



*First fielded in 1993, the 2012 edition will be the 19th annual, national survey of television households that reveals what consumers know, think, and do when it comes to multichannel, digital, Internet, broadband, and phone*

## WHAT WE STUDY

### **Multichannel, Internet & Telephone Services**

Penetration and spending  
Providers and satisfaction  
Likelihood to cancel landline  
Interest in subscribing to cell phone service from cable company

### **Digital Features**

Penetration of VOD, DVR and HD  
Configuration in the home  
Usage as compared to "live"/ "standard def" TV  
Satisfaction  
The market for interactive services and advertising

### **Alternative Platforms**

Capability to watch video on alternative platforms (computer, mobile devices, streamed to TV)  
Incidence of watching broadband video  
Percent of viewing that is broadband  
Interest in having TV Everywhere  
Impact of broadband video on pay TV subscription

### **Programming**

Frequency of viewing by genre  
Viewership of specific channels  
Premium subscription

### **Media & Technology in the Home**

Blu Ray, cell with video, iPod/MP3 player with video, PSP, Slingbox, Pocketchip, AppleTV, Boxee, Miro, Moxi, Vudu, etc.

### **Tracking Data**

On growth and usage of multichannel services, Internet, and other technologies

## SAMPLE & METHODOLOGY

1,000 telephone interviews among heads of TV households, including multichannel (cable, satellite, FiOS and U-Verse TV subscribers) and non-multichannel subscribers  
Stratified random sample of consumers using cable systems as the primary sampling unit

## PRE-ORDER BENEFITS

### **Questionnaire**

Provide input on the questionnaire to make sure we address your most pressing concerns

### **Custom Analyses**

Genre affinity, specific network viewing, or interest in new programming  
Custom tabulations run by your viewers (for networks) or consumers in your footprint/subscribers (for cable distributors)

## WHAT WE ANALYZE

### **Subscription Level**

Non-multichannel  
Cable, digital cable, satellite, FiOS/ATT-Uverse  
Premium subs  
Triple play customers  
Internet and broadband

### **Demographics**

Household income  
Household type  
Age  
Sex  
Marital status  
Presence of children in the home

## DELIVERABLES

### **Comprehensive Report**

Our report will be delivered in PowerPoint format complete with charts, graphs, and written analysis.

### **Management Summary**

Included will be a summary written by our senior executives with implications about the data.

### **Presentation of the Findings**

In-person or webinar presentation of the findings, at your convenience.

### **Full Sets of Data Tabulations**

Run by demographics, subscription status/technology ownership, and genres viewed.

**List price: \$12,000 | Purchase as part of a package for a better price!**

### **Contact for More Information or to Order**

Adriana Waterston | Vice President, Market & Business Development | Horowitz Associates, Inc.  
adrianaw@horowitzassociates.com | 914.834.5999



## WHAT WE STUDY

### Telecommunication Services

Penetration and spending  
Providers and satisfaction  
Likelihood to cancel landline  
Interest in subscribing to cell service from cable company

### Programming: General, In-Language, and Culturally Relevant

Frequency of viewing by genre  
Subscription to in-language programming packages  
Interest in subscribing to in-language programming packages  
Satisfaction with in-language programming package  
Incidence of watching TV programs in other languages and from other countries  
Percentage of TV viewing in English vs. in-language  
Premium subscription

### Alternative Platforms

Capability to watch video on alternative platforms (computer, mobile devices, streamed to TV)  
Incidence of watching broadband video  
Percent of viewing that is broadband  
Interest in having TV Everywhere  
Impact of broadband video on pay TV subscription

### Digital Features

Penetration of VOD, DVR and HD  
Configuration in the home  
Usage compared to "live"/"standard def" TV  
Penetration and usage of in-language On-Demand  
The market for interactive services and advertising

### Profiles

Media and Technology in the Home  
Ethnic Profile (languages spoken, language orientation, country of origin, US born vs. foreign born, and length of time in the US)

