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**CONTENT CRUCIAL FOR UPTAKE OF 3D TV**

By Grant Shepherd

SYDNEY, NSW: According to research carried out by the Consumer Electronics Association, a large proportion of consumers are considering purchasing a 3D TV in the near future. It seems the availability of 3D content is still the major obstacle for adoption.

According to the CEA and Entertainment and Technology Center at the University of Southern California, 67 per cent of those planning to buy a 3D-enabled TV within the next three years said they will be more likely to buy if they can received and watch 3D television programs through an antenna, cable, satellite or fibre-to-home.

The majority highlighted that the primary reason they would buy a 3D TV is to watch 3D movies. 65 per cent want to watch movies in 3D, 36 per cent want to play 3D games and 33 per cent want to watch TV in 3D.

Shawn DuBravec, CEA chief economist and director of research, said that now 3D TVs are available in the US, it will be interesting to monitor its progress.

"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," he said.

"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."

According to the research, consumers are becoming more familiar with the technology. Roughly 27 per cent of online US adults saw a 3D movie or event in the last year, with half of these seeing more than one. 85 per cent of online US adults were reportedly satisfied with their 3D experience.

Consumers also highlighted that they would choose 3D over 2D when given the choice. More than 40 per cent of respondents who had seen a 3D movie or event said they would prefer to watch movies and television shows in 3D over 2D across all content types. Nearly one-third said they would like to watch all their TV programs in 3D.

"Consumers who have seen digital 3D know that it is unlike any 3D they have seen in the past," said David Wertheimer, CEO and executive director of the Entertainment and Technology Center and USC.

"It's no surprise, given the choice, consumers want a high-definition 3D experience in their home. However, broad availability of 3D content is critical to mass adoption."

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