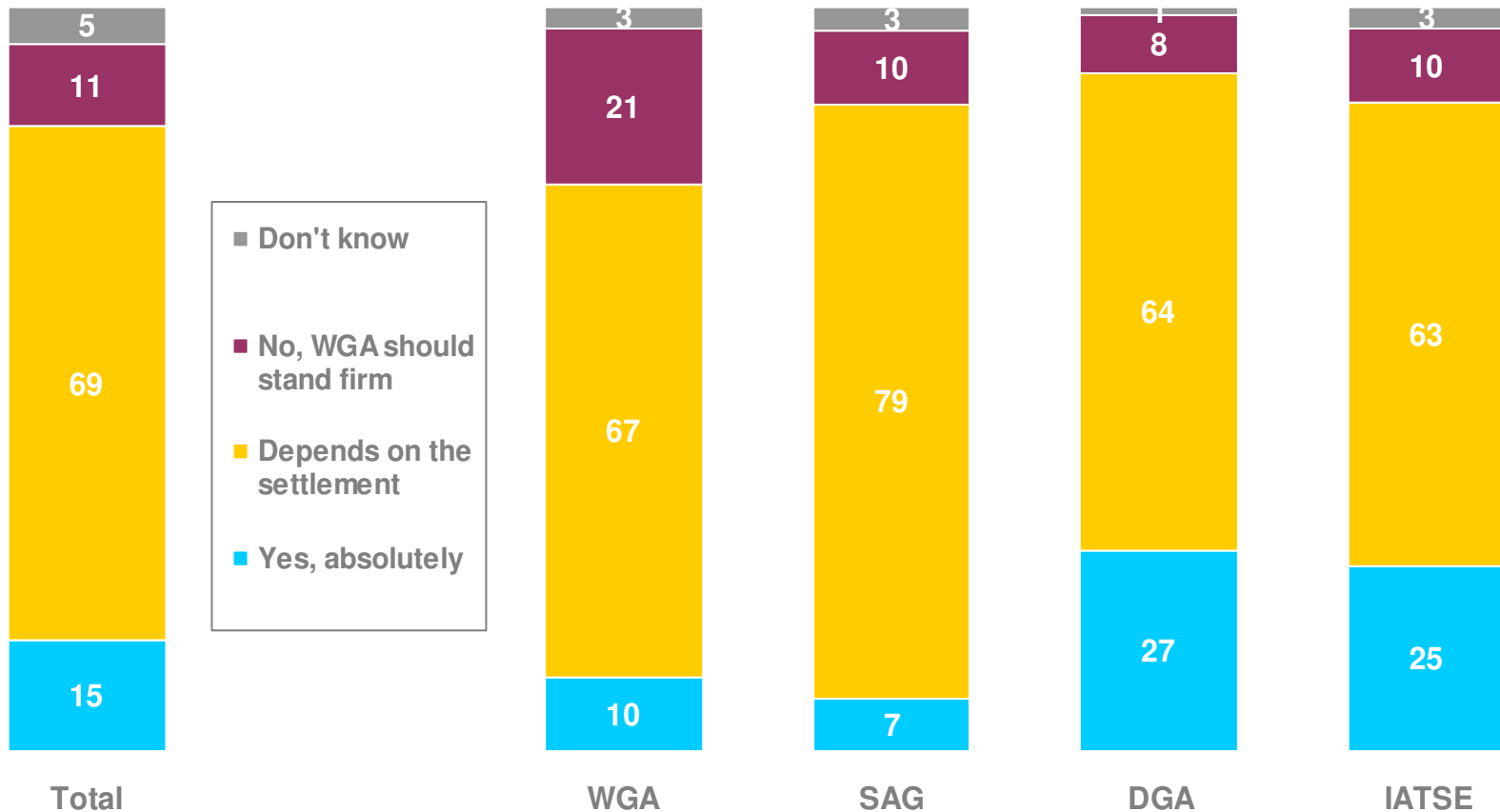
What do you think the career impact of the strike will be on you personally?



