

The Home Technology Monitor™

The Home Technology Monitor™ (HTM), from Knowledge Networks, a GfK company, provides the industry's most reliable and trusted insights on consumers' ownership and use of media technologies. At a time when technology and media are overlapping more and more, and when speculative "measures" of technology prevalence continually contradict one another, The Home Technology Monitor can be counted on to provide guidance for decisions large and small, such as how to

- Use cutting-edge technologies to reach consumers more effectively
- Stand clear of "hype" about hot devices and services when making strategic plans
- Understand consumers' tolerance for advertising in a given technology or medium

In 2006, the GAO (Government Accountability Office arm of the US Congress) used The Home Technology Monitor™ database to assist in its assessment of the transition of the US to a digital television standard — and found Knowledge Networks' data to be more reliable than the FCC's. This is just one proof of the accuracy and attention to detail that make HTM the indispensable resource for anybody who needs to make plans that take media technology into account — from consumer electronics manufacturers to content providers to advertisers and agencies.

Leveraging a research program that began more than 30 years ago, HTM includes

- **Ownership & Trend Report:** An annual ownership survey (using a nationally representative probability sample) among U.S. households, measuring everything from DVRs to video cell phones to e-readers
- **How People Use®** studies that shed light on consumers' use of and engagement with such key technologies as mobile video, DVRs, and social media



The Ownership Study offers a variety of advantages over other information sources. First and foremost, it is the only independent survey of television/media technology based on a large probability sample; and it benefits from the experience of Knowledge Networks' media practice, which makes sure the surveys reflect emerging technologies and current industry business issues.

The Ownership Study is also the only survey of television/media technology that can provide

- Trends and context over the past 30 years (since 1981)
- A respondent-level database for "drilling into" the data
- Network viewing as a demographic variable
- The room locations of each TV set, DVD player, DVR, set-top box, and computer in the home

Our unique content is backed up by the expertise of our industry-leading media research practice. The Media Insight reports of the service are unique in that they make use of KN's trademarked "How People Use® Media" methodology, focusing on the "how's" and "why's" of television and media use by adults and teens — not just levels of use.



The Home Technology Monitor™ for 2010 and 2011

The following is a brief list of the reports available from The Home Technology Monitor™ service in 2010 and 2011.

- Derived from the 2011 Ownership Survey and historical database:
 - *2011 Ownership and Trend Report*
 - *2011 Ownership database*
- Media Insight reports:
 - *How People Use® Social Media and Program Choice*
 - *How People Use® Over-the-Top Television: A Complete Video Landscape*
 - *How People Use® Connected TVs*
 - *How People Use® TV's Web Connections*
 - *How People Use® iPads: A First Look*
 - *How People Use® Media: Smartphone Apps*

The Home Technology Monitor service is available on a subscription basis, which provides all reports and benefits at a discounted rate. Reports or data may also be purchased on an individual, "a la carte" basis.

**If you would like to learn more
about The Home Technology Monitor™,
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