



FOR IMMEDIATE RELEASE

Contact:
Jeffrey M. McGinnis
215-592-0461
JMcGinnis@McGinnisPR.com

Centris Semi-Annual Market Report Identifies Several Trends in Household Technology Use

*Data from latest report shows expanding technology consumption and expanding Internet usage;
but flat consumer interest in new offerings*

FORT WASHINGTON, PA. – April 16, 2009 – Centris today released its report "Insights: Semi-Annual Market Analysis," which provides information on household consumption of products and services relating to media, communication and video services in the United States. While the research indicates a continuing expansion of technology and expanding adoption of Internet usage at the household level, there is some flattening of consumer interest in key offerings provided by the communications and entertainment industries.

The Centris report is based on the company's US Communication and Entertainment Omnibus survey. The survey tracks over 100 communications, entertainment and technology areas on a daily basis – including technology deployed in the home, service providers and media consumption. Each week the ongoing survey program completes approximately 1000 interviews. Findings from the Centris Semi-Annual Market Analysis are used by clients to evaluate and develop marketing plans and strategies for dealing with the changing threats and opportunities brought on by technology convergence.

Selected findings of the current "Insights: Semi-Annual Market Analysis" include**:

- **Technology continues to permeate US households:**
 - Households (HHs) that reported having a large screen TV set (32"+) grew from 49% to 55%, a 15% gain this period compared to the 9% growth between 2006 and 2007.
 - Fifty million HHs report having a digital TV set.
- **Internet usage by consumers is growing:**
 - 64% of all US HHs (not people) access the Internet each month, reflecting a 9% annual gain.
 - Nearly 35 million HHs or 46% of active Internet HHs made a purchase over the web each month, an increase of 18% since last year.
 - Broadband access is rising; 80% of all HHs accessing the Internet did so via Broadband, a 17% increase over a year ago, which is the same increase between 2006 and 2007.
- **Though prices are up, consumers are hesitant to buy some key services:**
 - HDTV service lags behind HDTV hardware; nearly 46 million HHs report owning a High Definition TV set while only about 34 million HHs have HDTV service.
 - Pay Per View Usage is flat; 12.6 million HHs ordered Pay Per View programs each month, similar to last year.



- o Internet service bills saw modest rise; the average ISP bill is \$36.74, which is a 10% increase compared to the \$0.75 increase between 2006 and 2007.
- o Cable service bills are on the increase; the average cable bill is \$71, an increase of \$5 since a year ago, compared to no change between 2006 and 2007. On average, nearly 40 million HHs subscribe to Digital Cable.

(**Note: the time period referred to throughout the report reflects an average month from July through December 2008, unless otherwise specified).

Centris' Insights program includes twelve monthly snapshot reports and two in-depth semi-annual reports. Tabs are available for researchers. For more information about purchasing the Centris' Insights syndicated report program, contact Lisa Masciale at lmasciale@centris.com .

About Centris:

Centris is a member of the AUS Group, one of the top research organizations in the United States. Centris provides market intelligence on buyers' preferences and behaviors relating to the purchase and use of voice, video and data services. Centris conducts daily market surveys providing clients with syndicated research reports, tracking reports and custom studies. In addition, Centris develops and maintains analytic models and provides consulting services to help marketers plan and evaluate their marketing strategies, track competitor actions and optimize their marketing mixes. Centris helps its clients grow revenue, expand margins and build strong brands. For more information, please visit www.centris.com .

#