Respondents are amenable to the WGA taking the same deal as the DGA; WGA members are most opposed and DGA members most in favor

Among all respondents

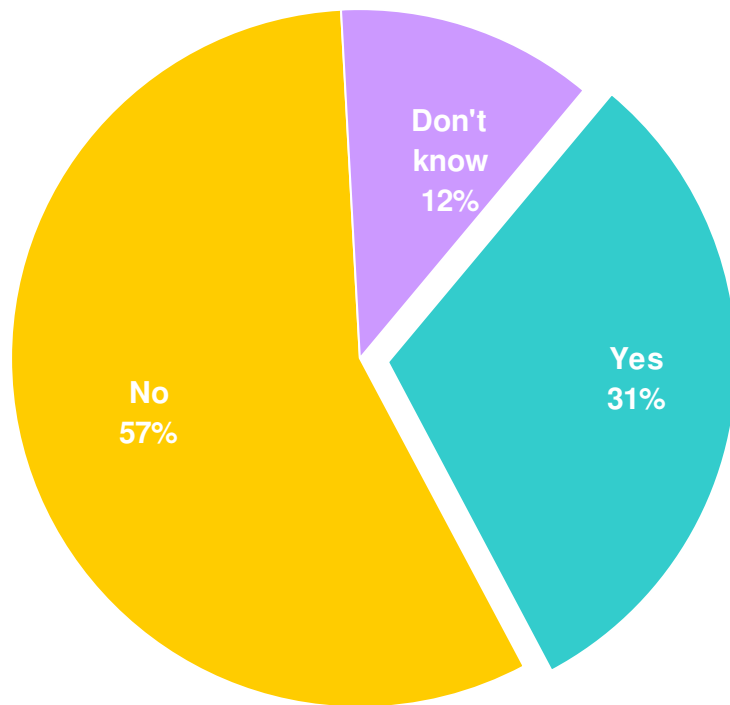
If the DGA reaches a settlement before the WGA, do you believe the writers should accept the same deal?



Nearly a third of respondents feel the strike was tactically a mistake; more than half feel it was not a mistake

Among all respondents

Do you feel the strike was tactically a mistake?



Nearly half (47%) of IATSE members surveyed feel the strike was tactically a mistake

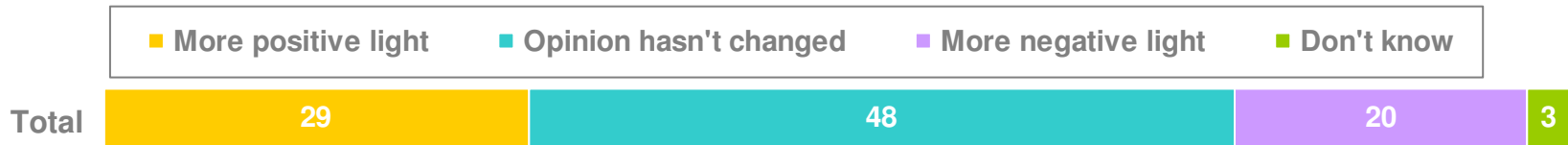
Just over a third of DGA members surveyed (34%) say it was tactically a mistake

SAG members (at 15%) and WGA members (at 16%) are least likely to say it was a mistake

About half of respondents say their opinion of the WGA hasn't changed, but the majority of those opposed to the strike see the WGA in a more negative light

Among all respondents

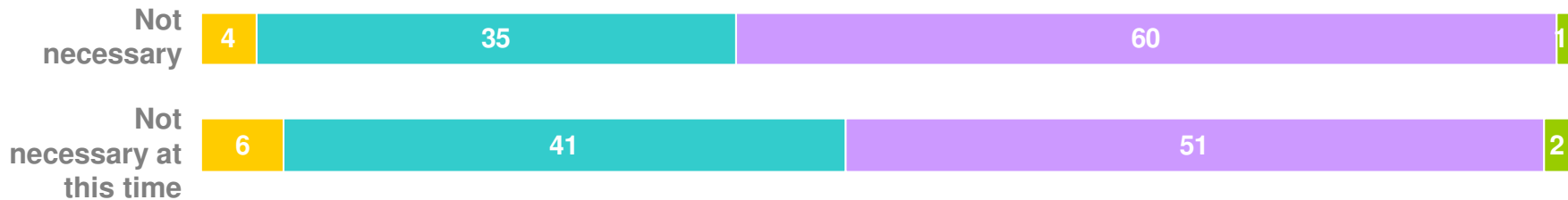
Have your perceptions of the WGA changed since the strike began?



