

Horowitz Associates, Inc.'s  
**BROADBAND**  
**CONTENT & SERVICES**  
**2009**

## Cutting-edge information on today's cutting-edge technologies:

This online survey takes an in-depth look at usage of and demand for Broadband-enabled content and services, including the consumption of branded, television content online, and on handheld devices.

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? How is this impacting the consumption of "traditional" TV?

These are only some of the pressing questions addressed in this timely survey. Other topic areas covered in *Broadband Content and Services 2009<sup>™</sup>* 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? What are the hottest new apps?
- ◆ **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... and learn about the circumstances in which consumers are using them.
- ◆ **Interest in New Mobile TV Services:** How interested are they in subscribing to TV on their mobile phones? What content do consumers want to watch on their mobile phones?

Read more about the study [here](#).

## 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 Americans, and 150 Asians.

The schedule for the survey will be:

- ◆ Start in Field: October 9, 2009;
- ◆ Data to Clients: early November 2009;
- ◆ Final Report: late November 2009.

## **Deliverables**

A subscription to **Broadband Content and Services 2009<sup>tm</sup>** 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 consumer segments, e.g. millennials, women, African Americans, Hispanics, sports fans, movie buffs, etc. are available (separate budget).

## **Subscriptions and Authorizations**

The subscription price for **Broadband Content and Services 2009<sup>tm</sup>** is \$9,500.00.

### **SPECIAL DISCOUNT AND BENEFITS AVAILABLE IF YOU ACT NOW.**

**Order by October 9, 2009 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 \$8,550.00.**

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