### Tracking Data

## WHAT WE ANALYZE

### Race/Ethnicity

Hispanic, Black, Asian, and White consumers

### Age/Generation

### Language

Language other than English spoken in the home, personal fluency in English/other language, and foreign-born vs. U.S. born

## SAMPLE & METHODOLOGY

National telephone interviews among 1,500+/- heads of households 18+ in urban markets  
At least 600 Hispanic homes, 400 Black, and 150 Asian  
Data weighted to Census figures by ethnicity  
Hispanic respondents surveyed in Spanish or English

## PRE-ORDER BENEFITS

### Questionnaire Input

### Custom Analyses

Viewership, value of and demand for specific in-language and ethnically-targeted channels  
Genre affinity, specific network viewership, or interest in new programming  
Custom analysis run by your viewers (for networks) or on consumers in your footprint/subscribers (for cable distributors)

## DELIVERABLES

### Comprehensive Reports

Comprehensive report in PowerPoint format

### Management Summary

Included will be a summary written by our senior executives with implications about the data

### Presentation of the Findings

In-person or webinar presentation of the findings, at your convenience.

### Full Sets of Data Tabulations

Run by demographics, subscription status/technology ownership, and genres viewed.

### Complimentary Passes

Two (2) complimentary passes to our annual Multicultural Media for Multicultural America Forum (\$900 value)

**List price: \$12,000 | Purchase as part of a package for a better price!**

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*Be on the cutting edge of information about today's most cutting-edge technologies.*

## WHAT WE STUDY

### Access to Internet, Technology, and Alternative Platforms

Penetration of Internet services – at home, on mobile devices, at work/school, wireless  
Media and technology in the home including OTT devices

### Web Use on Computers & Other Devices

Average number of hours per week spent online  
Frequency of performing web-based activities  
Social network participation and frequency  
Incidence of having a blog or web site

### TV/Video Content Online and On Alternative Platforms

Frequency of watching broadband video (on the computer, on mobile devices, streamed to TV)  
Percent of TV viewing that is broadband vs. traditional live TV on TV set  
Specific TV content that is watched on computers, mobile, streamed  
Behaviors surrounding OTT and handheld devices compared to traditional TV (i.e. when, where, why, and how)  
Interest in TV Everywhere  
Netflix subscription and usage

### Online Brands and Sites

Web sites used for specific types of web-based activities  
Web sites/apps used for specific types of video content  
Relationships between media brands consumed on TV and on alternative platforms

### Relationship to New Technologies and Impact on Users Lives

How respondents relate to the Internet and new technologies  
iPad and other tablets: usage, impact on users lives, impact on other technologies

### Profiles of Key Segments

### Tracking Data

Growth of Internet, broadband, and alternative platforms

## PRE-ORDER BENEFITS

### Questionnaire Input

### Custom Analyses

Genre affinity, specific network viewing, or interest in new programming  
Custom tabulations run by your viewers (for networks) or by your consumers in your footprint/subscribers (for cable distributors)

## SAMPLE & METHODOLOGY

1,000 online surveys among broadband users with Internet at home across the entire United States; 800 18+, 200 15-17 year olds

## WHAT WE ANALYZE

### Subscription & Technology Level

Internet, broadband, mobile; alternative platform ownership; broadband video users

### Demographics

Household income  
Household type  
Age  
Sex  
Marital status  
Presence of children in the home

## DELIVERABLES

### Comprehensive Report

Our report will be delivered in PowerPoint format complete with charts, graphs, and written analysis.

### Management Summary

Included will be a summary written by our senior executives with implications about the data

### Presentation of the Findings

In-person or webinar presentation of the findings, at your convenience.

### Full Sets of Data Tabulations

Run by demographics, subscription status/technology ownership, and genres viewed.

