

HDTV

HD Increases TV Viewership

A survey conducted by Motorola in December found that consumers with HD were so impressed by the picture quality that they watched almost anything that looked good, whether they were interested in it or not (Tech Media Reports, 01/02/2008).

In addition, the 2008 Consumer Mapping Study of media habits by the Council for Research Excellence found the rising adoption of HDTVs is fuelling the increase in time spent watching TV.

HD is Like a Drug

Matthew Gilbert, writer for the Boston Globe, says that " *if TV is like a drug, as some say, then I think HDTV must be like crystal meth, delivering a rush of hyper-clarity and sharpness straight to the head* " (Metro News, 06/10/2008).

Study Says Viewers Stick With HD Commercials

A Kantar Media study of commercial viewing to a dozen of the largest network TV advertisers suggests that commercial tuneaway is lower in HD households. According to the study, ad-supported HD channels have an average tuneaway of 3.73% of commercial seconds, compared to 6.8% for SD viewing.

Leslie Wood, president of Media Trust and a study co-author, says "If a person is watching on the HD channel, they care more about their TV experience" (MediaPost, 06/25/2010).

How People Use HDTV

According to the "How People Use HDTV 2009" tracking study by Knowledge Networks, when it comes to TV commercials televised in HDTV, women (24%) are more inclined to purchase brands or products that advertise during HD programs than men (15%) (Media Post, 10/29/2009).