

THE HOME TECHNOLOGY MONITOR™

The Home Technology Monitor™ (HTM) 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 anyone 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 20 years ago, HTM includes

- *Ownership & Trend Report*: An annual RDD (nationally representative) telephone ownership survey among U.S. households, measuring everything from DVRs to PDAs to video cell phones
- *How People Use® studies* that shed light on consumers' use of and engagement with such key technologies as mobile video, DVRs, and broadband Internet

The Ownership Study offers a variety of advantages over other information sources. First and foremost, it is the only independent, large-sample, high-response rate RDD telephone survey of television/media technology; and it benefits from the experience of Knowledge Networks/SRI, a leading practice that understands media issues and 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 29 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 Knowledge Networks/SRI, our industry-leading media research practice.

The supplemental reports of the service are unique in that they make use of KN/SRI'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 2009

The following is a brief list of the reports available from The Home Technology Monitor™ service in 2009.

- Derived from the 2009 Ownership Survey and historical database:
 - *2009 Ownership and Trend Report*
 - *2009 Ownership database*
 - *Technology Trends:*
 - *Children report*
 - *Race/Hispanic report*
 - *Income report*
 - *Early Adopters report*
- Media Insight reports:
 - *How People Use® TV's Web Connections*
 - *How People Use® HDTV*
 - *How People Use® Social Media*
 - *How People Use® Video Navigation*
 - *How People Use® Mobile Video*



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™, please contact:

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