



3D Technology Study

Wave 2



Prepared By:



interpret
Plan. Test. Measure.



Awareness of and Exposure to 3D Theatrical, Home Entertainment, and Gaming
Understanding of, and confusion with, 3D Entertainment

3D Theatrical

- 3D Ticket Price Premiums
- Preferred 3D Content Types
- 3D Satisfaction Drivers and Pain Points

3D Home Entertainment

- Current TV ownership profiles and service usage
- 3D TV Purchase Interest, Barriers to Interest
- Preferred 3D TV Content Types, Channels
- 3D Blu-ray Player Interest
- **3D Blu-ray Disc Price Points and Premiums**
- Top Manufacturer Ratings for 3D-Capable Devices

3D Games

- Experience Positives and Negatives
- Preferred 3D Game Genres
- **Upcoming Holiday 2010 3D Game Intention**
- Awareness and Interest in 3D Gaming Solutions
- **Nintendo 3DS and Mobile 3D**

*White = Wave 1 Coverage,
Trended in Wave 2*

*Blue = New Coverage Areas
for Wave 2*

3D Technology

- **3D Capture – Camera and Camcorder Awareness, Interest**
- **Anticipated 3D Capture Usage, Desired Features, Barriers**



Method: 20-minute online interview, US

Field Dates: 8.20.2010

Sample:

N=1400 Adults 12-65

(Weighted to U.S. population using Interpret's New Media Measure® data)

Age 12 to 17: 20% (50/50 Male Female)

Age 18 to 24: 20% (50/50 Male Female)

Age 25 to 34: 20% (50/50 Male Female)

Age 35 to 44: 20% (50/50 Male Female)

Age 45 to 65: 20% (50/50 Male Female)

Minimum N=400 Theatergoers

Watched at least one movie in the theater in the last 6 months

Minimum N=400 Gamers

Plays video games on a console, handheld device or PC

Plays 1+ hours of games / week

Minimum N=400 Home Entertainment Users

Purchased at least one DVD/Blu-ray in the last 6 months or

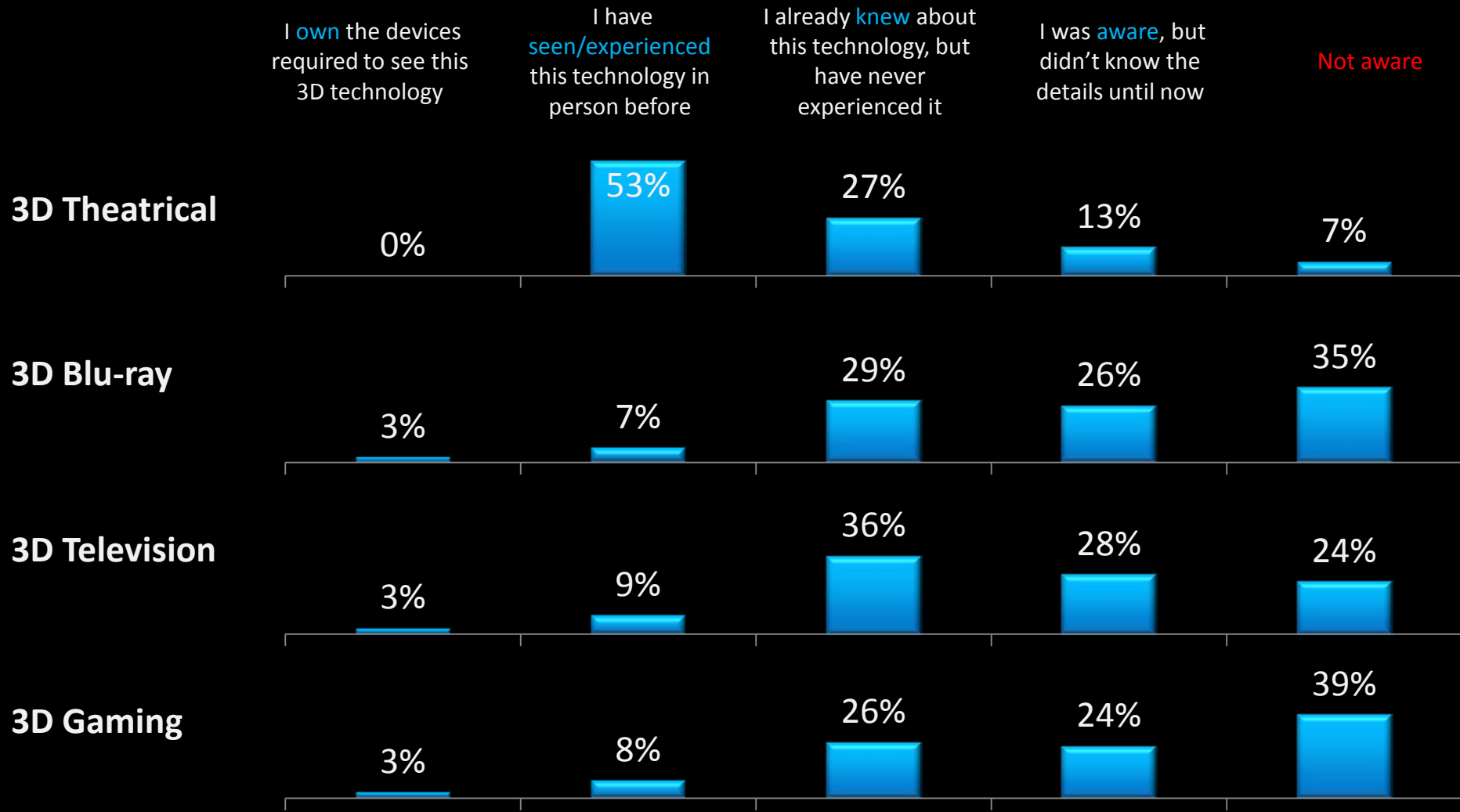
Rented at least one DVD/Blu-ray in the last 6 months and

