

Preferred Shopping Channels for Media Hubs

A consumer electronics store	57%
A computer products superstore	43%
An Internet retailer	26%
A consumer electronics manufacturer's website or 1-800#	23%
A computer manufacturer's website or 1-800#	20%
An office products store	19%
A warehouse club	18%
A general merchandise store	17%
A catalog or mail order house	10%
An auction or re-sale website (e.g. eBay, Craigslist)	6%

Base: 2,369 Online Americans age 13+

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Media Hub Information Sources

Internet search	57%
Internet sites with consumer reviews	49%
Word of mouth	43%
Manufacturer's website	38%
Magazines such as Consumer Reports	36%
Product brochures or other documentation	28%
Store displays	26%
Newspaper or magazine articles	25%
Publications devoted to the topic	22%
Store associates	22%
Product advertising or promotional materials	22%
Catalogs	16%
Online discussion groups/bulletin boards	10%
Blog websites	6%

Base: 2,369 Online Americans age 13+

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Consumer Concerns: Barriers for "Digital Den" Firms

Concerned I'd have to replace/upgrade devices this would work with	49%
Concerned it might not work with some brands/products	40%
Skeptical that it would work like it's described/like it's supposed to	38%
Sound too complicated to set up	34%
Sounds too complicated to use	31%

Base: 2,277 Online Americans age 13+ that do not currently own a media hub

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