

FOCUS:

African America IV

REPORT

The African American Market for Cable and Broadband
Services, Programming and Technology

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The African-American Market for Cable and Broadband Services, Programming and Technology

In 2000 the black/African American population of the US was 34.7 million. This population is projected to increase by 10 million by 2010 and to double by the year 2050,¹ fueled both by natural growth and by increased immigration from Caribbean and African countries.

The black/African American market is largely urban, with 81% living in urbanized areas in the US and almost 60% living in urban cities.² African Americans in urban areas have consistently been some of the cable industry's best customers, **spending more per month for cable, local and long distance services, and subscribing to premium channels at higher rates than any other ethnic or racial group.**

The African-American "community" is not monolithic—it is culturally and economically diverse. In this highly competitive multichannel and increasingly digital environment, understanding the African-American market in all its complexity and potential will be essential for successful programming, marketing, acquisition and retention of these valuable customers. This report will provide insight on the media-related preferences, habits and attitudes of black/African Americans in urban markets, with in-depth analysis by age, sex, income, marital status, the presence of children in the household and by single heads of household.

This year, sign up by January 15 to include your network in the following question, and receive a custom PPT based on your audience/potential audience:

How valuable would it be to you and others in your household to have (INSERT YOUR NETWORK NAME AND DESCRIPTION HERE) as part of your cable/satellite service?³

The main topic areas covered in this study are:

- Penetration of **telecommunications services in the home (cable, satellite, Internet, broadband and telephone)**; including penetration of Verizon FiOS and AT&T U-verse; plans to switch to competing services for television, Internet and phone services;
- Penetration and usage of **advanced digital services** such as HDTVs, HDTV service, On-Demand, DVR and broadband-enabled portable devices;
- Penetration of and interest in **bundled services**;
- Other languages spoken in the home;
- **Programming and branding:** Favorite channels, viewership of specific genres, viewership of foreign language TV; viewership and perceived value of specific targeted channels;
- **Viewing of video content online** and types of genres viewed;
- **Viewing of video on portable devices** and types of genres viewed;
- **Demand for content for African-Americans;**
- **Impact of the current economy on telecommunication spending;**
- Subscription, technology, and demographic **profiles**;
- Awareness, Impact and plans surrounding the **Digital Transition of 2009.**

Data and analysis available by:

- Age and sex
- Income and Employment data

¹ From "The black Population" and "National Population Projections," US Census Bureau, Washington, DC.

² Census 2000.

³ Networks with limited distribution or new services about to be launched will be included in this question. Networks with wide distribution will be included in a standard viewership question.

- Marital status and presence of children
- Type and ownership of family dwelling
- Household size and analysis of language usage of all members of the household
- Country of origin
- Language use in the home

Deliverables:

- A written, interpretative report based on primary research of 400+/- African American consumers in PowerPoint Format;
- An executive summary including secondary data analysis of the African American market in the U.S;

• **For charter subscribers signing up before January 15, a customized PPT providing a profile of your audience or potential audience (based on perceived value or viewership of your network).**

Schedule:

- Survey Data Collection: February, 2009.
- Report: July, 2009

SUBSCRIPTION: (Please check your option)

The subscription price for **FOCUS: African America III** is \$5,500.
Order before January 15, 2009 and pay only \$4,950. Early bird subscriber networks will be included in our perceived value or viewership question. You will receive a custom PPT based on your audience/potential audience.

AUTHORIZATION: PLEASE COMPLETE AND FAX TO 914-834-5998 TO ORDER.

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