

# 3D Television Ready for Primetime?

CES related consumer-buzz reveals that Avatar 3D will be 3D HDTV's killer app.



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## Abstract:

Is 3D television ready for its stride into primetime? The purpose of this snapshot is to help entertainment, media, and consumer electronic executives better understand overall consumer attitudes toward 3D television; particularly in the wake of Avatar 3D's stunning box office success and 3D media buzz surrounding this year's CES.

January 7, 2010

## 3D HDTV related online buzz over the past month

With Avatar receipts topping \$1 billion, it's not surprising that both movie execs and consumers have been buzzing about 3D. Discovery/IMAX/Sony, ESPN, DirectTV, and HDNET have all announced plans to launch 3D networks.

The momentum of 3D in the last six months alone has been quite striking.

- Howard Stringer, Sony CEO

Now with the 2010 Consumer Electronics Show (CES) under way in Las Vegas, its electronic manufacturers' time to ride the 3D wave unleashed by the Avatar tsunami.

- Panasonic, Sony, Samsung, Mitsubishi, Vizio and LG have all announced 3D HDTVs
- Acer and Asus have unveiled 3D/HD computer displays

According to DreamWorks Animation CEO Jeffrey Katzenberg, "[Avatar is the] afterburner to push this (3D) rocket ship into orbit". And based on an analysis of online buzz, many consumers seem to agree.

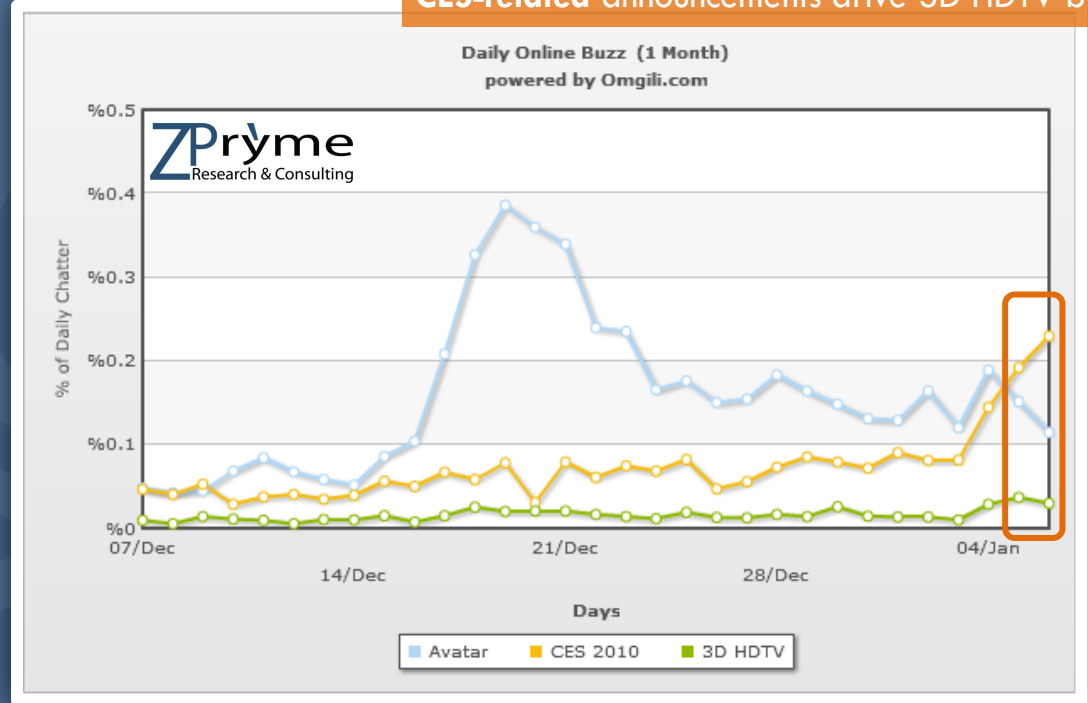
I thought 3D was a fad, leftover from the old days of junky 3D movies. That all changed after I saw Avatar.

