



Want to know the size of market segments that use and plan to use analog TV converters, which segments have or are pulling the plug on TV, and which are low-involvement?

Want to know the factors that differentiate free from Pay TV viewers, and the double-dippers who have Pay TV as well as converters?

Want actual information from real world users, not speculations or predictions?

Then you need the Technology User Profile® — Analog TV Converter Profile Report from MetaFacts.

Now a single report gathers summary results from a large representative sample of thousands of viewers and non-viewers on their habits and plans for analog TV converters, as well as their use of other TV services, consumer electronics, as well as their shopping behavior. You will see precise, actual information on how they buy and use technology today.

The Analog TV Converter Profile Report is built on the strength of Technology User Profile, conducted continuously since 1983, providing a rich, comprehensive examination of the key aspects of computer technology use across the complete spectrum of environments and buyers. For the Analog TV Converter Profile Report, the experienced MetaFacts team draws on results from the most current Technology User Profile study to select the key research you need for a high-level, yet detailed look at technology purchases, usage and plans.

Using the Analog TV Converter Report gives you the confidence of targeted research, available today, drawn from a current and complete range of real-world users. It's the most effective way to get the kind of analysis you need – concise, focused and immediately available.

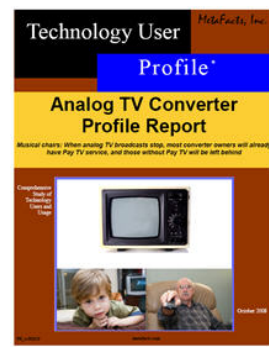
Technology User Profile - ANALOG TV CONVERTER PROFILE REPORT

If you have the right knowledge, you can make the right decisions.

Rely on the benefits of the Technology User Profile – Analog TV Converter Profile Report:

- See at a glance the most important research from comprehensive surveys, each with answers to hundreds of survey questions
- Each fact is based on the tested, proven Technology User Profile research results
- Report findings include analysis, graphs, and tables, for the busy researcher
- Be assured that the data is based on a solid sampling and weighting methodology, and the results are a true indicator of the total market segment being measured

Have confidence knowing you can build your business on the research history and expertise of MetaFacts.



Beyond facts to effective action ... we help our clients create the future

MetaFacts, Inc.

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Technology User Profile® – ANALOG TV CONVERTER PROFILE REPORT

Features

To the super-techno, analog TVs may seem a thing of the past, yet interest is high for converters that allow older TVs to still receive TV broadcasts. As the end of Analog TV broadcasts in the U.S. draws near, purchases and demands aren't coming from the market segments touted as vital. Surprisingly, demand is highest among households already with cable and satellite pay TV services. This report reveals the unique activities of free viewers, Pay TV subscribers, and non-viewers, detailing their demographics, consumer electronics, shopping and buying behavior, key retail and online outlets, technology attitudes, and much more. It reveals that those currently with and planning to buy Analog TV Converters are not all technophobes, nor seniors.

This report reveals many detailed fact-based findings:

- The factors that distinguish the most important converter segments, including age, gender, employment status, age of children, household size, and others
- Which market segments have already obtained, plan to, and don't plan to obtain an adapter, from the highest-involvement to the disconnected
- The technology attitudes spanning confusion to fun and entertainment
- The retail and online outlets where consumers shop, by segment, to reveal how different Wal-Mart and eBay shoppers are from those in Best Buy and Walgreens

Based on surveys with more than 10,000 respondents surveyed by telephone and online, the MetaFacts Analog TV Converter Report dives into solid survey results to examine the entire range of these households, from those that have accumulated many consumer electronics and even HD TVs, to those that have very few consumer electronics. This focused analysis examines the households with the gumption to use a computer, yet still have the need to continue using their analog TV or TVs. It reports on users, PCs, and households to give a complete picture. It utilizes the full power of the Technology User Profile 2008 Annual Edition, the longest-running comprehensive survey of Americans, conducted since 1983.



The Technology User Profile — Analog TV Converter Profile Report is one of the Technology User Profile solutions from MetaFacts.

Other Technology User Profile solutions include the:

- Technology User Profile — FULL EDITION
- Technology User Profile — FOCUS EDITION – Digital Imaging Lifecycle
- Technology User Profile — MULTI-YEAR DATASET

A full-service technology market research firm specializing in the computer and information-based consumer electronics industries, MetaFacts provides demand-side surveys, demographic profiling, tracking studies, and follow-up studies targeting vertical markets and geographic profiles. Whatever your research needs, you can rely on MetaFacts' 25+ years of experience as designers and users of high-tech market research.

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