Internet-enabled Home Entertainment - UK - March 2011

Report Price: £1500 / $2310 / €1793

What is this report about?

The key to mass-market adoption of wireless home entertainment devices is convincing consumers that internet TV is a central part of their lives. Offering exclusive content would be the most effective way of achieving this, as it is the feeling of missing out on programming they really want to see that is likely to have the most profound effect on those outside the early adopter groups.

What have we found out?

- Games consoles are the most common of the wireless home entertainment devices considered in this report, owned by an estimated 15.4 million people. Some 4.7 million consumers have a TV that can wirelessly connect to the internet, either in its own right or via a set top box, while an estimated 3.9 million consumers currently own a connected Blu-ray player and 5.1 million own a wireless music player.
- Although price is overwhelmingly the main consideration when it comes to buying Wi-Fi enabled home entertainment devices, around one in four consumers would look first for a trusted brand name before looking at price, while a similar proportion would first look at functionality.
- Women appear to be more single-minded than men in terms of being driven purely by price when it comes to buying new technology, while 16-24-year-olds are less fixated on price compared to the overall population.
- Although looks are clearly a secondary consideration in this market, the fact that nearly a fifth of consumers would make looks their second priority (ie ahead of at least two of the 'core' concerns – price, functionality and brand) indicates the extent to which fitting in with the décor can be make or break for many consumers when it comes to electronics.
- Nearly half of all consumers agree that Wi-Fi capability is 'nice to have' but not something they would be prepared to pay extra for, while about a third 'don't see the point' in having wireless connectivity in devices other than laptops and PCs, suggesting that many need to be convinced as to what wireless can do for them.
- Some 29% of consumers agree that they would pay extra for a TV with Wi-Fi capability while 24% agree they would pay extra for radio or music player with Wi-Fi capability. Consumers that are under 35, and from higher socio economic groups are more likely to agree.

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