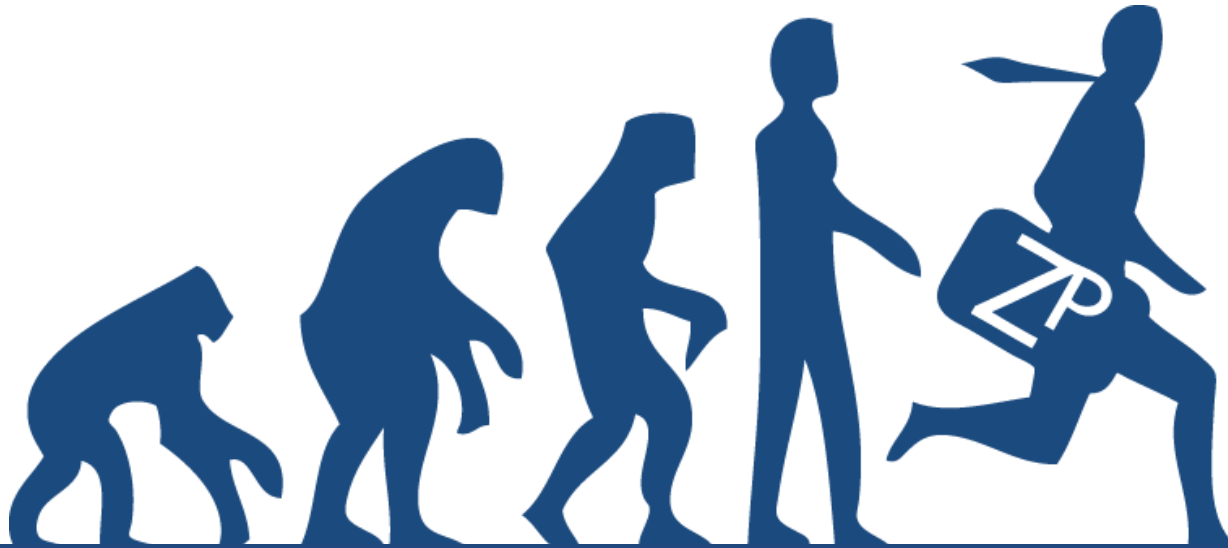


3DTV Buzz Research: how well do you know your consumer?

Zpryme Buzz Research puts you in touch with the key attitudes, motivations, and experiences that will drive 3DTV adoption.



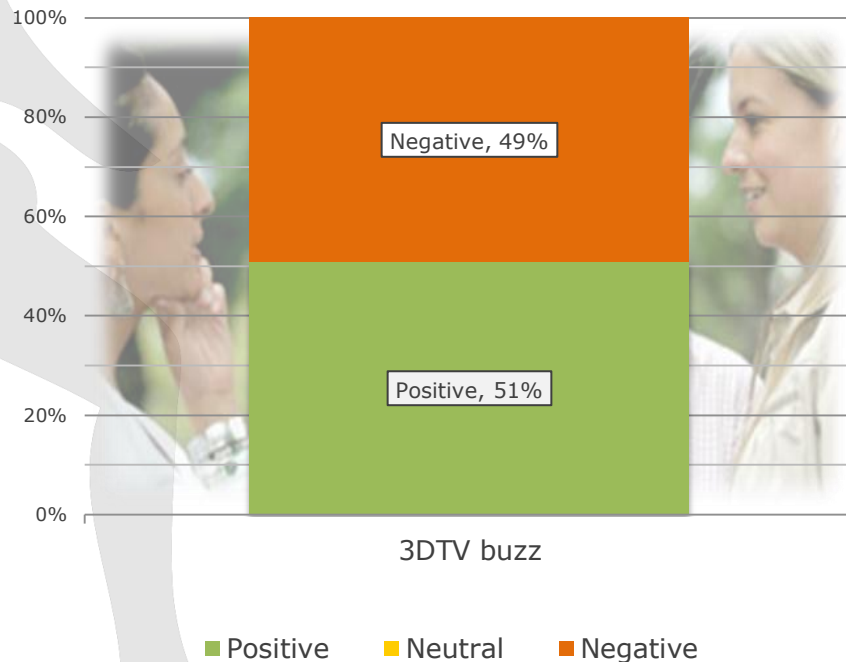


3DTV snapshot

Consumers are “amazed” by 3DTV’s visual experience; however, concerns about usability issues and upgrade costs dampen enthusiasm

