

# Ipsos-Factos

## Facts About Interactive TV...

*Ipsos-NPD conducted research in December, 2001 to help gauge the overall level of interest in Interactive TV (iTV), as well as receptivity to performing specific activities on television sets such as e-mail, surfing the Web, and Video-On-Demand. A secondary objective was to identify a sub-sample of panelists across the US for potential follow-up research.*

### Interest in Interactive TV is Substantial.

With almost one-third (31%) of consumers indicating they would be likely to subscribe to Interactive TV, a critical mass appears ready to try this new service. Interestingly, likelihood to subscribe is comparable among males and females, as well as by region. Thus, marketing efforts should be evenly focused.

It should be noted that since our question was worded without a specific price point ("how interested would you be in subscribing at a reasonable price"), more specific pricing research would be required to explore this issue.

### Younger Consumers, Premium Cable Subscribers Most Ready for iTV.

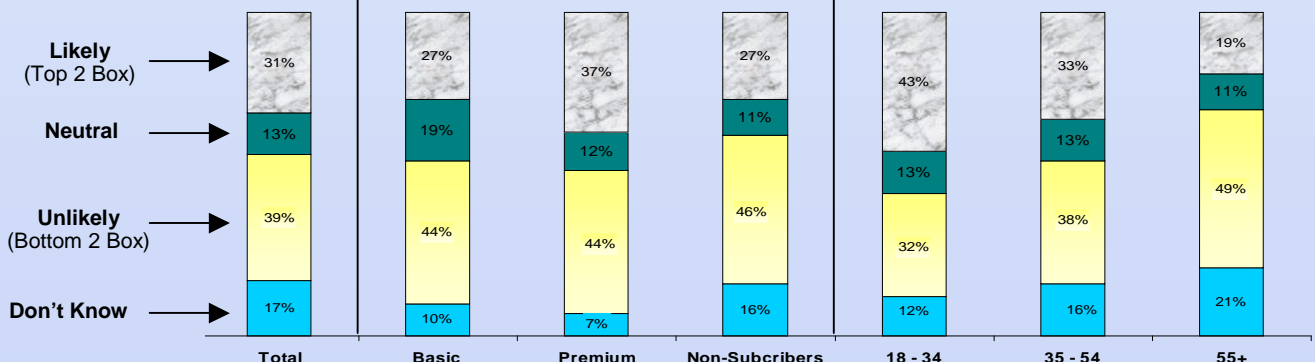
As might be expected, premium cable subscribers are more attracted to Interactive TV (37%) than lower revenue basic subscribers (27%). Among non-subscribers, one-quarter (27%) show receptivity to subscribing to iTV. This is good news for MSO acquisition efforts, who can market the benefits of iTV to gain new customers.

Younger consumers, notably 18-34 year olds, demonstrate the greatest overall level of interest in iTV (43%). Conversely, lowest interest exists among those over 54.

## Likelihood of Subscribing to Interactive TV

### By Cable Subscription

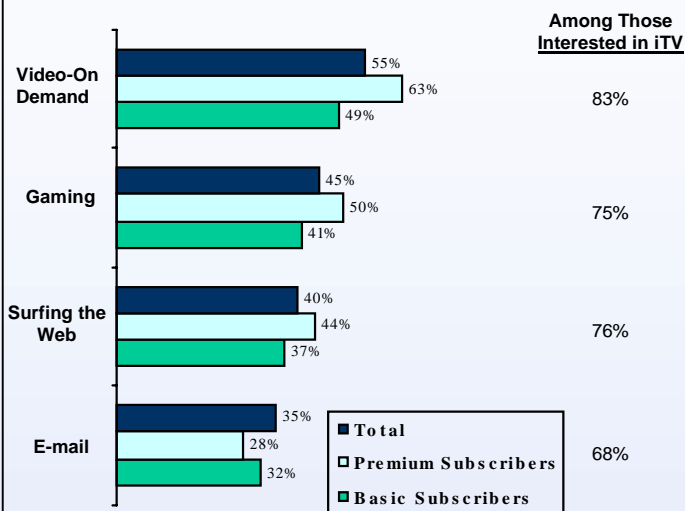
### By Age



Note: This research was conducted among Ipsos-NPD's HTI Consumer Panel, which is demographically balanced to the US Census. The study was fielded in December, 2001 via a mail survey among 3,448 consumers.



### Interest in iTV Related Features (Very/Somewhat Interested)



### Video-On-Demand, Gaming Top List of Interactive Features†.

The ability to view movies on-demand (including using VCR related features of pausing, rewind, stop, etc.) garners the most interest among consumers, notably premium cable subscribers. Playing interactive games is next in importance, followed closely by Web surfing capabilities.

Among those interested in subscribing to iTV, interest is strong in performing just about all activities on a television set.

†Data collected recently by Ipsos-Reid suggests that Personal Video Recorders (PVRs) are also high in importance. PVR was not included in this research as a stand alone feature.

### Targeting Potential iTV Subscribers.

As previously stated, those most interested in iTV are heavier cable users (premium subscribers) and those younger in age, notably 18-34.

When examining additional Panel demographics (which are available for client use on all our Panel studies), potential subscribers are also more inclined to have a larger household size and children living at home under the age of 18. They are also more apt to have Internet access from home than those not interested in iTV.

While additional research would be required to more precisely define the profile of those likely to subscribe to Interactive TV, early indications suggest that the target would be younger, technically savvy families with children.

	Likely to Subscribe	Unlikely to Subscribe
Age (mean)	43.8	52.3
Household Size (mean)	2.8	2.4
Have Children Under 18	43%	28%
Internet Access from home	59%	53%

For more information, please contact Eric Lubeck ([eric\\_lubeck@ipsos-npd.com](mailto:eric_lubeck@ipsos-npd.com)) or Carol George ([carol\\_george@ipsos-npd.com](mailto:carol_george@ipsos-npd.com)).