



# In Front of the Curve.™

TDG HAS HELPED MORE THAN 250 TECHNOLOGY LEADERS, MEDIA COMPANIES, AND SERVICE PROVIDERS UNDERSTAND THE QUANTUM SHIFTS IMPACTING THE WAY IN WHICH CONSUMERS ACCESS, NAVIGATE, DISTRIBUTE, AND CONSUME CONTENT—WHENEVER AND WHEREVER THEY MAY BE. HOW CAN WE HELP YOU?



## THERE'S NEVER BEEN A BETTER TIME TO JOIN!

TDG Members are the soul of our firm. More than just report readers, they help us choose the topics we study and share a direct connection to our analyst team.

## AS A MEMBER, YOUR COMPANY IS ENTITLED TO:

- Priority new report distribution
- Access to research library
- Personal analyst consultation
- Monthly member-only webinars
- Chart of the Week data slices
- Input into new research topics
- Press/Media briefing support
- Corporate-wide license
- Dedicated client support

## TDG MEMBER PROGRAMS:

Our member programs are surprisingly affordable, starting as low as \$1,000/month.

## 2009 Tentative Reports

- **Broadband TV 2009** | Colin Dixon, Practice Manager, Broadband Media  
This analysis provides an update to the landmark 2007 report on the emerging net-to-TV market, Broadband Video: Redefining the Television Experience.
- **Consumer Receptivity Toward Over-the-Top Video Offerings** | Michael Greeson, President & Principal Analyst  
Using TDG's latest consumer data, this report examines consumer reaction to various business models of broadband video to the TV.
- **Video-Centric Home Network Nodes - Global Forecast and Analysis** | Dr. Predrag Filipovic, Senior Analyst  
This is the latest report in the ongoing series focused on global diffusion and use of home networks.
- **The Architecture of the Networked Broadband Household 2009** | Michael Greeson, President & Principal Analyst  
Following the 2007 report, the most current information on location and types of connected devices, topology of in-home networks, technologies used to connect specific devices, and other technologies in today's digital home.
- **Digital Video Advertising 2009** | Mugs Buckley, Senior Analyst  
Following the 2008 analysis of the online video advertising market space, this report provides recent data in this evolving space.
- **How PayTV Operators Should Respond to Threat of Over-the-Top Video** | Colin Dixon and Michael Greeson  
Two respected analysts offer their thoughts on how incumbent cable and satellite operators should respond to growing competition from net-to-TV offerings.
- **Consumer Receptivity Toward Three-Screen Video Services** | Michael Greeson, President & Principal Analyst  
This research explores pricing and whether consumers are willing to adopt a 3-screen video service offering – TVs, PCs, and mobile devices.



# In Front of the Curve.™

## Primary Research Studies for 2009



TDG primary projects provide extensive research into what consumers are thinking and how they will react. Each project goes beyond simply reporting the numbers and stats and provides rich insights born of thoughtful analysis and demonstrated experience in consumer behavior.

For 2009, we are planning three primary research projects. Each study will examine a specific topic of interest to our various sponsoring clients. Each study includes feedback on the survey instrument, the final results and data, and a comprehensive written analysis by TDG's lead researcher, Michael Greeson. Additionally, clients can opt for an on-site presentation to help apply the findings to your strategic goals.

Staying *in front of the curve* means mastering the opportunities and challenges of the broadband media and digital home markets.

### INSIGHT::

- Market Planning
- Industry and Market Review
- Executive Strategy Sessions
- Customer Validation
- Partner Selection

### STRATEGY::

- Research Reports
- Primary Research
- Competitive Landscape
- Custom Research

### AWARENESS::

- Market dBriefs™
- Webinars
- Sponsored Studies
- Customer Workshops
- Media Support

For more information on any of our products or services please visit us at [www.AskTDG.com](http://www.AskTDG.com) or contact us at 469.287.8050.



### LAPTOPS AS A SECOND TELEVISION SCREEN

Can the laptop be effectively leveraged as a second video viewing screen in and around the home? This consumer study will explore the viability of these services and how to best package them for consumer adoption.



### MOBILE MULTIMEDIA AND SOCIAL APPLICATIONS

In 2005, TDG ran a study looking at how consumers were using mobile phones for multimedia. How far we've come as media is evolving beyond audio to include full-fledged video and social media applications. This study will explore how consumer perceptions will continue to evolve, what consumers desire, and who the next wave of adopters are.



### HOME NETWORK USAGE—FROM DATA TO MEDIA SHARING

The home network has evolved well beyond the simple sharing of broadband, printers, and files. Today's home network is becoming a media sharing platform as more and more consumer electronic devices become dependent on a broadband connection. This study will explore the extent of this shift and examine consumer reaction to these new applications.



17714 Bannister Street  
Suite 103  
Dallas, Texas 75252  
Phone | 469.287.8050  
Web | [www.AskTDG.com](http://www.AskTDG.com)