- Consumers are “excited” about bringing the 3D cinematic experience home:
 - They say that “immersive” 3D, as demonstrated by Avatar, makes 2D “seem like black & white TV”
 - Gamers are excited by the combination of 3DTV and motion controllers like Wii and project Natal
- However, they worry that 3D glasses will be “a pain” to purchase, use, and share:
 - Some complain that 3DTV may induce headaches
- Consumers also worry they will be “throwing away” recently-bought TVs and media:
 - That said, some are hopeful that current HDTVs and equipment will be 3D ready or at least upgradeable
- However, most concede that 3DTV will be great for “occasional events”
 - They say that 3D will be “great” for infrequent viewing and for special events like sports and movies

Overall Sentiment



...they are looking forward to bringing the 3D experience home

↳ The 3D movies I've seen in the **last two years have convinced me to get this** for our home. I have no doubts or reservations about it

[avsforum.com](#) (680,000 unique reach)

↳ 3D is **the future of TV, movies and games**, there's no doubt about it

[broadbandreports.com](#) (200,000 unique reach)

↳ 3D is a **totally different way of watching TV**. HD just improved the picture, and 4k*2k will just improve it further. However, **3D actually changes the picture completely.**

[avforums.com](#) (220,000 unique reach)

↳ 3D is still something more **likely to be used for special events and movie nights** with the family

[forums.highDefdigest.com](#) (47,000 unique reach)

↳ Avatar in 3D was **absolutely amazing**. But I wouldn't want to **spend a lot of time in the house wearing plastic sunglasses to watch TV**, it's not worth that much. **3 hours was long enough**

[totalformat.com](#) (39,000 unique reach)



The promise of “immersive” new viewing experiences is key; however, some believe that 3DTV may be too “impractical”

📖 **Avatar changed my opinion of 3D** a lot though, it wasn't overly gimmicky as expected
totalformat.com (39,000 unique reach)

📖 After playing Avatar on Xbox360 and then seeing Avatar in 3D, **I have to have a 3DTV at home**
gaj-it.com (44,000 unique reach)

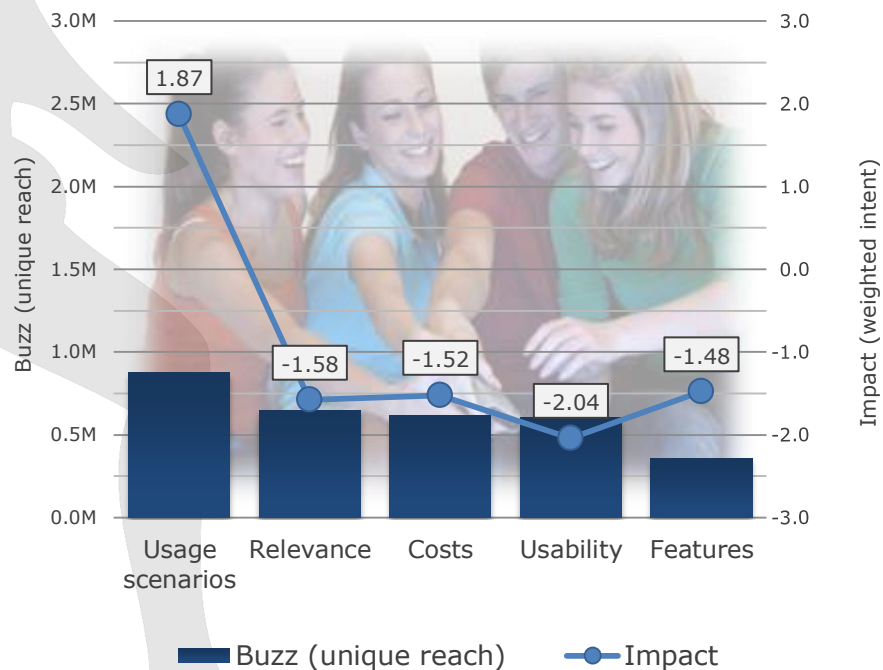
📖 You will see 3D games first hand, **you WILL want, period.** I played Half-life 1, and **loved it**
blog.us.playstation.com (1,200,000 unique reach)


📖 This will definitely add that z-axis of immersion ... **I can't wait...** my **wallet is screaming**, though
blog.us.playstation.com (1,200,000 unique reach)

📖 Until 3DTV makers provide a sensible, useable solution for people who already wear glasses, 3D will be little more than **an unusable gimmick**
ps3blog.net (8,500 unique reach)

