

TV and Film: Enhanced Viewing Formats - UK - July 2010

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What is this report about?

The year 2009 represented a watershed for consumer adoption of enhanced viewing formats such as 3D and HD, with dramatic increases in the box office takings for 3D films and the number of homes with HD. However, not all formats have experienced a lift-off in usage, with Blu-ray and IMAX examples of enhanced technologies that have yet to achieve widespread acceptance. In addition, there is some evidence that consumers have yet to be convinced of the merits of paying extra for enhanced formats, which doesn't bode well for future pricing strategies of manufacturers.

What have we found out?

- More than half of UK adult internet users (around 19.5 million people) now have an HD-ready TV in their home, making it the most popular form of enhanced viewing technology. However, only 39% of those with an HD package agree that it is worth paying extra for the picture quality on an HD TV.
- The tremendous success of Avatar has contributed to the fact that 44% of adult internet users (just over 17 million people) have seen a 3D film at the cinema. However, once again only 48% of people who have seen a 3D movie agree that 3D films really improve the cinema viewing experience.
- Exactly half the number of people with HD-ready TVs have an HD package (25% of adult internet users or 9.7 million people), underlining the considerable latent potential for broadcasters to increase take-up of HD packages in the future.
- Adoption of Blu-ray players is relatively low at present, with fewer than a fifth of adult internet users aged 16+ (7.4 million people) saying that there is one in their home. A major factor contributing to this is a lack of awareness of what Blu-ray is, particularly among women.
- The main obstacles to further development of IMAX in UK cinemas are the small number of sites in the UK (currently 13) and a lack of understanding as to the benefits of the IMAX format, with 22% of adult internet users aged 16+ (around 8.6 million people) citing this.
- Sport is likely to be the prime driver of adoption of 3DTV, with 15% of adult internet users aged 16+ (rising to 22% of men) saying they would be interested in watching it in 3D in their own home.

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