



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.

List price: \$10,000 | Purchase as part of a package for a better price!

Contact for More Information or to Order

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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

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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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