Among those who think the strike was necessary



Among those who think the strike wasn't necessary



Half of respondents see the AMPTP in a negative light as a result of the strike, and about two-thirds of those in favor of the strike see the AMPTP in a negative light

Among all respondents

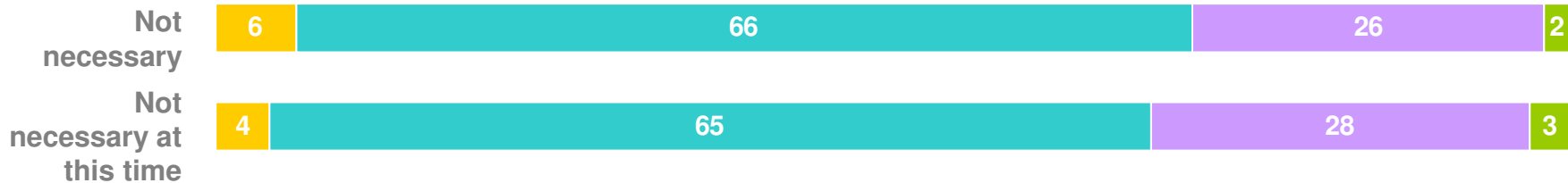
Have your perceptions of the AMPTP changed since the strike began?



Among those who think the strike was necessary



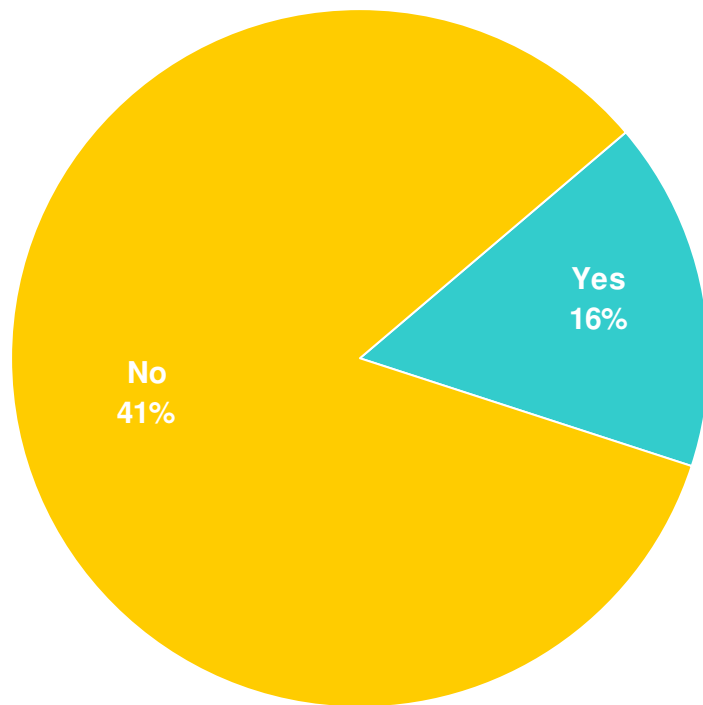
Among those who think the strike wasn't necessary



