

HDTV and 3D TV 2011

A survey of 1,302 households throughout the U.S.

Ninth Annual Study



Ownership of high definition (HD) television sets has grown significantly over the past few years, and HDTV sets are now in over two-thirds of all households in the US. This study tracks findings from previous years to better understand how HD sets and programming have evolved over time; where HDTV stands today; and how the markets for HDTV and 3D TV may progress in the future.

Consumer data discussed in this report are based on a telephone survey of 1,302 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
 - Consumer knowledge of HDTV technology & services
 - Consumer interest in getting an HDTV sets and HD programming
- To understand how consumers are using their HDTV sets, and what they are watching
- To understand the progress that HDTV has made related to consumer perceptions
- To understand the awareness of, interest in, and intent to purchase 3D TV sets

Did you know?

- *69% of US households have an HDTV – up from 17% in 2006*
- *About one-third of HDTV households have more than one HDTV – up from one-sixth just two years ago*

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

Coverage Areas

- **Consumer awareness** of HDTV and 3D TV
- **How interested** are consumers in HDTV and 3D TV?
- Who is **most interested** in HDTV and 3D TV?
- **Consumer perceptions** of HDTV and 3D TV
- 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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