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## ***What you need to know about multicultural consumers***

### **WHAT WE STUDY**

#### **Access to Internet, Technology, and Alternative Platforms**

Penetration of Internet services – at home, on mobile devices, at work/school, wireless  
Media and technology in the home including OTT

#### **Web Use on Computers/Other Devices**

Average number of hours per week spent online (home, work, school, other devices)  
Frequency of performing web-based activities on computer and on other devices  
Social network participation and frequency  
Incidence of having a blog or web site  
Frequency of visiting ethnically targeted or in-language web sites

#### **TV/Video Online and on Alternative Platforms**

Frequency of watching video on alternative platforms  
Percent of TV viewing that is broadband  
Specific TV content that is watched on computers, mobile, streamed  
Behaviors surrounding OTT and handheld devices compared to traditional TV (i.e. when, where, why, how)  
Interest in TV Everywhere  
Netflix subscription and usage

#### **Online Brands and Sites**

Web sites used for specific types of web-based activities  
Web sites/apps used for specific types of video content  
Relationships between media brands consumed on TV and on alternative platforms  
Frequency of watching web content and broadband video that is ethnically targeted or from country of origin and sites/apps used

#### **Relationship to New Technologies and Impact on Users Lives**

How respondents relate to the Internet and new technologies  
iPad and other tablets: usage, impact on users lives, impact on other technologies

#### **Profiles of Key Segments**

#### **Tracking Data**

Growth of Internet, broadband, and alternative platforms

### **SAMPLE & METHODOLOGY**

1,000 online surveys among broadband users with Internet at home across the entire United States; 800 18+, 200 15-17 year old  
Additional overquotas for key race/ethnic segments: Black, Hispanic, and Asian  
Ethnography/Videography component

### **WHAT WE ANALYZE**

#### **Race/Ethnicity**

Hispanic, Black, Asian, and White consumers

#### **Age/Generation**

#### **Subscription**

Internet, broadband, mobile

### **PRE-ORDER BENEFITS**

#### **Questionnaire**

Provide input on the questionnaire to make sure we address your most pressing concerns

### **DELIVERABLES**

#### **Comprehensive Reports**

Comprehensive report in PowerPoint format complete with charts, graphs, and written analysis.

#### **Management Summary**

Included will be a summary written by our senior executives with implications about the data

#### **Presentation of the Findings**

In-person or webinar presentation of the findings to clients, at your convenience.

#### **Full Sets of Data Tabulations**

Run by demographics, subscription status/technology ownership, and genres viewed.

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*The most comprehensive data available anywhere on the Hispanic market*  
*Part 1: Delivered in May; Part 2: Delivered in September*

## WHAT WE STUDY: PART 1

### **Penetration of Telecommunication Services**

- Penetration and spending
- Providers and satisfaction
- Likelihood to cancel landline
- Interest in subscribing to cell phone service from cable company

### **U.S Hispanics and Digital/Interactive Features**

- Penetration of VOD, DVR, and HD
- Configuration in the home
- Usage and satisfaction
- Spanish language On-Demand penetration and usage

### **Broadband Video**

- Capability to watch broadband video (computer, mobile devices, streamed to TV)
- Incidence of watching broadband video
- Percent of viewing that is broadband
- Interest in having TV Everywhere
- Impact of broadband video on subscription to pay TV services

### **U.S. Hispanic Market for TV Programming**

- Frequency of viewing by genre
- Subscription to in-language programming packages
- Satisfaction with in-language programming package
- Interest in subscribing to in-language programming packages among those without
- Incidence of watching TV programs in Spanish and from country of origin
- Percentage of TV viewing that is in English vs. Spanish
- Premium subscriptions

### **Media and Technology in the Home**

- Blu Ray
- Mobile w/video (i.e. cell phone, iPod/MP3 player)
- PSP
- Slingbox
- Video game consoles with streaming capability (i.e. PS3, Xbox 360, Wii)
- AppleTV
- Roku
- Vudu
- ...and more

