



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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CABA's Connected Home Research Council Completes Video Consumption Study

March 3, 2010

The Continental Automated Buildings Association, through its Connected Home Research Council, has completed a report that develops a better understanding of digital video consumption by examining the habits, practices, and desires of current consumers in regard to TV, computers, and mobile devices.

The study was prepared for CABA by CBS Vision and Comscore and examined viewing decisions; video suggestions and recommendations; new technology purchases; portable devices; future video preferences; and video content purchases.

The study found that in regard to viewing decisions, TV is often the preferred device for watching video with others and that most consumers like the idea of an on-screen tool to help guide their viewing decisions. In addition, the study found that consumers like to receive video recommendations from people they know, and not from critics. The study also found that new technology purchases are collaborative, and that consumers take peer references seriously. In terms of new technology, consumers have become highly interested in the new emerging "video tablet" concept, but are extremely hesitant to pay for video content on portable mobile devices.

"The completion of this study represents another substantial milestone for CABA's Connected Home Research Council," stated Ronald J. Zimmer, CABA President & CEO. "This research provided its participants with actionable results that determined the clear potentials and disadvantages of multiple video platforms and identified various strategies that companies can adopt to capitalize on a new emerging wave of Internet-based video services."

"We are extremely pleased with the results," added David Dollihite, Vice President of Home Services, Direct Energy and Chair of CABA's Connected Home Research Council. "The study provided Council members with both a qualitative and quantitative measure of consumer response to new video technologies, which will allow them to make informed decisions about their products and services in the near future."

The study was funded by: Ball State University, Bell Canada, Hewlett-Packard Company, Microsoft Corporation, Procter & Gamble, Telus Corporation and Whirlpool Corporation.

The report has been released to these funding partners and will be made available for purchase to the rest of the industry after an embargo period. Companies enquiring for details and pricing can contact Don O'Connor, CABA's Business Development Manager at occonnor@caba.org or 613.686.1814 x226.

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at <http://www.caba.org/>.

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