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Fact Sheet

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Study: Most Find Blended Internet, TV Capability Valuable

Consumers Willing to Pay More for Internet TV Widget Experience

At last year's Intel Developer Forum held in San Francisco, Intel Corporation and Yahoo! Inc. released a new software application framework for television called Widget Channel, which blends community and content aspects of the Internet with the simplicity and entertainment strengths of the TV. Also unveiled was the Intel® Media Processor CE 3100, the first system on chip (SoC) based on the popular Intel Architecture and specifically built for consumer electronics (CE). Together, the new technology platform will help enable a new wave of Internet-connected CE devices such as advanced cable set-top-boxes, Blu-ray Disc players and HDTVs that address the growing consumer desire for rich Internet experiences on the TV.

TV Widgets, or small Internet applications found right on your TV screen, will enhance traditional television and allow users to view their favorite programs while simultaneously accessing Web content, all of which can be seen on one screen and personalized to meet the viewer's needs.

Research commissioned by Intel and conducted by The Diffusion Group (TDG) recently found that 76 percent of consumers value having a "Widget Toolbar" on their TV. The research was conducted online in the United States with a panel of 2,000 adult broadband subscribers.

Key Survey Findings:

- **TV Action, Internet Information** -- More than half (54.8 percent) of consumers value being able to link to TV program websites while watching a favorite show so they can simultaneously interact with Web-based content while viewing the show.

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TV Widgets enabled by Widget Channel allow viewers to access relevant information while watching their favorite TV program¹. For example, news hounds can watch their local news station while simultaneously getting national headlines on selected topics from the Associated Press*.

- **No Need to Miss Out** -- More than 85 percent of consumers value being able to quickly find and watch episodes of current season TV shows they may have missed or would like to see again, while over half (52 percent) find this feature "extremely valuable."

If you forget to set your DVR to record your favorite TV program, no need to worry; consumers will be able to use Widget Channel to quickly and easily access program episodes offered online from CBS* or other networks.¹

- **Customized Forecasts** -- According to TDG's research, 81 percent of consumers find compelling value (and 40 percent find it "extremely" valuable) in having a Web-enabled TV Widget that allows them to customize up-to-the-minute weather information for their location and other locations of interest.

With Widget Channel, there is no need to wait for the local meteorologist to read the daily forecast. Instead, users can view detailed, local weather information via Yahoo! Weather* TV Widget.

- **The Perfect Movie Night at Home** -- 72.2 percent of consumers find it valuable to have on-demand access to movies via the Internet and watch them immediately on their TVs. In addition, more than half (59 percent) of survey participants say access to a movie recommendation service to help find films and watch them right away is somewhat to extremely valuable.

Companies such as CinemaNow* have developed TV Widgets making it easy to download a movie to your TV. And major film studios are exploring Blu-ray Disc Widget prototypes to help viewers connect more deeply to the content they watch.

- **Consumers Willing to Pay for TV Widget Features** -- For example, 75 percent of those consumers likely to purchase a new HDTV in the next six months would pay as much as \$75 extra if it featured a "widget toolbar" and their five favorite applications. This is above the additional spend associated with the presence of Internet connectivity.

With social networking becoming more popular, TV Widgets by services such as Twitter* or MySpace* will allow users to share opinions or ask questions while watching their favorite TV programs.

For more information on Widget Channel and the Intel Media Processor CE 3100, visit www.intel.com/go/celink

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Research Methodology

TDG fielded a 13-15 minute quantitative consumer survey of 2,000 U.S. adult broadband users (18 years of age or older), randomly drawn from an online panel of four million consumers residing in the 48 contiguous United States. Margin of Error: +/- 3 percent. For more information on TDG, visit www.asktdg.com.

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¹ TV Widget availability and features limited. Internet-linked content and services requires broadband Internet access and may require subscriptions at additional cost. Check with your device manufacturer for details.

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