### **Ethnic Profile**

- Languages spoken in the home (by head of household and others)
- Language orientation in the home
- Country of origin
- US born vs. foreign-born, and length of time in the US

### **Tracking Data**

- Growth of multichannel, Internet, and other technologies in Hispanic homes

## SAMPLE & METHODOLOGY

- 600 telephone interviews among Hispanic heads of household, 18+
- 350+/- online surveys of Hispanic broadband users 15+ with Internet access at home
- Spanish or English survey, depending on preference

## WHAT WE ANALYZE

- Spanish-dominant, bilingual, and English-oriented households
- Foreign-born/U.S. born, country of origin
- Personal fluency in Spanish/English
- Subscription level
- Standard demographics: household income, household type, home ownership, age, education

**List price: \$6,500 | Purchase as part of a package for a better price!**

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*The most comprehensive data available anywhere on the Hispanic market*  
*Part 1: May; Part 2: September*

## WHAT WE STUDY: PART 2

### **Access to Internet, Technology & Alternative Platforms**

Penetration of Internet services - at home, on mobile devices, at work/school, and wireless  
Media and technology in the home, including OTT

### **Hispanic Internet Users' Web Profiles**

Average number of hours per week spent online (home, work, school, other devices)  
Frequency of performing web-based activities  
Social network participation and frequency  
Incidence of having a blog or website  
Most often used search engines, web sites, and social networks  
Frequency of visiting ethnically targeted or in-language websites

### **TV/Video Content Online and on Alternative Platforms**

Frequency of watching broadband video (on the computer, on mobile devices, and streamed to TV)  
Percent of TV viewing that is broadband  
Specific TV content that is watched on computers, mobile, or streamed vs. traditional live TV on TV sets  
Behaviors surrounding OTT and handheld devices (i.e. when, where, why, and how)  
Interest in TV Everywhere  
Netflix subscription and usage  
Percent of time viewing on handhelds and on alternative platforms vs. "traditional" TV

### **Online Brands & Sites**

Websites used for specific types of web-based activities  
Websites/apps used for specific types of video content  
Relationships between media brands consumed on TV and on alternative platforms

### **Relationship to New Technologies and Impact on Users' Lives**

How respondents relate to the Internet and new technologies  
iPad and other tablets: usage, impact on users' lives, impact on other technologies

### **Profiles of Key Segments**

### **Tracking Data**

Growth of Internet, broadband, and alternative platforms in Hispanic homes

## PRE-ORDER BENEFITS

### **Questionnaire**

Provide input on the questionnaire to make sure we address your most pressing concerns

### **Custom Analyses**

Viewership of specific channels  
Value of and demand for specific Spanish language and Latino-themed targeted channels

## DELIVERABLES

### **Comprehensive Reports**

Two (2) comprehensive reports in PowerPoint format complete with charts, graphs, and written analysis.

### **Executive Summary**

Management summaries and implications with links to the detailed data.

### **Presentation of the Findings**

In-person or webinar presentation of the findings clients, at your convenience.

### **Complimentary Pass**

One (1) complimentary pass to our annual Multicultural Media for Multicultural America Forum (\$450 value).

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**Looking for insights on Black consumers? Here it is.  
Part 1: June; Part 2: October**

## WHAT WE STUDY: PART 1

### **Cable, Broadband & Phone Service**

Penetration and spending  
Providers and satisfaction  
Likelihood to cancel landline  
Interest in subscribing to cell phone service from cable company

### **Digital/Interactive Features**

Penetration of VOD, DVR, and HD  
VOD, DVR, and HD configuration in the home  
Usage and satisfaction  
Types of programs watched On Demand  
Interest in interactive services, features, and advertising

### **Alternative Platforms**

Capability to watch broadband video (computer, mobile devices, streamed to TV)  
Incidence of watching on alternative platforms  
Percent of viewing that is on alternative platforms  
Interest in having TV Everywhere  
Impact of broadband video on pay TV subscriptions

