

## What Are 3DTV Owners Watching?

Written by Marco Attard  
16. 08. 2011

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3DTV owners make good use of their purchase by watching 3D content on a regular basis, according to Strategy Analytics' latest research.



The analyst says 41% of 3DTV owners in Europe and the US watch 3D content at least once a day (if not several times a day), while over 66% claim to watch at least one 3D show weekly.

These findings should be encouraging to content producers looking to work into 3D content-- it appears there's an audience for 3D after all. And if there's quality 3D content, 3DTV ownership should also rise.

Strategy Analytics says "3DTV is confounding the skeptics and gaining traction with early adopters."

The typical 3DTV owner has two pairs of 3D glasses-- while 13% don't own any.

The analyst says the purchase of additional glasses is "seen as a barrier," with 53% of survey participants saying they would buy more pairs of 3D glasses if prices were lower.

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Ultimately, customers would rather not have to wear 3D glasses to begin with-- even if the majority of 3DTV owners are ready to put up with glasses if the 3DTV experience proves to be entertaining enough.

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