

National Technology Scan

Provides the most accurate picture of current adoption levels, demand, and market size



Purpose

This nationwide study provides an accurate picture of current adoption levels, demand, and the size of the total available market. Such data is crucial for strategic planning and forecasting sales and revenues for product lines and services.

Topics

- Portable music (MP3), video, and gaming devices
- Digital Cameras and Digital Video Cameras
- Game Consoles
- HDTV
- Desktops, Laptops, and Home Networks
- Digital Photo Frames
- Mobile Phones
- Multimedia Computer Applications
- Home Systems, Controls, and Security
- Video/TV, Internet, and Communication Services
- Multimedia Internet Applications (music/video download, VoIP calling, etc.)
- Computer Connected Consumer Electronics Devices



Opportunities and Challenges

The precise number of households currently using technology products and services has been elusive and difficult to come by. Industry players are often reluctant to report sales and subscriber figures, and market estimates can be wildly inaccurate. In addition, these survey results provide the opportunity to compare online household penetration with all households.

Key Issues

- Where does product and service penetration stand at the end of 2007?
- How have penetration rates changed over the last 30 months?
- For which products and services will uptake be the strongest in 2008?
- How often do households use computers for multimedia applications?
- How much do households spend for entertainment and communication services?
- How often do households use the Internet for multimedia?
- Who are the early adopting households and how many are out there?

Project Methodology

Parks Associates surveyed via telephone 1,000 U.S. households via random digit dial sampling. This yielded a 95% confidence interval with +/-3% reliability on all survey questions.

For More Information

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