### **African American Market for Programming**

Frequency of viewing by genre  
Subscription to in-language programming packages  
Incidence of watching TV programs in other languages and from other countries  
Premium subscriptions

### **Media and Technology in the Home**

Blu Ray  
Mobile w/video (i.e. cell phone, iPod/MP3 player)  
PSP  
Slingbox  
Video game consoles with streaming capability (i.e. PS3, Xbox 360, Wii)  
AppleTV  
Roku  
Vudu  
...and more

### **Ethnic Profile**

Languages spoken in the home  
Language-orientation in the home  
Country of origin  
U.S. born vs. foreign-born, and length of time in the U.S.

### **Tracking Data**

On growth and usage of multichannel services, Internet, and other technologies

## SAMPLE & METHODOLOGY

400 telephone interviews among Black heads of household over 18  
200+/- online surveys of Black broadband users 15+ with Internet access at home

## WHAT WE ANALYZE

### **Subscription Level**

Non-multichannel, cable, digital cable, satellite, FiOS, ATT-Uverse, premium subscribers, triple play customers  
Internet and broadband

### **Standard Demographics**

Household income, household type, home ownership, age, education, presence of children in the home

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**Looking for insights on Black consumers? Here it is.  
Part 1: June; Part 2: October**

## WHAT WE STUDY: PART 2

### **Access to Internet, Technology & Alternative Platforms**

Penetration of Internet services - at home, on mobile devices, at work/school, and wireless  
Media and technology in the home including OTT devices

### **Black Internet Users' Web Profiles**

Average number of hours per week spent online (home, work, school, other devices)  
Frequency of performing web-based activities  
Social network participation and frequency  
Incidence of having a blog or website  
Most often used search engines, web sites, and social networks  
Frequency of visiting ethnically targeted or in-language websites

### **TV/Video Content Online and on Alternative Platforms**

Frequency of watching broadband video (on the computer, on mobile devices, streamed to TV)  
Percent of TV viewing that is broadband vs. traditional live TV on TV set  
Specific TV content that is watched on computers, mobile, streamed  
Behaviors surrounding OTT and handheld devices (i.e. when, where, why, and how)  
Interest in TV Everywhere  
Netflix subscription and usage

### **Online Brands and Sites**

Websites used for specific types of web-based activities  
Websites/apps used for specific types of video content  
Relationships between media brands consumed on TV and on alternative platforms  
Frequency of watching web content and broadband video that is ethnically targeted or from country of origin, and websites/apps used

### **Relationship to New Technologies and Impact on Users Lives**

How respondents relate to the Internet and new technologies  
iPad and other tablets: usage, impact on users lives, impact on other technologies

### **Tracking Data**

Growth of Internet, broadband, and alternative platforms

## PRE-ORDER BENEFITS

### **Questionnaire Input**

#### **Custom Analyses**

Viewership of specific channels  
Value of and demand for specific in-language and ethnically-targeted channels

## DELIVERABLES

#### **Comprehensive Reports**

Two (2) comprehensive reports in PowerPoint format complete with charts, graphs, and written analysis.

#### **Executive Summary**

Management summaries and implications with links to the detailed data.

#### **Presentation of the Findings**

In-person or webinar presentation of the findings, at your convenience.

#### **Complimentary Pass**

One (1) complimentary pass to our annual Multicultural Media for Multicultural America Forum (\$450 value).

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### **Contact for More Information or to Order**

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## What makes them tick? Profiles of viewers by genres and demographics.