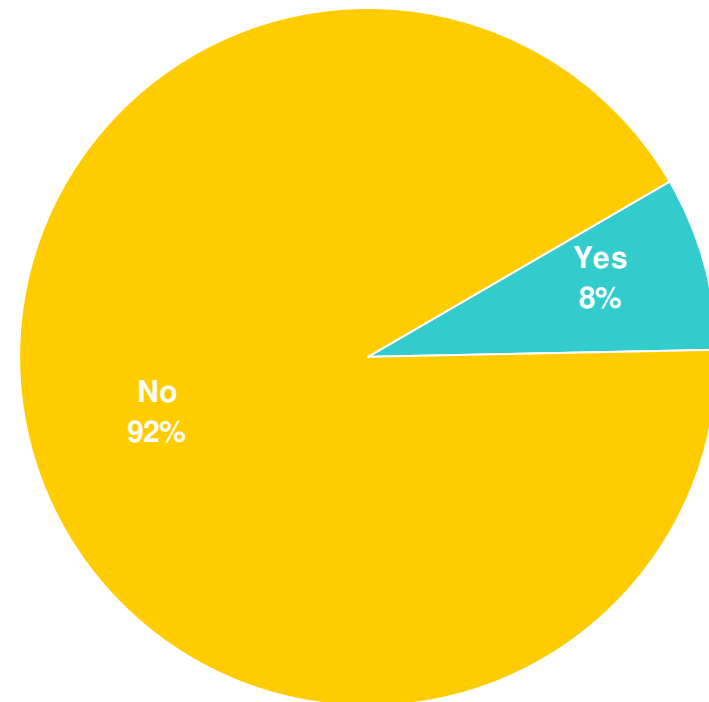
16% of respondents have lost a job due to the strike

Among all respondents

Have you personally lost your job due to the strike?



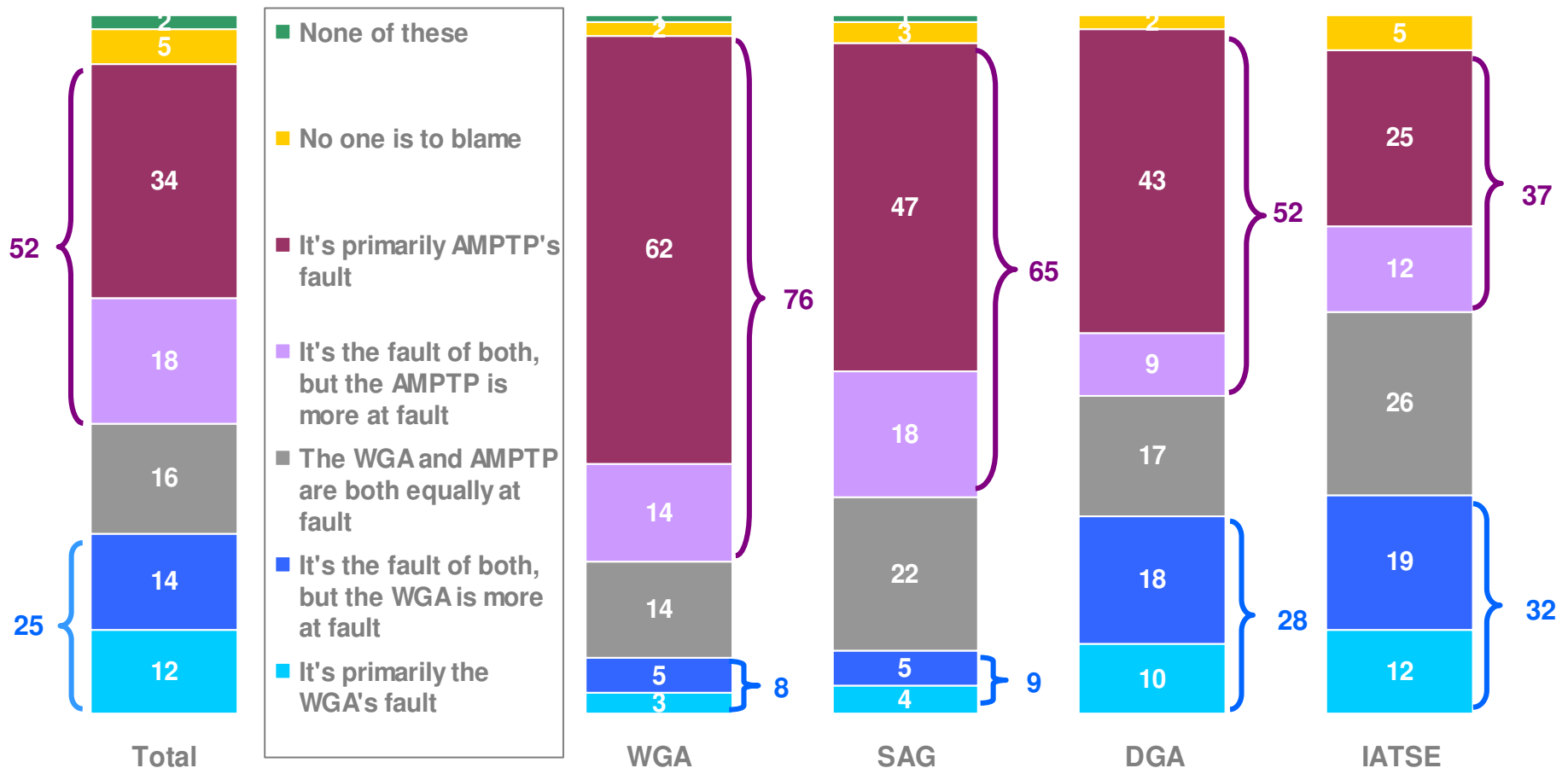
Have you personally had to fire or lay someone off as the result of the strike?