- AVS Forums

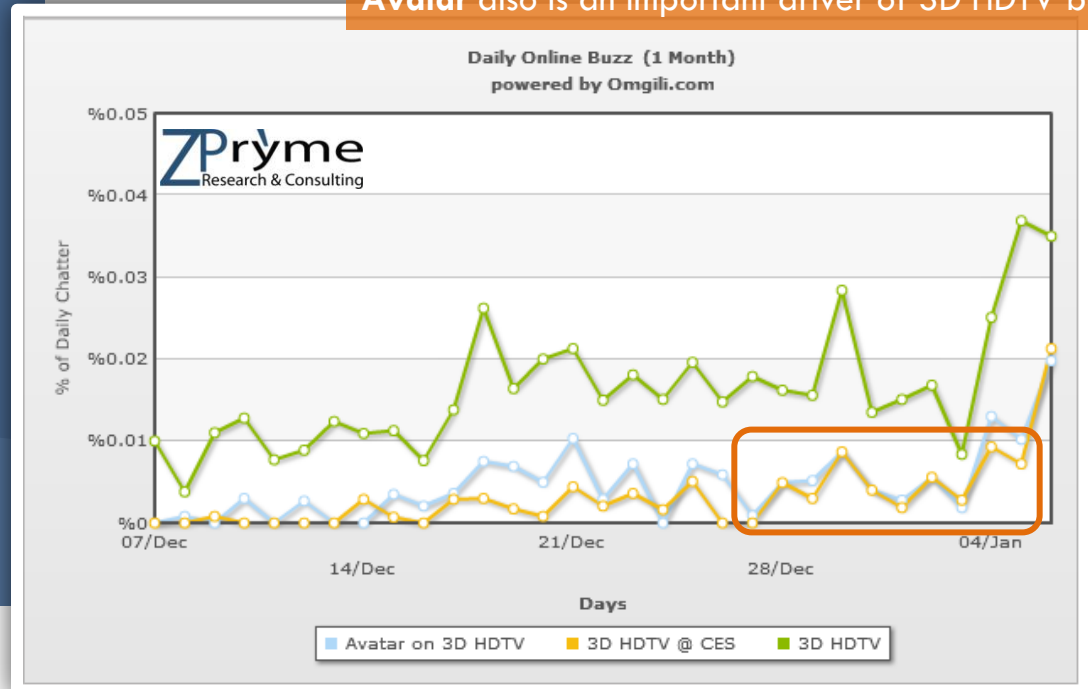
I will never see Avatar in 2D. The 3D depth was such an intrinsic part of each key scene. [It] really created the "you are there" experience [like nothing] before.

- TWL Forums

### CES-related announcements drive 3D HDTV buzz



### Avatar also is an important driver of 3D HDTV buzz



As would be expected, however, consumer discussion is not all positive and points to many challenges media and consumer electronics execs will face, as they seek to drive adoption of 3D HDTV.

- Some criticize the additional expense of upgrading to 3D, though many expect current HDTV technology to be compatible with 3D HDTV
- While others complain that 3D glasses are “not practical” for frequent home viewing
- And still some worry that there will not be enough 3D content, citing the history of HDTV

In any case, 3D HDTV couldn't have a better killer app than Avatar 3D. Based on overall consumer and industry excitement, it's clear that 3D is here to stay this time around. And based on the success of Avatar, 3D HDTV adoption seems set to mirror, if not exceed, that of HDTV.



**HDTV never had a “killer app” and has consequently taken a decade to gain any real traction—and even then, it’s been largely a result of rapidly falling prices and last year’s switch to digital. Avatar, however, has clearly presented consumers—and the industry at large—with a compelling case for going 3D.**

– Alex Perilla-Gayle, Zpryme Director of Consumer Insights

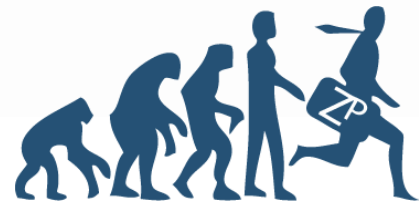
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