### WHAT WE STUDY

#### Subscription & Viewing Profile

Subscription to multichannel and Internet services  
Favorite TV/cable channels  
Viewership of programming genres  
Premium subscriptions

#### In-Language Programming

Incidence of viewing programming in another language/from other countries  
Percent of viewing in English vs. other languages  
Subscription to in-language programming packages

#### Digital & New Technology, and Alternative Platform Profiles

Penetration and usage of VOD, DVR, and HD  
Media and technology in the home  
Frequency of watching specific types of TV/video content online, on handhelds, and on alternative platforms

#### Profile of Viewers

Culture and demographics by genres

### WHAT WE ANALYZE

#### General Demographics

Household income  
Household type  
Age  
Sex  
Marital status  
Presence of children in the home

#### Viewer Demographics

Viewers of genres (i.e., sports/sports news; movies; reality TV; dramas; news; television for women; home, cooking and DIY; crime shows and documentaries; kids' television, etc.)  
Viewers who speak a language other than English  
Heavy vs. light TV viewers

### SAMPLE & METHODOLOGY

2,500+/- telephone interviews among heads of TV households, including multichannel (cable, satellite, FiOS and U-Verse subscribers) and non-multichannel subscribers  
1,000 online surveys of broadband users 15+ with Internet access at home across the entire United States

### PRE-ORDER BENEFITS

#### Questionnaire

Provide input on the questionnaire to make sure we address your most pressing concerns  
Value of and demand for specific in-language and culturally relevant content

#### Custom Analyses

Viewers of other specific genres  
Viewers of specific channels

### DELIVERABLES

#### Comprehensive Report

Our report will be delivered in PowerPoint format complete with charts, graphs, and written analysis.

**List price: \$4,500 | Purchase as part of a package for a better price!**

#### Contact for More Information or to Order

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*What is the impact of advanced digital services on TV viewing? Who is using what services, and how much are they using them?*

## WHAT WE STUDY

### Digital Services

Penetration of digital services/features: VOD, DVR, and HD

VOD, DVR, and HD configuration in the home

Usage of VOD, DVR, and HD as compared to "live" and "standard def" TV

Satisfaction of VOD, DVR, and HD

### Profile of Users: Programming

Favorite TV/cable channels

Frequency of viewing specific genres

Premium subscription

Incidence of viewing on alternative platforms

### Profile of Users: Demographics

Culture and demographics by genres

## PRE-ORDER BENEFITS

### Questionnaire

Provide input on the questionnaire to make sure we address your most pressing concerns

### Custom Analyses

Viewership of specific channels

## SAMPLE & METHODOLOGY

1,000 +/- multichannel subscribers with VOD, DVR, and/or HD

## WHAT WE ANALYZE

Have and use digital services (net) vs. those who do not use

HD households (have HD set and service)

Heavy vs. light DVR users

Heavy vs. light VOD users

Have and use both, DVR and VOD

Have DVR and no VOD

Have VOD and no DVR

## DELIVERABLES

### Comprehensive Report

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**List price: \$4,500 | Purchase as part of a package for a better price!**

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# VIEWING THE VIEWER

a videography of TV households



**Get a glimpse of what consumers are really doing in their homes**

For the full overview of this exciting new study, please visit: [www.horowitzassociates.com/studies/viewing-the-viewer](http://www.horowitzassociates.com/studies/viewing-the-viewer)

## ABOUT THIS STUDY

This year, Horowitz Associates is offering you a unique opportunity to participate in a shared-cost videographic project, Viewing the Viewer. For a fraction of the cost of commissioning your own ethnographic study, you will be able to virtually get inside real consumers' homes to see and understand how today's most pressing industry topics—ranging from alternative platform use to multicultural programming to cord-cutting—actually play out in their lives.