Must own a TV



Example Analysis: Exposure and Awareness

Thanks to high-profile films, awareness of 3D theatrical films is high, and more than half of consumers have watched 3D movies in a theater. Experience with other 3D technologies and content is fairly low.



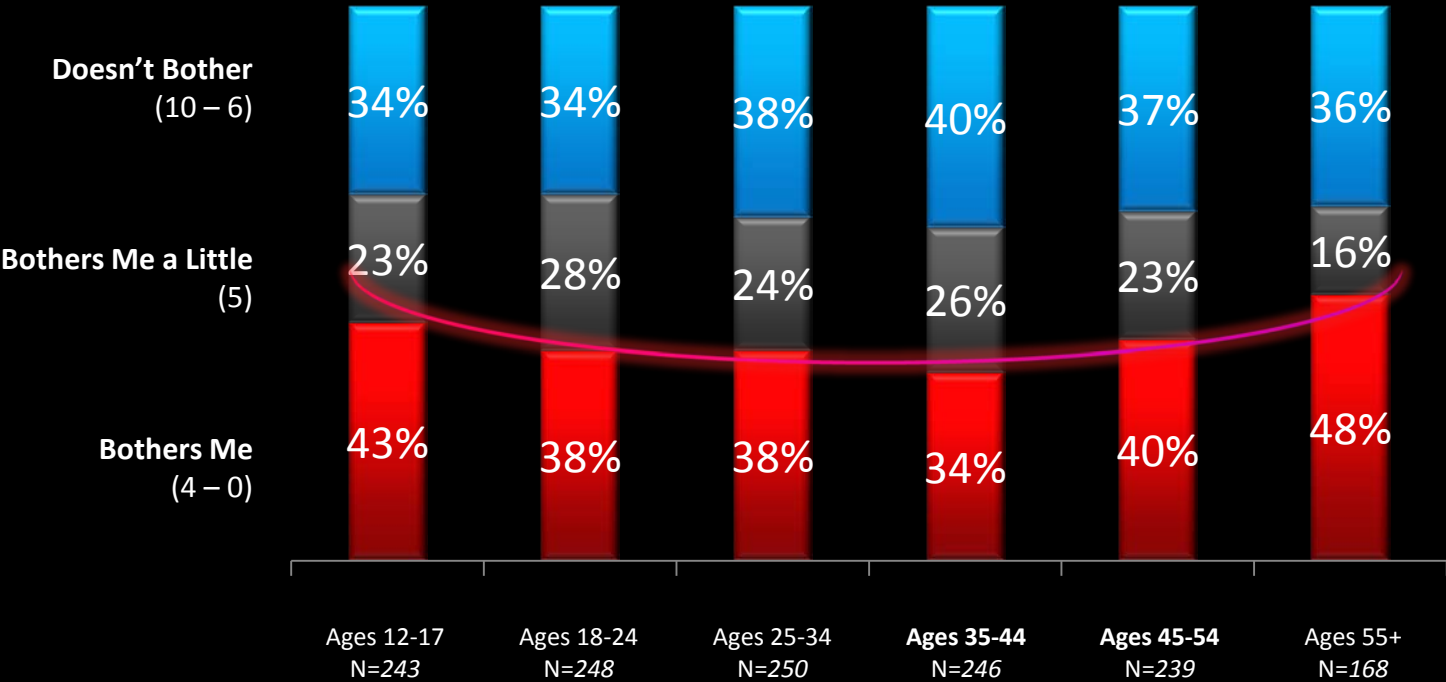
S9/S10. Please read the following list of technologies, and for each, please indicate your level of awareness and/or knowledge.



