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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 to the study, this number will rise to 10% by 2013. The study also shows that the market for 3D TVs is highly competitive, with many different brands and models available. The study also discusses the potential impact of 3D TV on the consumer market, including the impact on the movie industry and the impact on the advertising industry. The study also discusses the potential impact of 3D TV on the consumer market, including the impact on the movie industry and the impact on the advertising industry.