## WHAT WE STUDY

### Technological Geography of the Home

"Lay of the land" for screens, connections, boxes, and subscriptions

What and who drives purchase decisions

What influences where technology is placed in the home

How placement of technology impacts usage

Who uses what technology, and how

### TV Genres and Viewing Habits

Typical day in the home for TV viewing

How they decide what to watch, when, and where

Differences between what people watch alone and with others in the household

How decisions around viewing in-language TV are made

Frequency of watching English vs. in-language and SAP

Feedback on Hispanic packages/bundles

### Household Dynamics Around TV & Alternative Platforms

Exploration of usage of alternative screens/platforms, and its impact on traditional TV viewing

Who uses what screens/device/platform, where, and for what types of content

How decisions to use/not use alternative platforms are made

What genres are most impacted by alternative platform use

### Attitudes Towards Providers & Future Plans

What households think about their various providers, and what could be improved from a communications, usability, and packaging/programming standpoint

Attitudes and intentions towards the competitive environment and cord-cutting

## SAMPLE & METHODOLOGY

30-40 households across 3-4 U.S. markets

Family households, and young singles and couples

White, Black, Asian, and Spanish-dominant and

bilingual/English oriented Hispanics

## VIDEOGRAPHIC WORK

Our team of experienced ethnographers know exactly how to pick up on interpersonal dynamics, tease out subtle nuances, and contextualize behavior in the household and family setting. Our talented videographers and editors know exactly how to weave together hours and hours of footage into engaging, insightful, and very enlightening videos. The presentation and videos we will deliver to you will provide color and vibrancy to the important research story you need to tell to your internal and external clients.

## DELIVERABLES

**All Charter clients will receive the following:**

### Input on the Moderator's Guide

All clients will be able to review and provide input on our field guide, to ensure your most pressing issues are covered.

### Comprehensive Presentation

Our report will be delivered in PowerPoint format complete with charts, graphs, and written analysis.

### Video Montage (~30 min.)

A 30-minute video in digital and DVD format of the most salient clips and insights. The video will correspond to the presentation, but can also be used as a standalone piece.

### Presentation of the Findings

In-person or webinar presentation of the findings, at your convenience.

**Additionally, Premium Subscribers will receive:**

### Company Presence in Moderator's Guide

For Premium Subscribers, we will include in-depth probes about their company and particular areas of interest.

### Custom Presentation & Video

Custom PowerPoint presentation and 7-10 minute additional video highlighting in-depth findings about your brand and your key topics. *Company-specific findings will not be included in the main video montage or presentation.*

**List price for Regular Subscription: \$12,000 | Premium: \$16,500**

**Contact for More Information or to Order**

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[adrianaw@horowitzassociates.com](mailto:adrianaw@horowitzassociates.com) | 914.834.5999

**To order:** Please complete this form and then print this page and fax back to (866) 716-6564, or call (914) 834-5999 and ask for Adriana.

**Single**

**Full Package**

**Multicultural**

**Custom Package**

### Select Your Purchase Method:

Study	Pub. Date	List Price	Single Study	Price: \$66K <i>16.5K off List</i>	Price: \$41.5K <i>10K off List</i>	Custom <i>15% discount if 2+</i>
 a videography of TV households	January <i>(Please check either Premium or Regular)</i>	\$16,500 <i>(Premium)</i>				\$14,025
		\$12,000 <i>(Regular)</i>				\$10,200
	April	\$12,000 <i>(Early Bird \$10,800)</i>		✓		\$10,200
	May	\$12,000 <i>(Early Bird \$10,800)</i>		✓	✓	\$10,200
	October	\$10,000 <i>(Early Bird \$9,000)</i>		✓		\$8,500
	October	\$10,000 <i>(Early Bird \$9,000)</i>		✓	✓	\$8,500
	Part 1: May Part 2: Sept	\$6,500 <i>(Early Bird \$5,850)</i>		✓	✓	\$5,525
	Part 1: June Part 2: Oct	\$6,500 <i>(Early Bird \$5,850)</i>		✓	✓	\$5,525
	July	\$4,500 <i>(Early Bird \$4,050)</i>		✓		\$3,825
	July	\$4,500 <i>(Early Bird \$4,050)</i>		✓		\$3,825

### Total:

*\*Regular subscription to Viewing the Viewer does not include your custom video/presentation. Prices are adjusted accordingly.*

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