Example Analysis: 3D Experience Dissatisfaction

Old and young consumers (ages 55+ and 12-17) report the highest levels of concern with wearing special glasses for viewing 3D content; dissatisfaction with 3D glasses is lowest among ages 35-44.

Wearing Glasses Irritation, 0-10 Scale:
(0 = Bothers a Lot, 10 = Doesn't Bother)



M2. On a scale from 0 to 10, where 0 is "wearing glasses bothers me a lot" and 10 is "wearing glasses doesn't bother me at all", how do you feel about wearing special glasses when viewing 3D content?

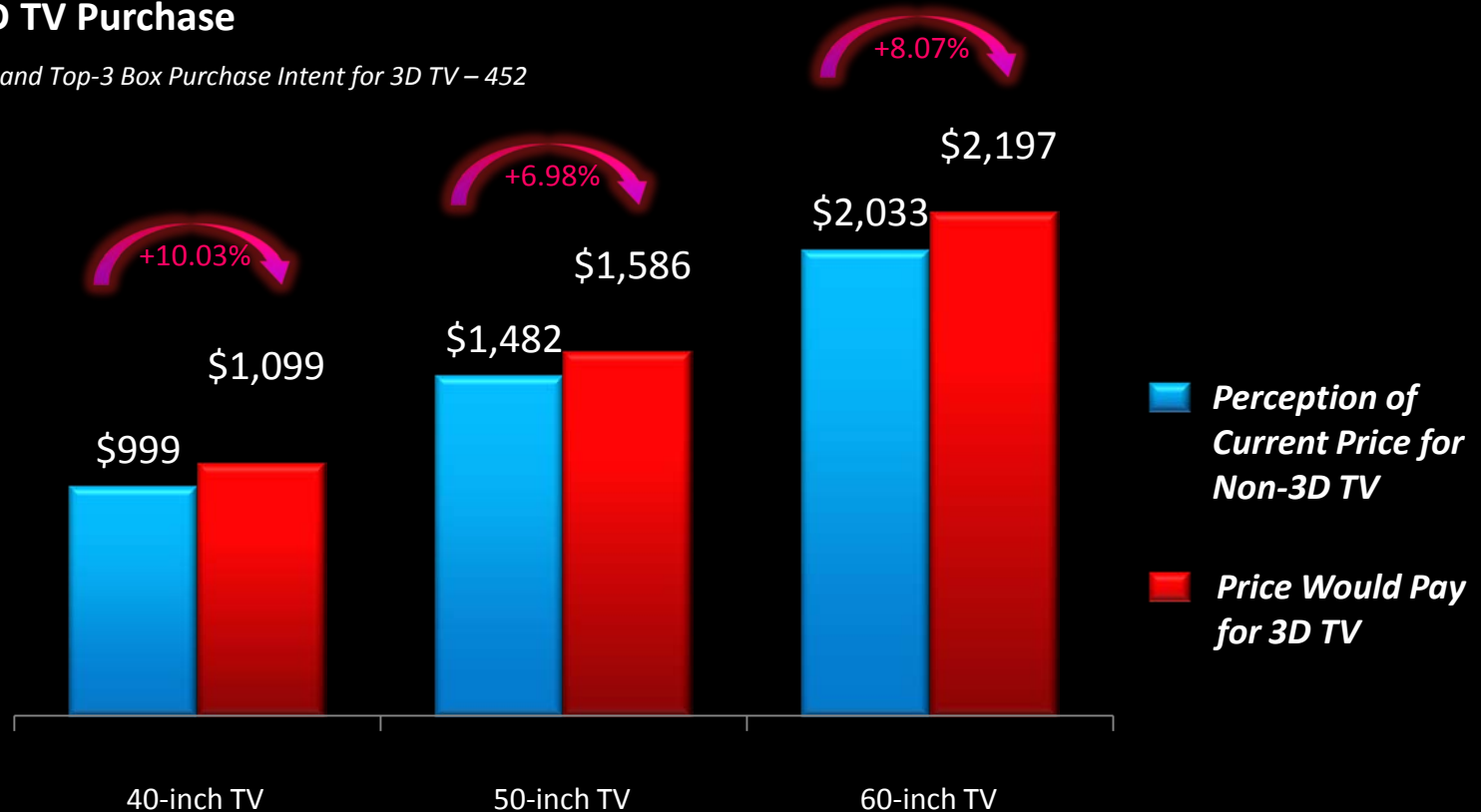


Example Analysis: Value of 3D

Non-rejectors of a 3D-capable TV report a willingness, on average, to pay approximately 7-10% premium for a 3D TV than for a similar 2D set.