Most respondents blame the AMPTP for crew layoffs, but IATSE members are nearly as likely to blame the WGA

Among all respondents

Who, if anyone, is to blame for crew and below-the-line workers losing their jobs as a result of the strike?

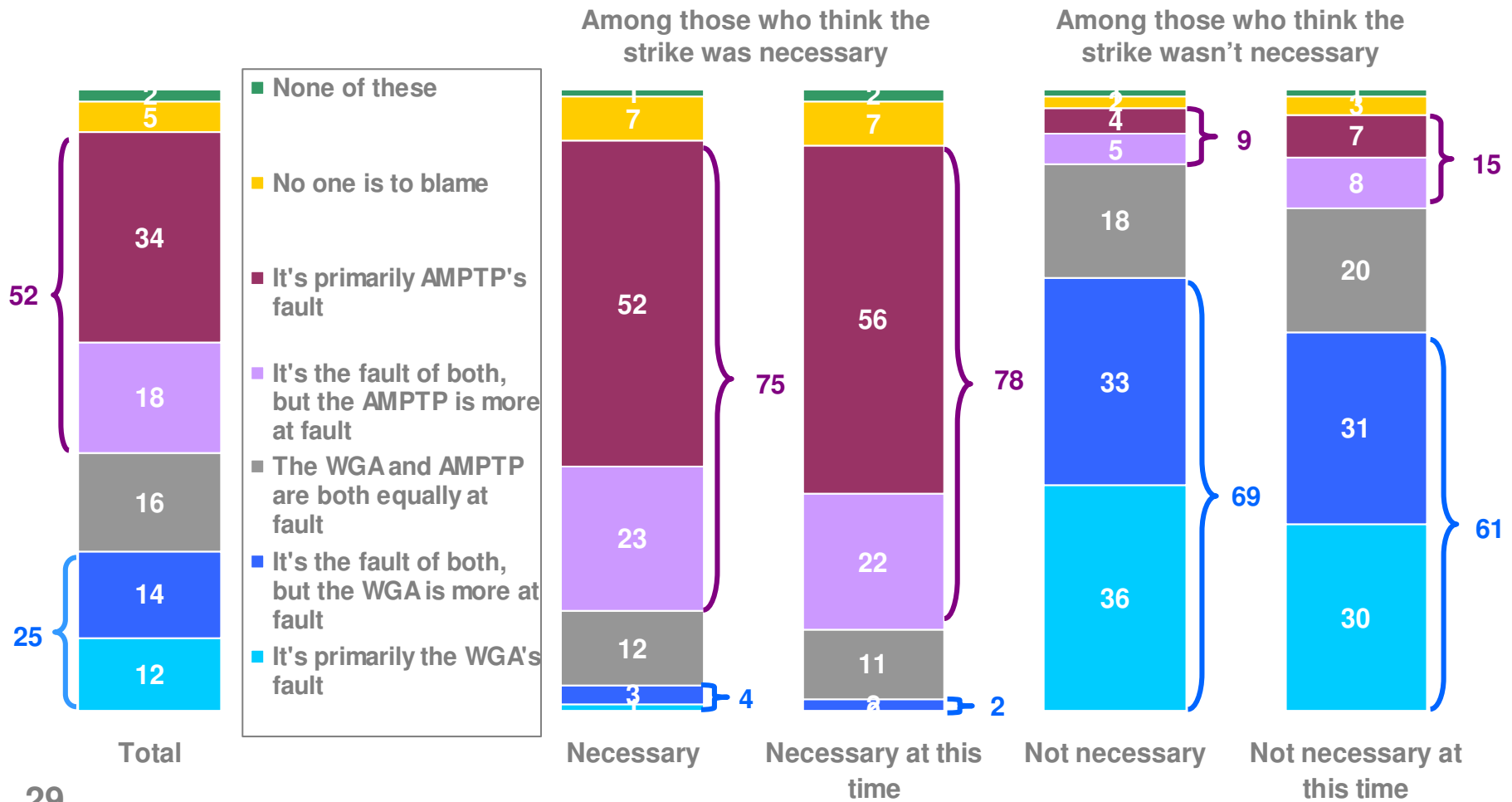


Q. Who, if anyone, do you think is to blame for crew and below-the-line workers losing their jobs as a result of the strike? Possible answers: It's primarily the WGA's fault; it's the fault of both, but