

HOROWITZ ASSOCIATES, INC.'S
BROADBAND
CONTENT AND SERVICES

2008
PROSPECTUS

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Broadband Internet is now almost universal in Internet homes; indeed, six out of every ten American households have a broadband connection. What's more, today's portable devices offer web and video capability, allowing more consumers to access the content they want, whenever and wherever they want it.

This online survey takes an in-depth look at usage of and demand for Broadband-enabled content and services, with a focus on the consumption of branded, television content online. The survey also covers usage of mobile devices, including cell phones, iPods, PDAs and PSPs to access broadband and video content on the go.

What are consumers really doing online, and how often? What types of content are most in demand? What portable technologies do consumers own, and how are they using them to access TV, video and other web content anytime, anywhere? What are the motivations and circumstances that drive consumers to view TV content via broadband?

These are only some of the pressing questions addressed in this timely survey. Other topic areas covered in ***Broadband Content and Services 2008tm*** include:

- ◆ ***Competitive Positioning of Broadband Providers:*** What do consumers have, and what they plan to get, when it comes to cable modem, DSL, wireless, FiOS and AT&T U-Verse services?
- ◆ ***Broadband Content and Brands:*** Who's using what and how often when it comes to sports, music, shopping, games, telephony, social networking, news and other online content and services? What are the most often used portals and sites?
- ◆ ***Broadband Video:*** How are different media brands' video content being consumed online and on portable devices, and by whom?
- ◆ ***Convergence and Mobility:*** Today, consumers can choose what content they want delivered and where-- whether it's to their TV, their PC, or their portable devices. How are consumers taking advantage of convergence and mobility for video as well as other web access? Get the latest data on penetration of converged technologies like cell phones, PSPs, iPods, iPhones, PDAs, Apple TV, Slingboxes and more...
- ◆ ***Interest in and Usage of New Cell Phone Services:*** Which new video services for cell phones do consumers have and how often do they use it? How interested are they in subscribing to TV on their mobile phones? What media brands do consumers want to watch on their mobile phones?

Sample and Schedule

The survey is conducted online among a national, random sample of 1,000 Internet users. Data will be weighted to accurately represent the Internet universe:

- ◆ 800 high speed, 200 dial-up users;
- ◆ 800 ages 18+ and 200 ages 15-17, with half male and half female within each age group.
- ◆ Ethnic Quotas:
 - 375 White/non-Hispanics, 300 Hispanics, 175 African Americas, and 150 Asians.

The schedule for the survey will be:

- ◆ Start in Field: October 9, 2008;
- ◆ Data to Clients: early November 2008;
- ◆ Final Report: late November 2008.

Deliverables

A subscription to **Broadband Content and Services 2008tm** includes:

- ◆ The detailed data from the survey; cross-tabulated and analyzed by subscription, media and demographic variables.
- ◆ **For early subscribers only: The ability to analyze the data by your viewers/subscribers, to understand how your audiences are using broadband and mobile technologies to access TV and other content.**
- ◆ Written, interpretative analysis. This report consists of interpretative text in PowerPoint format with accompanying charts, and a management summary of the data.
- ◆ **Customized surveys** of specific geographic areas, e.g. cable systems, or consumers, e.g. millennials, women, African Americans, Hispanics, sports fans, movie buffs, etc. are available (separate budget required).

Subscriptions and Authorizations

The subscription price for **Broadband Content and Services 2008tm** is \$8,500.00.

SPECIAL DISCOUNT AND BENEFITS AVAILABLE IF YOU ACT NOW.

Order by October 2, 2008 and...

- Include your media brand in the survey and receive a free PPT report detailing the survey data among your viewers/subscribers;
- Review, comment and input on the survey questionnaire;
- Get a 15% discount: Pay only \$7,225.00.

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Table of Contents for Broadband Content & Services 2008

The Broadband Content & Services 2008 report covers the topic areas listed below. The results are based on 1,000 completed online surveys – 800 among high speed Internet users and 200 among dial-up Internet users; 200 among 15-17 year-old Internet users and 800 among Internet users ages 18+. The data are analyzed by subscription and demographic subgroups (including age, gender, and ethnicity).

- 1. Background and Methodology**
- 2. Summary of Research Findings**
- 3. Internet Subscription Profile:**
 - a. Current Penetration of Internet Services
 - b. Former Penetration of Internet Services
 - c. Potential Subscription to Internet Services
 - d. How Internet Speed Needs Being Served
 - e. Satisfaction with Current Provider and Service Features
 - f. Monthly Spending on Internet Services
- 4. Internet Usage:**
 - a. Average Number of Hours the Internet is Used in a Typical Week
 - b. Wireless Internet Usage
 - c. Usage of the Internet for Specific Activities
 - d. Internet Usage on Handheld Devices
- 5. Broadband Video Online:**
 - a. Frequency of Watching Specific Types of Video Content Online
 - b. Circumstances for Watching TV Shows Online
 - c. Interest in Being Able to Watch Online Video on the Home TV Set.
- 6. Online Brands:**
 - a. Search Engines or Portals Most Frequently Used
 - b. Web Sites Most Frequently Used (Beyond Search Engines/Portals)
 - c. Web Sites Used for Specific Broadband Video Watched
- 7. Mobile Video:**
 - a. Penetration of Handheld Devices (Cell Phones/Smartphones, iPOD/MP3s, PSPs) and Handheld Devices with Video Capability;
 - b. Incidence of Watching Video Content on Each Type of Handheld Device
 - c. Specific Video Content Watch on Handheld Devices
 - d. The Market for Mobile TV:
 - i. Willingness to Pay for Specific Mobile TV Packages
 - ii. Interest in Free Mobile TV Model
 - iii. Likelihood to Purchase New Devices to watch Mobile TV
- 8. Profile of Internet Users: Technology, Television, Psychographics, and Demographics**
- 9. Profile of Key Segments: Online Video Users, Mobile Video Users, Internet Users by Ethnicity**