

# STATE OF CABLE AND BROADBAND



## URBAN MARKETS X

The Urban, Multicultural Market for Cable, Broadband and New Media

Content, Services and Technology

2009 Research Prospectus

Surveys Unlimited division of Horowitz Associates, Inc. Market Research & Consulting  
1971 Palmer Avenue, Larchmont, NY 10538 914-834-5999 [www.horowitzassociates.com](http://www.horowitzassociates.com)

# State of Cable and Broadband Urban Markets™ X

## The 2009 Study of the Urban, Multicultural Market for Cable, Broadband and New Media Content, Services and Technology

For ten years, **State of Cable and Broadband Urban Markets**,™ has documented the extraordinary value of the new multicultural and multicolored consumer. With projections indicating that by 2050, black, Latino, Asian and other non-White people will form fully half of the U.S. population, today's urban market provides us a template for what all of America will begin to look like in the coming years.

And today, multicultural is about so much more than skin color—it's about our cultural identity and our own, unique lifestyle choices.

Media companies can no longer afford to ignore the growing importance of ethnic, multicultural, global and lifestyle audiences to their businesses. Urban, multicultural America *is* America, and multicultural consumers are *the general market*.

**State of Cable and Broadband Urban Markets**™ is THE breakthrough study that tracks changes among urban Latino, African American, Asian, White and now, global/International and LGBT consumers when it comes to cable, broadband and new and portable media...

**This year, sign up by January 15 to include your network in the following question, and receive a custom PPT based on your audience/potential audience: *How valuable would it be to you and others in your household to have (INSERT YOUR NETWORK NAME AND DESCRIPTION HERE) as part of your cable/satellite service?***<sup>2</sup>

### Topic Areas:

- Penetration of **telecommunications services in the home (cable, satellite, Internet, broadband and telephone)**, including penetration of Verizon FiOS and AT&T U-verse; plans to switch to competing services for television, Internet and phone services;
- Penetration and usage of **advanced digital services** such as HDTVs, HDTV service, On-Demand, DVR, and broadband-enabled portable devices;
- Penetration of and interest in **bundled services**;
- **Fluency in Languages other than English and Languages** spoken in the home;
- **Programming and branding:** Favorite channels, viewership of specific genres, viewership of English language and other language TV;
- **Viewing of video content online** and types of genres viewed;
- **Viewing of video on portable devices** and types of genres viewed;
- **Demand for programming for ethnic, cultural, and lifestyle groups** (including by the specific international languages spoken in the home, and culturally relevant Black, Hispanic, Asian, and International content);
- **Impact of the current economy on telecommunication spending**;
- **Subscription, Technology, Lifestyle and Demographic Profiles**;
- **Awareness, Impact and plans surrounding the Digital Transition of 2009**;
- Data analyzed by key consumer/language/lifestyle groups: comparisons among Hispanic, black/African American, Asian, and White, non-Hispanic urban households; by family heritage and foreign language use, and now, by sexual orientation.

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<sup>2</sup> Networks with limited distribution or new services about to be launched will be included in this question. Networks with wide distribution will be included in a standard viewership question.

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## Study Design

**State of Cable and Broadband Urban Markets™ X** is an annual telephone survey among a random sample of 1400+ consumers in urban markets in the U.S., including sizeable subgroups by ethnicity – Hispanic/Latino (Spanish-dominant, bilingual and English-oriented), black/African American, Asian and white, non-Hispanic. We draw a stratified, random sample of urban markets defined as cities (place names) in the U.S. with a population of 50,000 or more, in keeping with the Census definition of an “urban area.”

## Deliverables

- The detailed data from the national survey of consumers in urban markets. The data will be classified in terms of subscription, media, technology and demographic profiles.
- A written, interpretative management report and management summary in PowerPoint format.

**For charter subscribers signing up before January 15, a customized PPT providing a profile of your audience or potential audience (based on perceived value or viewership of your network).**

## Schedule

- Survey Data Collection: February, 2009 Report: March, 2009
- **Subscription**: The subscription price is \$12,000.00.  
*Subscribe before January 15, 2009 to receive a 10% discount (pay only \$10,800).* Early bird subscriber networks will be included in our perceived value or viewership question. You will receive a custom PPT based on your audience/potential audience.

## Please Complete:

Company<sup>1</sup> \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENT:

CREDIT CARD: TYPE: \_\_\_\_\_ # \_\_\_\_\_ EXP. \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

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

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_

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# State of Broadband Urban Markets™ X

The 2009 Study of the Urban, Multicultural Market for Cable, Broadband and New Media  
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