US TV Viewers' Response to Economic Turmoil

Description: As 2008 wound down to a dismal close, In-Stat fielded a consumer survey to ascertain how the economic turmoil is likely to affect consumers' spending plans. We also included a battery of questions about TV viewing and multitasking habits. While the economy is definitely going to slow down consumer spending, new applications that combine TV and the Internet can continue to develop, because there is no new cost involved for consumers. We estimate that over 66 million US consumers are simultaneously using a PC while watching TV. With broadband service becoming nearly ubiquitous, and consumers using a PC while watching TV, Harris' Dynacast product shows one way to "marry" TV to people simultaneously viewing a related website, and transform the World Wide Web into a "lean back" experience.

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Sezmi TV

Daily Media.TV

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