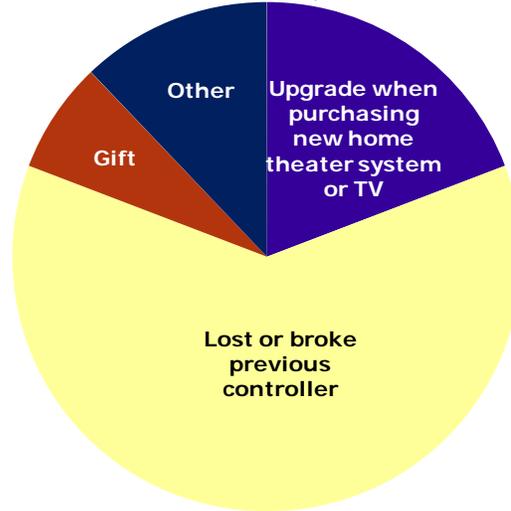


Synopsis **Reasons for URC Purchase**

This report analyzes the current and future market for aftermarket entertainment remote controllers. It examines market forces impacting the sales of URCs both positively and negatively. Among these factors are a changing channel mix, improved product offerings by manufacturers marketing new TVs, and, for the past few years, a weak economy.

Select the statement that best matches the reason for your remote control purchase

(Among U.S. Broadband Households who purchased at least 1 URC in 2010)



Source: *Consumer Decision Process: Base Survey*
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"The most interesting developments for URCs have not occurred within aftermarket URCs themselves," said Tricia Parks, CEO, Parks Associates. "That is not to underestimate the importance of continuously improving URCs but rather to note that the most interesting and innovative remote activities include the emerging availability of URC apps for smartphones (and soon tablets); the motion controllers now available for gaming consoles; and the search software making its way into service provider remotes."

Contents

The Bottom Line

Data Points

Aftermarket Entertainment: URC Dashboard

1.0 Report Summary

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach
 - 1.3.1 Source of Data

2.0 Trends for Aftermarket URCs

- 2.1 The Role of the Aftermarket URC
 - 2.1.1 Today's Aftermarket URC Summary
 - 2.1.2 Scenarios for Future URC Development
- 2.2 A Summary of Aftermarket URC Sales in U.S. BB Households 2007-2010
- 2.3 Aftermarket URCs: The Year 2010
- 2.4 Europe and URCs
- 2.5 2011 Intentions for Aftermarket URCs

3.0 Aftermarket URC Players
4.0 Aftermarket URC Forecast for U.S.
 4.1 Forecast Assumptions
5.0 Recommendations
Appendix A Terms and Definitions

Figures	
	Source of Data
	Forces Affecting Aftermarket URCs
	Total U.S. Households with Aftermarket URCs: 2007 and 2010 EOY
	Global Smartphone User Forecast
	Parks Associates' North American Tablet Forecast 2010 - 2015
	Aftermarket Entertainment URC Summary 2007-2010
	Total Number of U.S. HHs purchasing at least 1 URC 2010
	Average Price Paid by Various Demographics for URCs in 2010
	Purchaser Description of URC Purchased
	Specific Timing of Purchase
	Location Type for URC Purchases
	Specific Store of Purchase
	URC Purchase Location by Price Paid
	2010 URC Brands Purchased by U.S. BB HHs
	2010 URC Replacement, Additions and First time Rates
	Strong Triggers for URC Purchase
	Time Span for URC Purchase Process
	First Information Source for URC Purchasers
	Major Reason for URC Purchase
	Most Important Feature Selected by 2010 URC Purchasers
	Importance of Purchase Factors to URC Buyers
	URC Stats for France, U.K, Spain, Italy, Germany, and the U.S.
	1H 2011 High Intender URC Brand Intentions
	Examples of Leading Aftermarket URC Players
	Online Behavioral Targeting & Contextual-based Advertising Revenue Forecast Methodology
	The Changing US Broadband Landscape for Aftermarket URCs
	Aftermarket URC Forecast 2010 - 2015
	Replacement, Addition, and First-time Purchase Rates for URCs 2011 - 2015
	Forecast for Aftermarket URC Revenues 2010 - 2015

Attributes	
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