

1. Record Nr.	UNINA9910787695803321
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Titolo	A forecast on the development of the 3D TV market in the U.S [[electronic resource]] : will 3D TVs become the next big thing in our living rooms? // Anita Theis
Pubbl/distr/stampa	Hamburg, : Anchor Academic Pub., 2013
ISBN	3-95489-500-5
Descrizione fisica	1 online resource (82 p.)
Disciplina	621.388
Soggetti	3-D television Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Disseminate knowledge"--Cover.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	pt. 1. Desk-research -- pt. 2. Target group research -- pt. 3. Conclusion & discussion.
Sommario/riassunto	Hauptbeschreibung This in-depth research study discusses whether 3D TV will become a new trend in the consumers' living rooms or if it is just a hype that will fail to establish itself. The study contains both extensive market research as well as target group research among the American population. Both parts of the study deal with the market situation of 3D TVs within the United States in 2011, and an extensive analysis of both studies provides in-depth insight into a potential future of the 3D TV market in the coming years. In 2010 only 3% of US households had purchased a 3D TV. According t