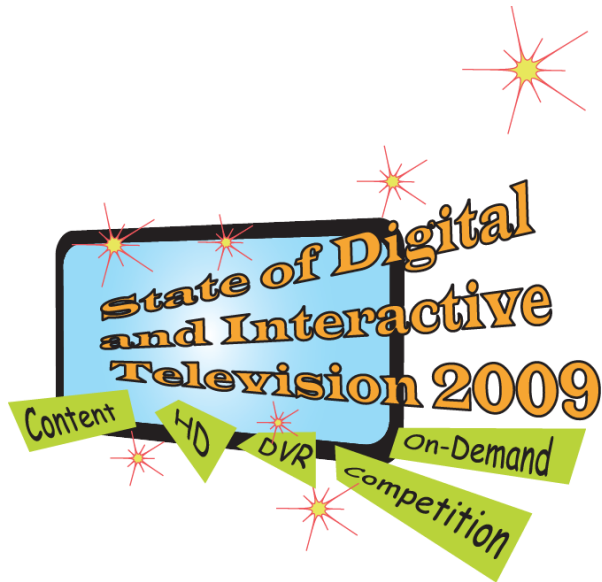




Research Prospectus

Horowitz Associates, Inc.
Market Research & Consulting
1971 Palmer Avenue, Larchmont, NY 10538
Phone: 914-834-5999 Fax: 914-834-5998
www.horowitzassociates.com



State of Digital and Interactive Television 2009tm is the fourteenth installment of the Horowitz Associates, Inc. digital and satellite study series.

As digital TV and satellite penetration grow to the next level of consumer adoption, and as competitors such as Verizon FiOS and ATT U-Verse continue to aggressively pursue growth opportunities, this survey of cable/satellite subscribers in digital markets provides valuable tracking data on how the highly competitive market for digital and interactive services is developing.

State of Digital and Interactive Television 2009^m covers consumers say about and how they use advanced digital features such as VOD, SVOD, DVR, HDTV. *Which digital services are being used, how and by whom?* How are these

services impacting linear TV and commercial viewing among key segments of consumers?

A major focus of the TV business going forward, and of this study, is **the market for advanced, interactive features to the set-top box/via the remote** including interacting with advertising, programming, the Internet, and other consumers.

Topic Areas for 2009 (see TOC at back of prospectus for detailed information)

- **Multichannel Services and TV Configuration In The Home**
- **Digital TV Services Like DVR, HD, and VOD: Penetration, Usage, Satisfaction, and Impact**
- **The Market For Advanced, Interactive Features and Platforms**
- **Interest in specific VOD, HD channel or Interactive Service**
- **Viewing and Perceived Value Of Specific Genres Across Multiple Platforms; Viewership Of Selected Channels; and Sources For TV Programming Information**
- **Technology and Demographic Profiles Of Multichannel Subscribers**
- **Tracking Data**

Sample and Methodology

- The survey is conducted among a national, stratified random sample of cable/satellite subscribers in cable systems offering digital cable service;
- 800 telephone interviews among cable/satellite subscribers from cable systems offering digital cable service, a minimum of 200 On-Demand users, a minimum of 200 DVR/TiVo users and a minimum of 100 HDTV service users;
- Field: June, 2009; Data: June/July, 2009; Final Report: August, 2009.

Deliverables

Each subscriber to **State of Digital and Interactive Television 2009tm** will receive:

- **The detailed data** from the survey; cross tabulated and analyzed by subscription, media and demographic and system variables.
- **Written, interpretative analysis with** interpretative text with accompanying charts that provide a management summary of the data in the cross tabulations.
- Free access to a webinar on this data for study clients.
- If you include your network or interactive service in the questionnaire, a topline PPT report highlighting the key findings.



Subscriptions and Authorization:

The subscription price for the **State of Digital and Interactive Television 2009tm** study is \$12,000.

Order now at the prepublication price and pay \$9,750 (thru Oct. 30)

Please Complete and fax this form to (866) 716-6564 Att: Adriana

Company¹ _____ **Contact:** _____

Title: _____ **Address:** _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

CREDIT CARD: TYPE: _____ **#** _____ **EXP.** _____

NAME ON CARD: _____

Alternately: PLEASE INVOICE ME **(Report will be delivered upon payment)**

Authorized Signature:

_____ **Date:** _____

Title: _____

1. Subscriptions are authorized solely for use by named company. Duplication and/or distribution to outside, affiliated or related companies is prohibited. All rights reserved. ©2009 Horowitz Associates, Inc.

DRAFT TABLE OF CONTENTS

1) Summary of Research Findings

2) Multichannel Services and TV Configuration in the Home

- ✓ Multichannel Penetration - Cable, Digital, Satellite, Verizon FiOS TV, AT&T U-Verse TV, premium;
- ✓ TV Configuration in the Home – Services and Location of Each TV;
- ✓ Internet, broadband, and bundled services penetration.

3) Digital TV Services: Penetration, Usage, Satisfaction, and Impact

- ✓ Penetration of Digital TV Services (including HD, DVR, VOD, and SVOD);
- ✓ Length of subscription to DVR and HD services;
- ✓ Overall Usage of Digital TV Services;
- ✓ On Demand: Impact of On Demand Programming on TV Viewing, satisfaction with On Demand service, incidence of actually finding something to watch On Demand, channels/programs usually watched On Demand;
- ✓ DVR: Usage of DVR Features and Impact on TV Viewing (including impact on specific genres);
- ✓ Impact of HD Service on TV Viewing, and Channels/Programs prefer to watch in HD;
- ✓ Profile of On Demand Users, DVR Subscribers and HD Subscribers.

5) The Market for Advanced, Interactive Features and platforms

- ✓ Attitudes towards alternative TV platforms;
- ✓ Interest in digital, multicast, and Interactive services/technologies to the TV:
 - ✓ Being able to access YouTube on TV
 - ✓ Being able to access Google on TV
 - ✓ A Slingbox
 - ✓ Apple TV
 - ✓ Interacting with TV shows, i.e., voting or participating in opinion polls through the remote
 - ✓ The ability to request information/receive coupons about a TV ad through the remote
 - ✓ The ability to purchase a product or service directly from a TV ad
 - ✓ The ability to purchase merchandise related to a TV show
 - ✓ Being able to view and/or listen to photos, videos and music from PC to TV
- ✓ Local multicast channels
- ✓ Receiving customized commercials and information
- ✓ Likelihood to subscribe to a service from the multichannel provider to watch cable service online

5) Programming and TV Viewing: Viewing and Perceived Value of Specific Genres across Multiple Platforms; Viewership of Selected Channels; and Sources for TV Programming Information

- ✓ Daily TV Viewing on the TV;
- ✓ Frequency of viewing TV content online and on handheld devices, average hours spent watching TV online and/or on handhelds;
- ✓ Frequency of Watching Specific Genres on TV;
- ✓ Frequency of Watching Specific Genres online/on handheld devices;
- ✓ Websites most often used to watch TV content online;
- ✓ Viewership of Selected Channels;
- ✓ Browsing/channel Selection Habits when first sitting down to watch TV;
- ✓ Sources for TV Programming Information.

6) Technology and Demographic Profiles of Multichannel Subscribers

- ✓ Profile of Specific Subscription Groups: Digital, Satellite, FiOS TV/U-Verse TV Subscribers;
- ✓ Ownership of advanced TV platforms such as Apple TV, Slingboxes, and Pocketdish players;
- ✓ Ownership of video-capable handheld devices;
- ✓ Demographic Profile.