

Consumer Technology Trends in an Increasingly Digital World

Trends Forever Changing the Landscape

Ben Arnold, Senior Research Analyst
Consumer Electronics Association



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Television: Beyond the DTV Transition



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Beyond High Definition: 3D Television



- **Demand:** Over 26 million households report an interest in a 3D content experience in their home
- **Content:** More than 17 feature films in 3D set for theatrical release in 2009
- **Familiarity:** 60% of viewers who have seen a movie in 3D in the past year would spend MORE for a 3D television in their home

Source: CEA/ETC 3-D TV: Where Are We Now and Where Are Consumers



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Interactive/Net Enabled Television



- 14.5 million online adults plan to purchase a television which allows access to the internet in the next 12 months
- 32% of online adults say being able to interact with shows would be a benefit to net enabled television
- Strategic partnerships between manufacturers and content providers continue to emerge

Source: CEA Net Enabled Video: Leveraging the Early Adopter



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Online Content: Finding the Living Room



- 36% of online adults plan to increase their online video viewing in the next 12 months
- 44% report having an interest in watching broadcast television through their computer
- 48% report convenient access to content as a key driver of watching video online



Source: CEA Net Enabled Video: Leveraging the Early Adopter

Manufacturers are listening



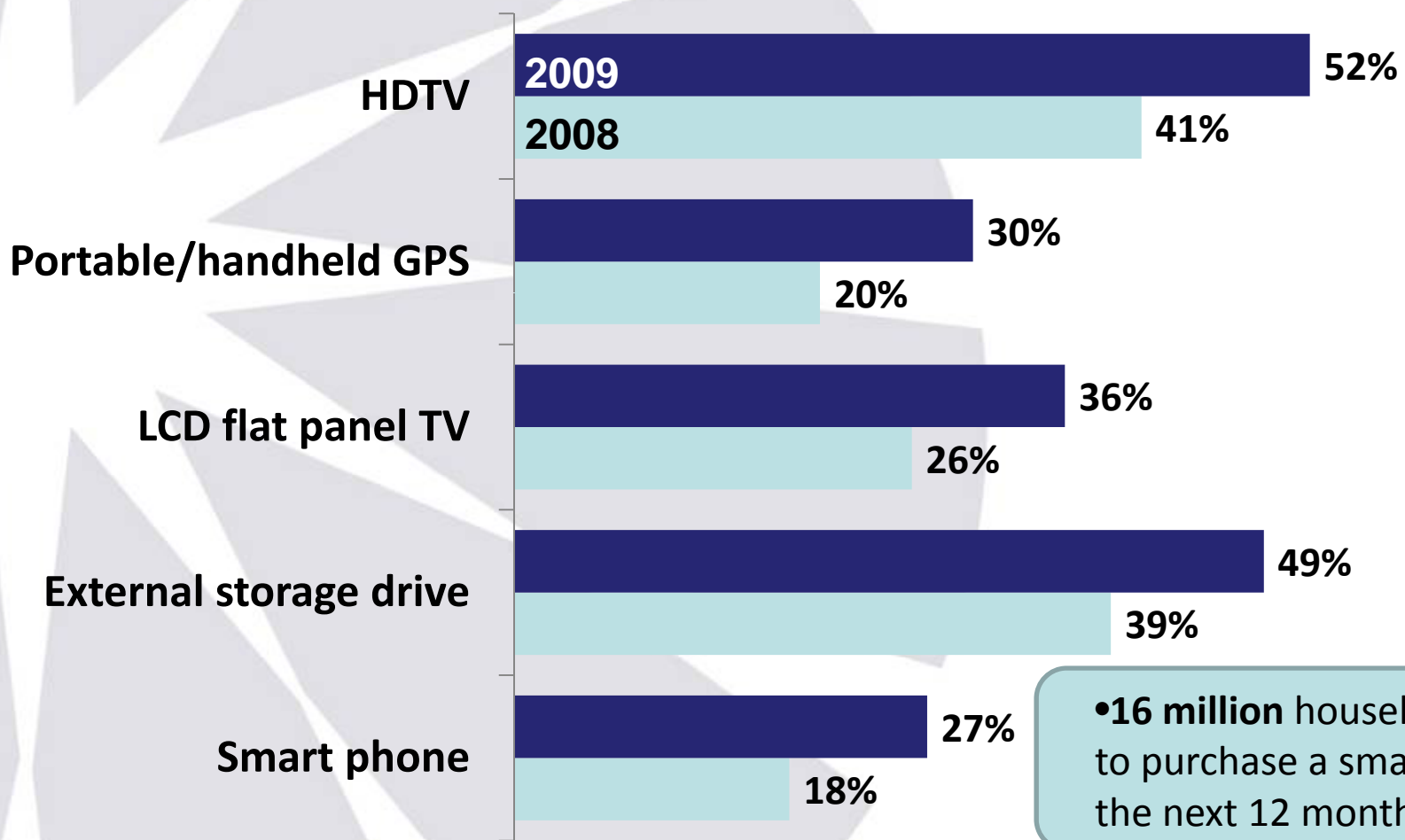
Content Redefining Functionality: A Mobile Case Study



