



ETC[®]
Entertainment
Technology Center

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CONTENT VITAL TO SALES OF 3D-ENABLED TVs,
CEA/ETC STUDY FINDS
Interest in 3D Technology Continues to Grow

Arlington, Va., March 18, 2010 – Increased availability of 3D content is vitally important to sales of 3D-enabled TVs in 2010 and beyond, according to new consumer research from the Consumer Electronics Association (CEA)[®] and the Entertainment and Technology Center (ETC) at the University of Southern California.

Content remains the key component in future adoption of 3D in the home. Two-thirds (67 percent) of those planning to buy a 3D-enabled TV within the next three years say they will be more likely to buy if they can receive and watch 3D television programs through an antenna, cable, satellite or fiber-to-the-home. Most say the primary reason to buy a 3D-enabled set is to watch 3D movies at home; 65 percent want to watch movies, 36 percent want to play 3D video games and 33 percent want to watch television programming.

“2010 will be an important year for 3D in the home, with 3D-enabled sets on store shelves today and content continuing to evolve and expand,” said Shawn DuBravac, CEA’s chief economist and director of research. “3D content in the home shows potential as 3D-specific cable channels continue to be announced and more movies and sporting events are slated to be transmitted in 3D in the coming months.”

The study also shows that interest in 3D technology continues to grow as consumers experience the technology. Roughly 27 percent of online U.S. adults saw a 3D movie or event in the last year, with half (49 percent) of these individuals seeing more than one. Eighty-five percent of U.S. online adults were satisfied with their 3D experience, with 81 percent reporting being satisfied with both the overall experience and the quality of the 3D images and effects.

Consumers also prefer 3D technology over 2D when given the choice. More than 40 percent of U.S. online adults who have seen a 3D movie or event in the last year say they would prefer to watch movies and television shows in 3D vs. 2D across all content types, if available. Nearly one-third of all online adults say they would like to watch all their television programs in 3D.

“Consumers who have seen digital 3D know that the current state of the art is unlike any 3D they have seen in the past,” said David Wertheimer, CEO and executive director of the Entertainment and Technology Center at USC. “It’s no surprise, given the choice, consumers want a

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high-definition 3D experience in their home. However, broad availability of 3D content is critical to mass adoption.”

The *3D in the Home: Who, What, When, and Where* study (March 2010) was fielded to a population of 1,914 online U.S. adults between December 9 and December 21, 2009. It was designed and formulated by CEA Market Research, the most comprehensive source of sales data, forecasts, consumer research and historical trends for the consumer electronics industry in conjunction with the Entertainment and Technology Center at the University of Southern California. Please cite any information to the Consumer Electronics Association (CEA)® and the Entertainment and Technology Center at the University of Southern California. The complete study is available free to CEA member companies at members.CE.org. Non-members may purchase the study for \$999 at mycea.CE.org.

About the Entertainment Technology Center @ USC

The Entertainment Technology Center (ETC) @ USC, founded in 1993 with the help of George Lucas, brings together senior executives from the entertainment, consumer electronics, and technology industries to collaborate on issues related to the creation, distribution, and consumption of entertainment content. The ETC studies how technology impacts the next-generation consumer, and works with member companies to improve the consumer experience and uncover new revenue streams for entertainment-related products. Current ETC members include Disney, Sony Pictures Entertainment, Fox, Paramount Pictures, Warner Bros., Alcatel-Lucent, Cisco, Deluxe Entertainment Services Group, Lucasfilm, TATA Consultancy Services, Technicolor, Dolby, LG Electronics, Singapore IDA, DTS, and Volkswagen of America.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$165 billion U.S. consumer electronics industry. More than 2,000 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion, standards development and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA’s industry services. Find CEA online at www.CE.org.

UPCOMING EVENTS

- **EHX Spring 2010**
March 24-27, 2010, Orlando, FL
- **CES on the Hill**
April 20-21, 2010, Washington, DC
- **Digital Patriots Dinner**
April 21, 2010, Washington, DC
- **LA Games Conference**
April 29, 2010, Los Angeles, CA
- **CEA Line Shows**
June 22-23, 2010, New York, NY
- **2010 SINO CES**
July 8-11, 2010, Qingdao, China
- **2010 CEA Industry Forum**
October 17-20, 2010, San Francisco, CA
- **i-stage**
October 18, 2010, San Francisco, CA
- **Digital Hollywood Fall**
October 18-21, 2010, Santa Monica, CA
- **CES New York Press Preview featuring CES Unveiled @ NY**
November 9, 2010, New York, NY
- **Future of Television East**
November 19, 2010, New York, NY
- **2011 International CES**
January 6-9, 2011, Las Vegas, NV