📖 3D **gives me a headache** every time I watch it. I don't need it, don't want it. Don't bother.
tech.yahoo.com (1,300,000 unique reach)

Purchase drivers: buzz and impact





3DTV presents a giant leap forward both in terms of technology and the user experience. Consumers are well aware of this and are excited by the prospect of enhanced cinematic immersion and gaming interaction. The naysayers are missing the point here. Adoption will be driven by big ticket content and media events—think broadcast sports, movie night, gaming, and so on. If the success of Avatar confirms anything, it's that consumers are happy to overlook the perceived shortcomings of 3D "done right"

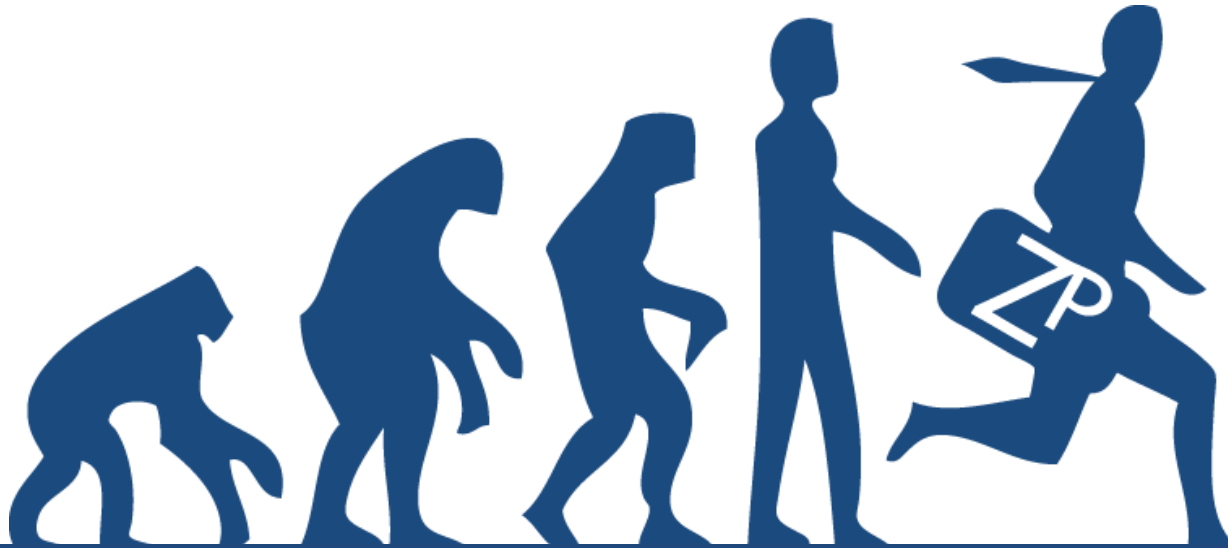
—Alberto "Alex" Perilla-Gayle, Director of Consumer Insights

The full, comprehensive report includes the following

- **Executive summary**
- **Background and scope**
- **3DTV discussion overview**
- **3DTV product-related discussion**
- **3DTV usage scenarios**
- **3DTV purchase intent and drivers**
- **Summary and conclusions**
- **Appendix: the Zpryme difference**



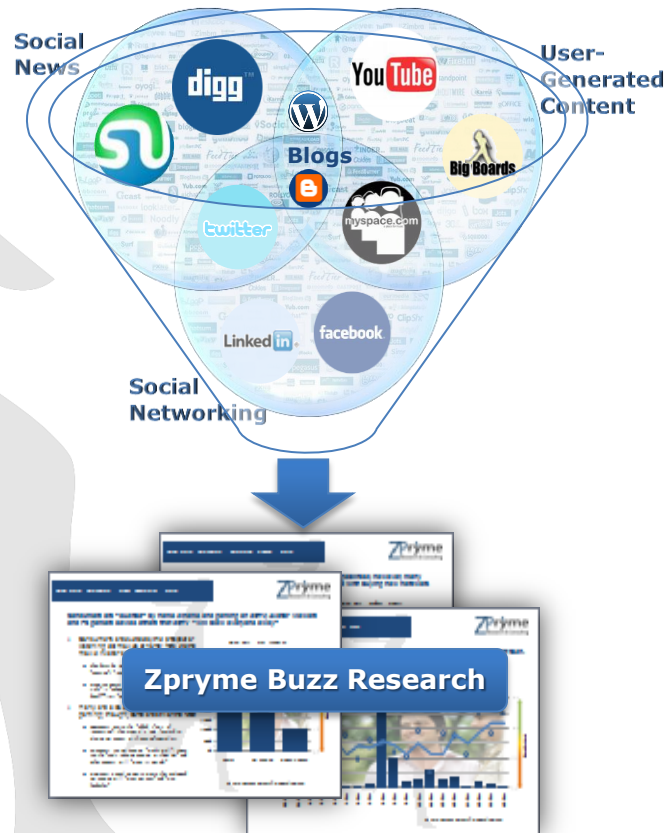
Visit our website to request a copy of this summary report and to order our full report



