



For Immediate Release

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Centris 2009 Year-in-Review Research Identifies Key Trends in Consumer Communications and Technology

Households Using Blu-ray Double; Satellite Radio Loses 1.3 Million Subscribers

FORT WASHINGTON, PA – February 12, 2010 – A new December *Insights* report, from leading marketing science firm Centris, provided a glimpse at which communications and technology products and services did well with consumers in 2009. Findings show a doubling of homes owning Blu-ray devices, which now reaches 15 percent of households, and a solid one-third growth in HDTV ownership to 16 million US homes in 2009. Some services had a difficult time for the year, including sagging penetration of premium TV channels (subscriptions fell 12%) and drop of 1.3 million combined subscribers from satellite radio giants Sirius and XM, which failed to capitalize on their 2008 merger.

William J. Beaumont, president of Centris, noted that the findings are noteworthy in revealing communications, media, and technology preferences among households in a time of economic turmoil. “Growth in some key technologies such as Blu-ray and broadband Internet shows that consumers are clearly willing to pay for some content and content delivery types, despite the economy. Other products and services didn’t fare so well. Our research showed declines in premium TV channel penetration, satellite radio subscriptions, and general leveling off of PC penetration.”

The monthly, subscription-based *Insights* report is derived from Centris’ address-based sampling survey of more than 36,000 annual household surveys. The report identifies key findings for 2009, including:

- **More than 16 million homes purchased HDTV in 2009, despite economic conditions.** Fueled by a convergence of improving technology, falling TV prices and the growing availability of HD content, HDTV penetration increased by one-third.



- **People are taking advantage of low-cost and no-cost content offerings.** Viewing of free video on demand (VOD) movies almost doubled; HD content expanded; and DVD rentals shifted from single rental, brick-and-mortar stores to cheaper online subscription services
- **PC penetration leveled off in 2009 – leaving three in ten homes without a working PC.** Homes owning multiple machines grew by almost four million, suggesting that future PC growth may come from those upgrading or buying additional computers, not purchasing a PC for the first time.
- **While the number of new PC homes stalled, broadband subscriptions continued to grow.** More than five million homes added broadband service in 2009, raising the level of subscription to six in ten US homes.

About Centris:

Centris, located in Fort Washington, PA, is a leading marketing science firm. It collects market information through its ongoing survey programs and builds national and local market models. Centris' data and marketing analytic services help the world's major communication and entertainment companies better understand the dynamics of their markets and improve the effectiveness of their marketing programs. For more information about Centris, visit www.centris.com.

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