3D TV Price Perceptions Among Those Positive Towards 3D TV Purchase

Base: Adults 18+ and Top-3 Box Purchase Intent for 3D TV – 452



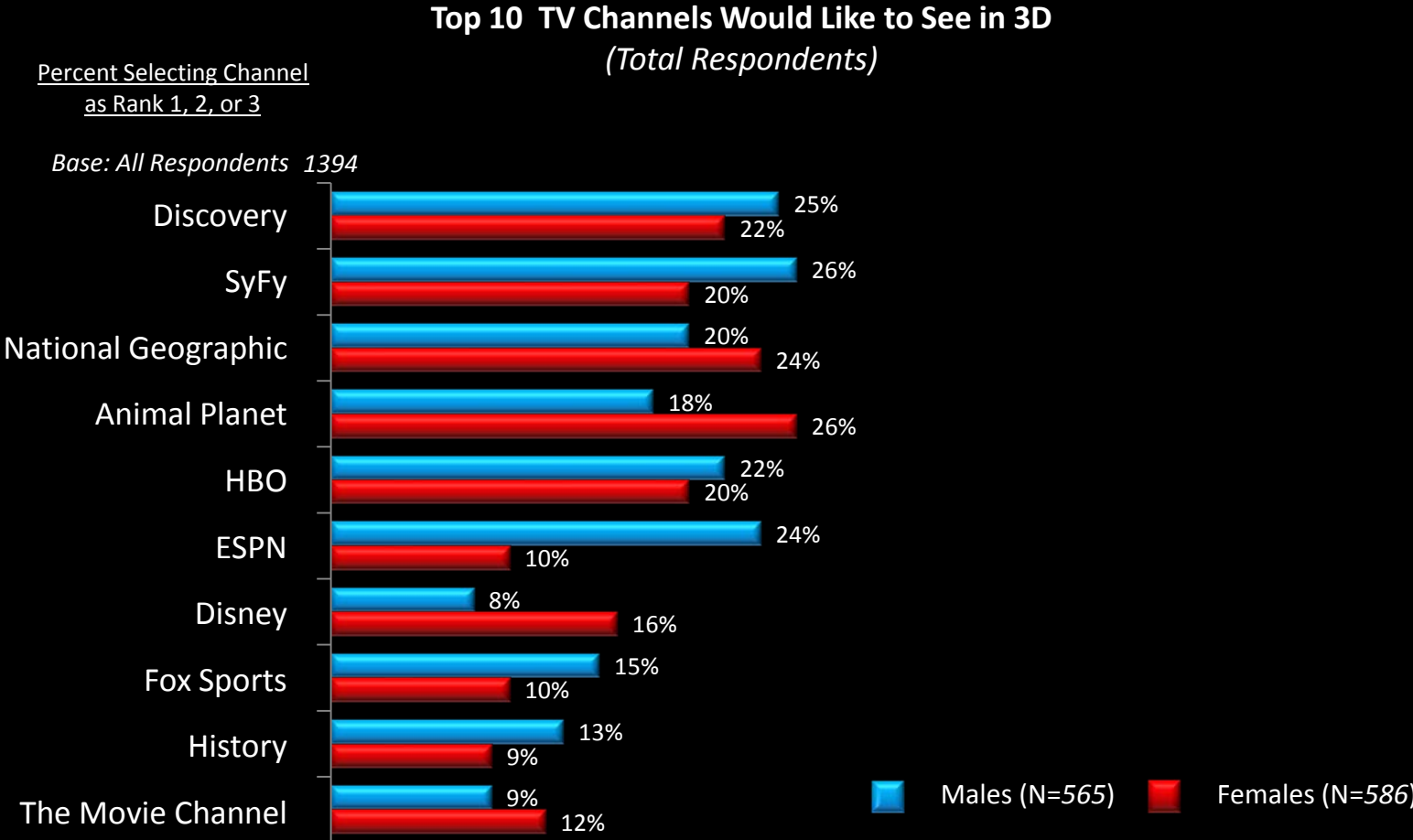
H9. Think about a current HDTV. Based upon what you know, how much do you believe the following HDTVs cost on average?

H10. How much would you be willing to pay for the following 3D TVs? Note that a 3D TV can play both 3D as well as 2D content.



Example Analysis: 3D Television Content

Male and female preferences for 3D television channels differ significantly; although both are highly interested in Discovery, men want to see Syfy and ESPN in 3D, while women indicated wanting to see Animal Planet and National Geographic.



H18. Which of the following TV cable networks would you most like to see in 3D. Rank the top 5.



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