Background and scope

Zpryme’s buzz research delivers rich, actionable insight into the key attitudes, motivations, and experiences that will ultimately drive adoption of 3DTV

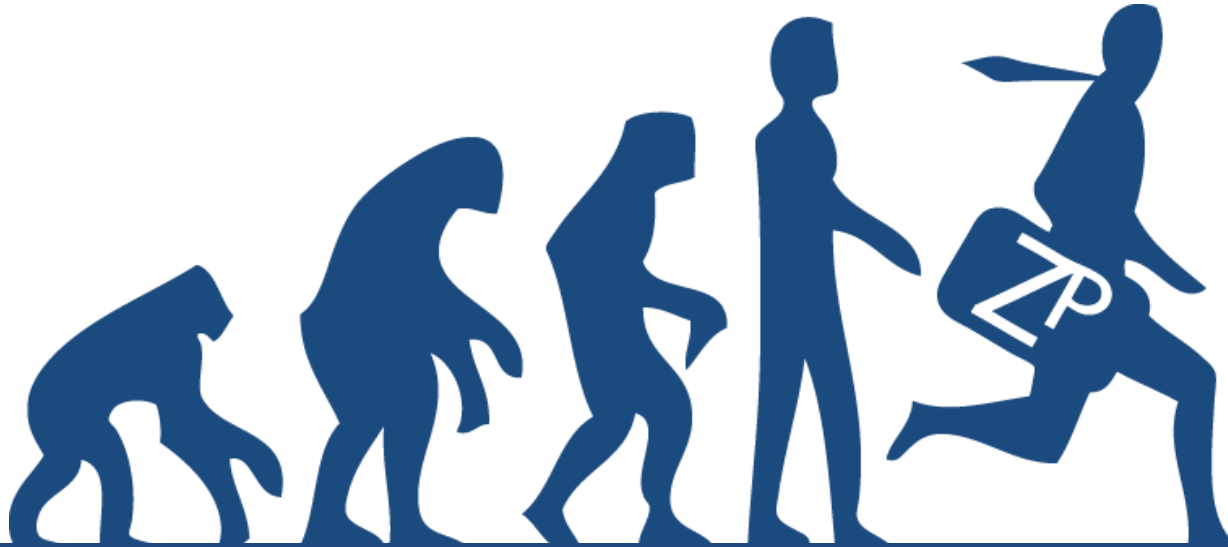
- Zpryme delivers leading edge insight into new and emerging markets and topics
- With the release of Avatar and January’s CES show, 3DTV has attracted a lot of attention from both consumers and business
- The 3DTV buzz report presented here reflects a comprehensive collection, parsing, and analysis of opinions from:
 - All online consumer discussion surrounding 3D HDTV in the weeks prior-to and after CES (December 30, 2009 – January 17, 2010)
 - 744 consumer messages, posted across 47 sources, reaching over 14 million consumers
 - A rich demographic spectrum, comprised of 61% males, 68% 18-54, and 39% earning \$75,000+



The Zpryme 3DTV buzz report delivers insight into the reach and purchase intent related to all 3DTV-related topics, aspects, and opinions

- This report measures the reach and impact of all 3DTV-related online buzz
- “Unique reach” is directly analogous to commonly used media-tracking metrics:
 - Unique reach reflects the number of consumers exposed to a particular topic, aspect, or opinion
- “Impact” is directly analogous to a bipolar, seven-point like/dislike or intent scale:
 - “Impact” measures the weight of each message
 - Messages are weighted according to “sentiment” (positive or negative) and indications of emotion, rational arguments, and behavior/intent
- Buzz is a rich source for unbiased consumer attitudes, experiences, and preferences:
 - However, most consumer discussion lacks specific expressions of purchase intent and motivation
 - This report will separately cover both general usage and attitudes and drivers of purchase intent





Appendix: the Zpryme difference

A Zpryme
combines...

