

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

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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2012 Order Form

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.

Hispanic-Only

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The Hispanic-only version will provide you with insights about attitudes towards Spanish vs. English content, awareness and usage of SAP, how family dynamics impact what content Hispanics watch and in what language, and more! We will cover Spanish-dominant, bilingual, and English-dominant Hispanics.

Deliverables

Includes: Company presence in moderator's guide, 10-15 minute video montage of the overall findings from the Hispanic homes, including a section that is focused on your specific probes/questions, a PPT report summarizing the findings, and an in-house presentation if desired (travel billed separately). The section on your probes/questions is proprietary, no other client will get those clips in their video (but the overall findings are shared data).

\$8,500

Contact:

Company:

Address:

City:

Authorized by:

Signature/digital signature:

Email:

Phone:

Fax:

State:

Zip code:

Date:

*Thank you for your order!
We look forward to working with you in 2012!*