

HDTV 2009: Consumer Awareness, Interest and Ownership

A survey of 1,300 households throughout the U.S.

Seventh Annual Study



High Definition (HD) TV sets are now in nearly one-half of households in the US, yet there are still many questions about what HDTV owners are watching, and how quickly HDTV sets and programming services will continue to grow.

Consumer data discussed in this report is based on a telephone survey of 1,300 adults, age 18+ from throughout the United States distributed and weighted to best reflect the demographic and geographic makeup of the U.S.

Objectives

- Examine the factors impacting the adoption of HDTV in the US, including:
 - Purchase & ownership of HDTV
 - Awareness of HDTV
 - Consumer knowledge of HDTV technology & services
 - Consumer interest in getting an HDTV set
 - Consumer willingness to pay for an HDTV set
 - Consumer interest and willingness to pay for HDTV programming
- To understand the characteristics of consumers who currently have HDTV, as well as those who are most interested and willing to pay for HDTV

Did you know?

- *46% of US households have an HDTV – up from 17% three years ago.*
- *6% of HDTV owners switched video providers because of HD.*

- Help companies better understand the related implications for the multi-channel video and television industries

Coverage Areas

- **Consumer awareness** of HDTV
- **How interested** are consumers in HDTV?
- Who is **most interested** in HDTV?
- **Consumer perceptions** of HDTV
- What **genres/content** generate the most consumer interest?
- How much are consumers **willing to pay** for these services?
- Who is the **preferred provider** of HD programming?

This study can be purchased individually or as part of a Strategic Advisory Service.

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