- **Innovative solutions**
- Industry experience
- Sound research
- Creative savvy

B To
Deliver...

- Relevant research
- **Actionable insight**
- Trusted advisory
- Quality deliverables

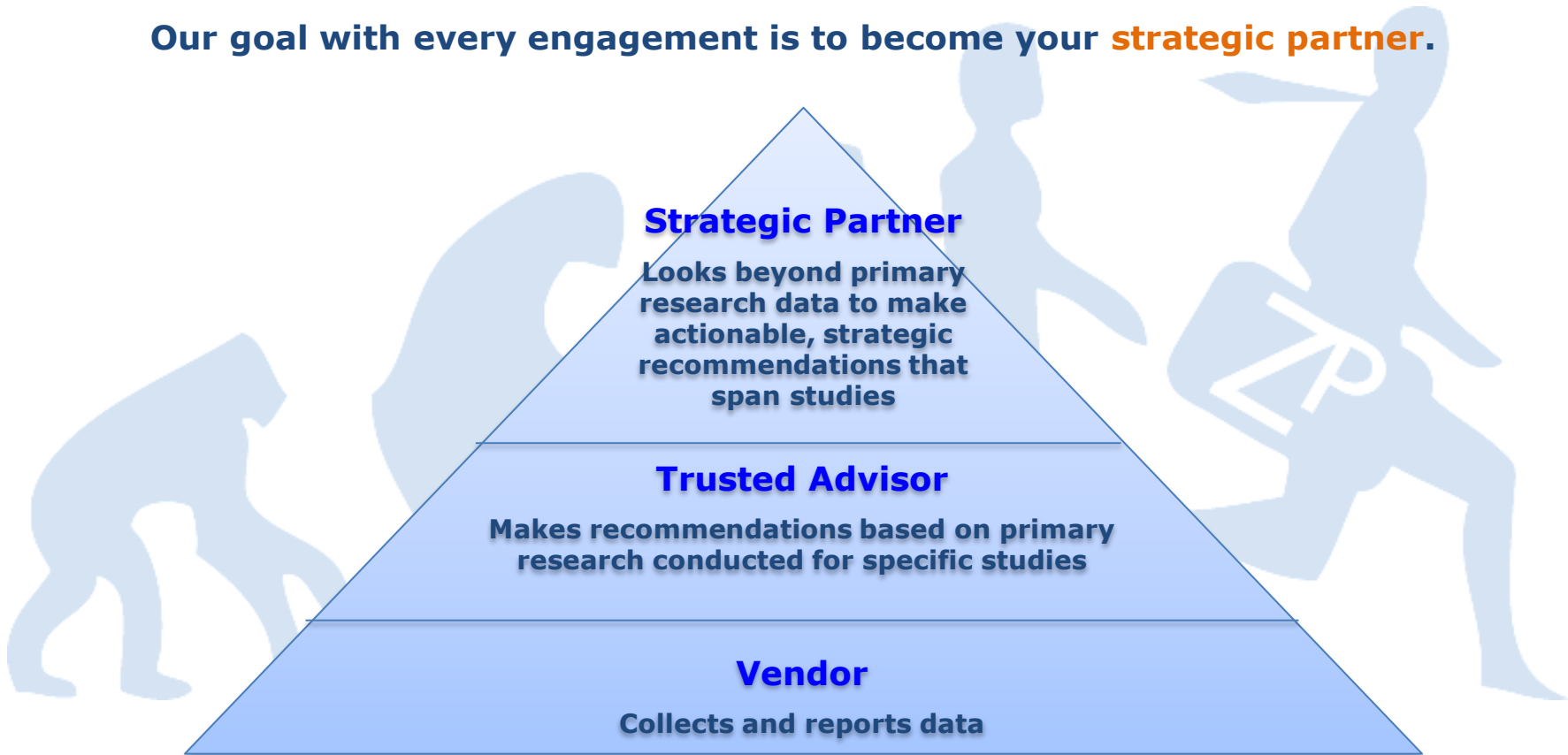
C To Help
You...

- Understand markets
- Engage stakeholders
- Spark innovation
- **Seize opportunity**

*Consumer insight solutions have **evolved***

There are three types of relationship

Our goal with every engagement is to become your **strategic partner**.



Zpryme business insight solutions and advisory services deliver **relevant, actionable** insight and recommendations specific to each client's **individual needs**, helping organizations solve immediate business problems and secure **long-term success**

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