

Consumer Interest in 3D

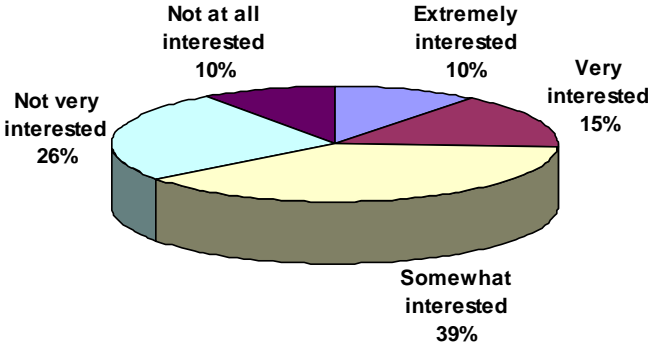
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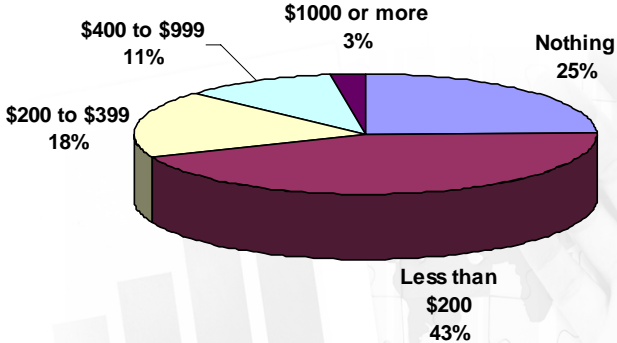
Interest Level and Additional Spending on a New TV

How interested are you in watching 3D content at home?



Source: In-Stat, 9/09 n=1424

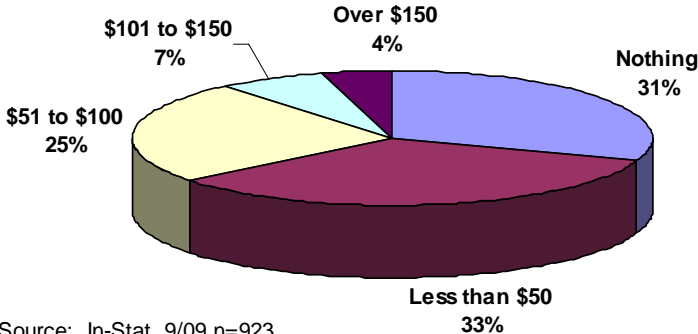
How much extra are you willing to pay for a 3D TV over a non-3D TV?



Source: In-Stat, 9/09 n=923

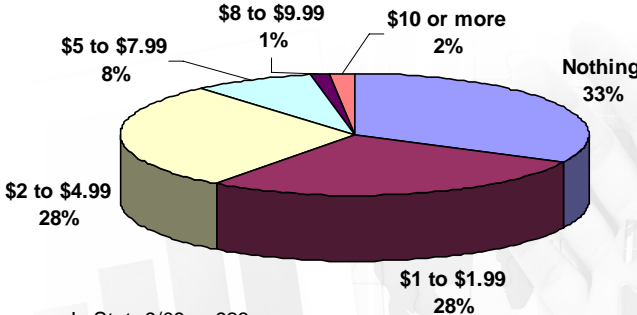
Willingness to Pay More for 3D Blu-ray

How much extra are you willing to pay for a Blu-ray player over a non-3D Blu-ray player?



Source: In-Stat, 9/09 n=923

How much extra are you willing to pay for a 3D version over a 2D version of a Blu-ray disc?



Source: In-Stat, 9/09 n=923