

Interpret® 3D Entertainment Study

Interpret's 3D Entertainment Study is a ground-breaking research project designed to gauge consumer awareness, experience, perception, and interest of 3D entertainment and technologies and identify early adopters. The study covers different types of 3D media including theatrical, home entertainment, TV services, and video games and examines which type of content will drive consumer adoption of 3DTVs. Capturing consumers' attitudes on both the pros and cons of 3D entertainment, the preferred types of 3D content, and more, the study illuminates consumer uncertainty on these emerging entertainment technologies.

Data Collected

Media Consumption & Entertainment Technology Ownership

Theatrical films, movie and TV consumption at home, cable and premium participation, game systems owned, types of televisions owned including specifications, home entertainment devices

3D Technology Awareness

Familiarity with theatrical 3D, Blu-ray/PS3, 3D games, 3D television, 3D glasses, Nintendo 3DS, and NVIDIA 3D Vision

3D Technology Experiences: Home Entertainment, Theatrical, and Video Games

Satisfaction and opinions on 3D film, game, and TV experiences, preferred types of content for 3D viewing including TV networks and film and game genres, pros and cons of viewing 3D on various platforms

3D Technology Interest and Intention

TV upgrade intentions, 3D TV/monitor interest and intentions, preferred brands, expected cost, and drivers for 3DTV adoption

Demographics

Age, Gender, Household Income, Parental Status, Education, Ethnicity

Psychographics

Attitudinal questions on technology adoption and use

Methodology

People 12-65, representative of the U.S. population and weighted to the U.S. Census

Online sample of 1,400 respondents

For more information, please contact:

Michael Cai
VP, Strategy & Analysis
Interpret, LLC
Tel: 310-255-0590 x343
michael.cai@interpretllc.com
www.interpretllc.com

Jeff Tiddens
Director of Syndicated Sales
Interpret, LLC
Tel: 310-255-0590 x346
jeff.tiddens@interpretllc.com
www.interpretllc.com

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