the WGA is more at fault; the WGA and AMPTP are both equally at fault; it's the fault of both, but the AMPTP is more at fault; it's primarily AMPTP's fault; no one is to blame; none of these

Most respondents opposed to the strike blame the WGA for the loss of crew jobs; most in favor blame the AMPTP

Among all respondents

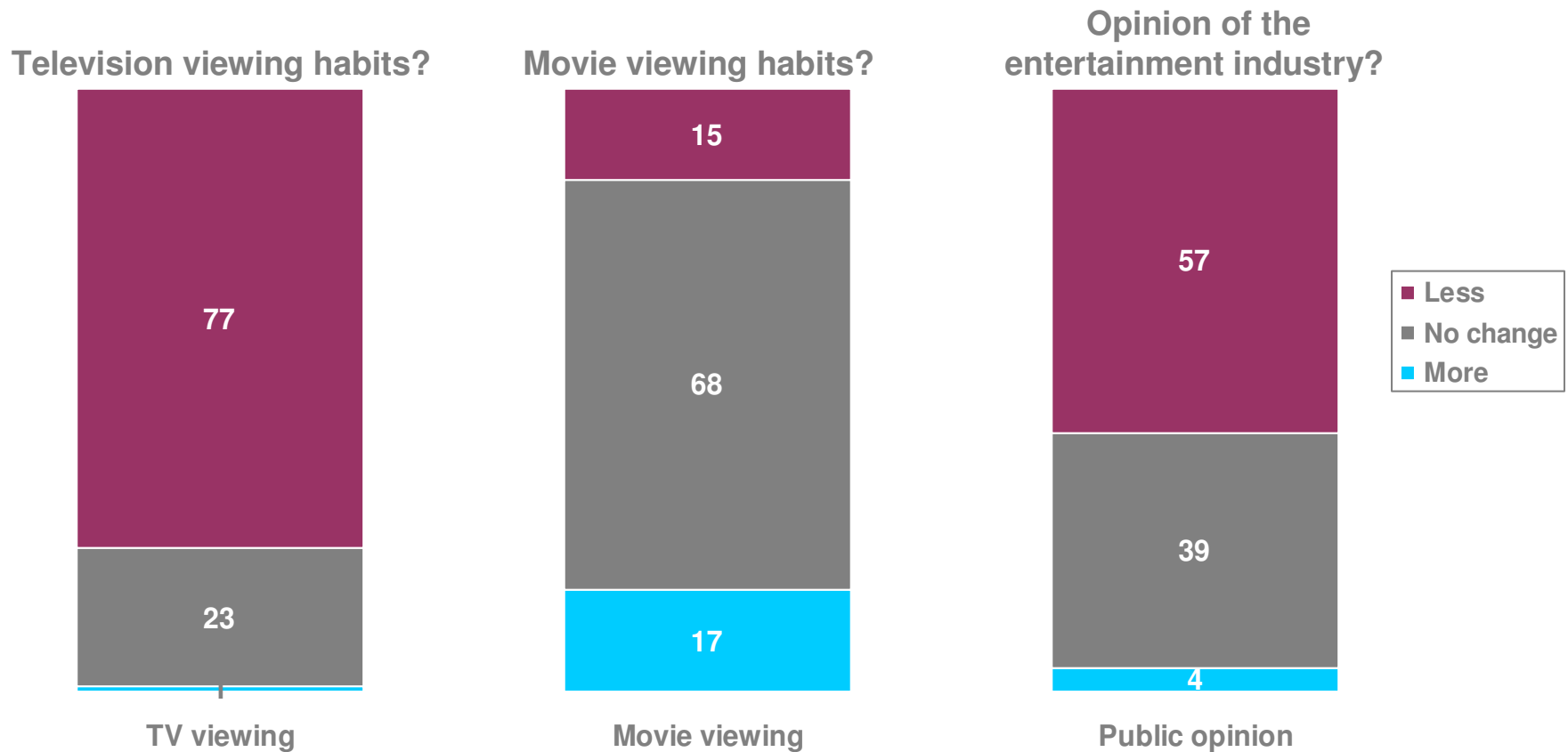
Who, if anyone, is to blame for crew and below-the-line workers losing their jobs as a result of the strike?



