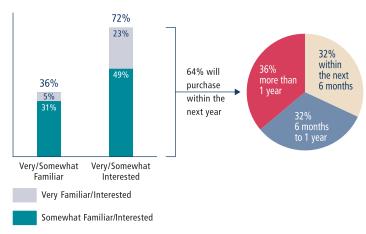
Awareness and Interest in Entertainment Hub



Base: 1,054 online American adults age 18+, Ipsos U.S. Online Express, June 2004

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Consumer Concerns: Barriers for "Digital Den" Firms

Concerned I'd have to replace/upgrade devices this would work with

57%

Concerned it might not work with some brands/products

43%

Skeptical that it would work like it's described/like it's supposed to

37%

Sounds too complicated to set up

33%

Sounds too complicated to use

30%

Base: 1,054 online American adults age 18+,
Ipsos U.S. Online Express, June 2004

Ipsos

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