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Portable GPS and Smart Phones Among Top Growth Sectors For CE

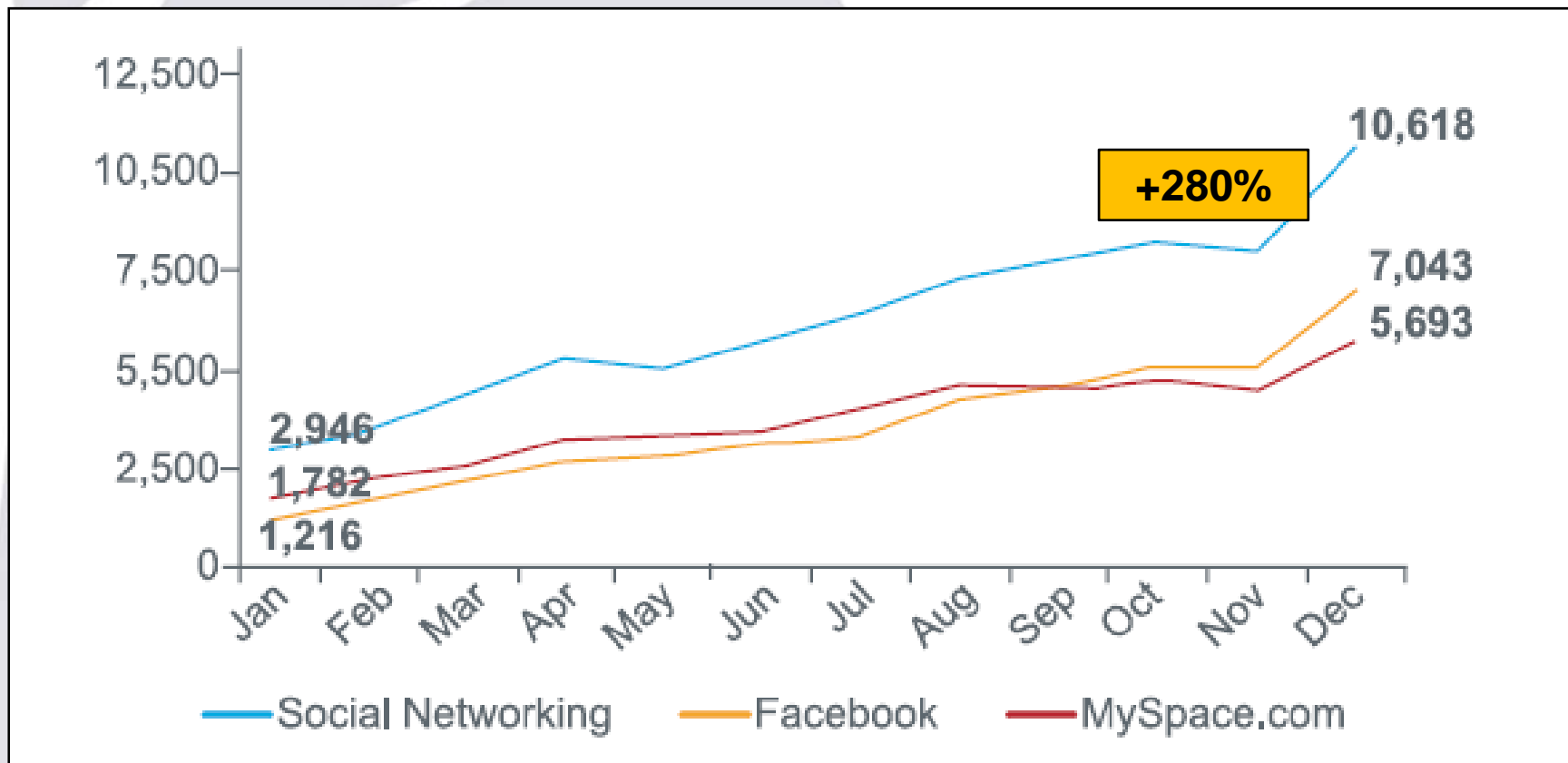


•16 million households expect to purchase a smart phone in the next 12 months

Source: CEA 11th Annual Ownership and Market Potential



Mobile Social Networking; Unique Audience- 2008



Source: Nielsen Online



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Greater GPS Integration with Mobile Social Networking

Mobile social networking based on contacts



•15 million households expect to purchase a portable GPS device in the next 12 months

•Time spent on social networks increased by 83% in the past year

Mobile social networking based on location



Source: CEA 11th Annual Ownership and Market Potential ;Nielsen Online

Questions

Ben Arnold
Senior Research Analyst
Consumer Electronics Association
703.907.5257
barnold@CE.org