Respondents overwhelming agree that the strike will cause a decrease in TV viewing

Among all respondents

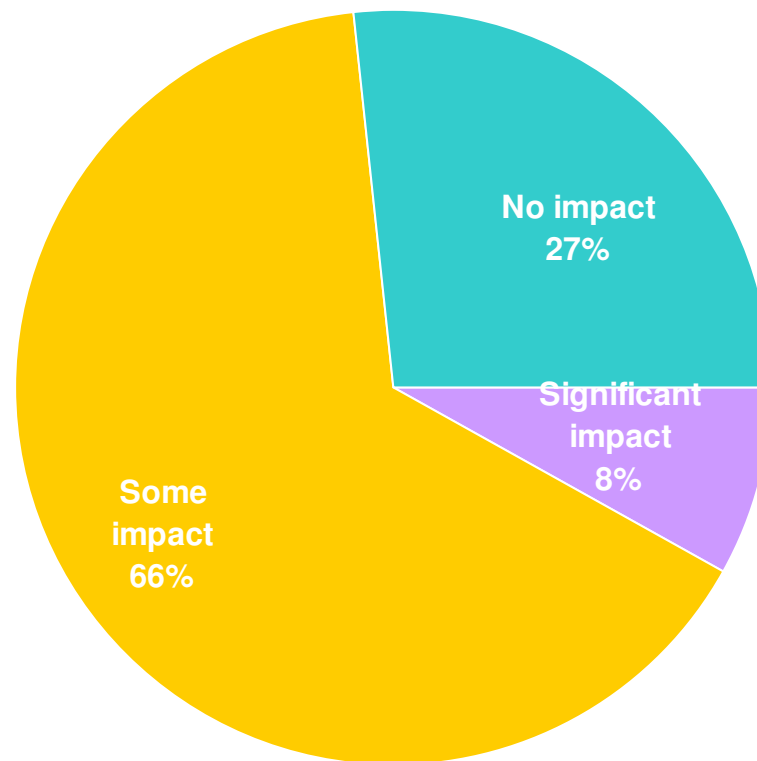
How do you think the writers' strike will impact the general public's.....



Most respondents believe the strike will impact the rest of the country

Among all respondents

How do you think the strike will impact the rest of the country?



Frank N. Magid Associates, Inc.