

TECHNOLOGY ATTITUDES AND TRENDS 2004 TO 2009

The latest Panorama Home Entertainment findings from Nielsen on new technology trends from 2004 indicate a clear pattern of growth in acceptance as 2009 unfolds.

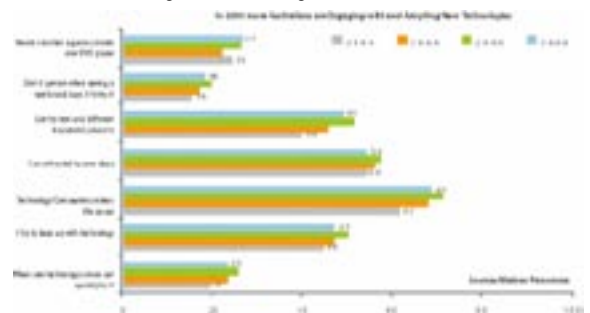
“This is evidenced by levels of acceptance compared to 2004 across a number of new technology statements,” said Nielsen client services director, Simone Bryant. “Like to try new and different household products has lifted from 40 per cent in 2004 to 49 per cent in 2009. Technology/computers makes life easier”, with 69 per cent agreeing in 2009 compared to 62 per cent in 2004,” said Bryant.

TABLE 2 – Intending home entertainment product purchase trends from 2004 to June 2009 YTD.

Technology in the Home % Purchase Intention N12M	Calendar 2004	Calendar 2006	Calendar 2008	Jan to June 2009	Actual % pts Change 2004 vs. 2009
LCD TV	–	9.3	12.7	15.5	6.2
HD TV	–	–	10.1	10.2	▲
Digital Set Top Box	3.9	5.8	5.9	7.3	3.4
TV/Home Ent Unit	5.2	6.3	6.2	7.3	▲
Plasma TV	–	5.5	5.8	7	1.5
DVD Recorder	–	7.9	7	5.5	-2.4
Digital Video Camera	6.9	7	6.2	5.4	▼
Digital Camera	10.2	7.3	5.9	5.2	↔
Blu Ray DVD	–	–	4.9	4.9	▲
Digital TV	3	2.2	3.1	3.9	▲
Surround Sound System	–	3.6	3.7	3.4	↔
Game Consoles	2.1	2.7	3.7	3.1	▲
MP3 Player	2.4	5.2	3.5	3	▲
HiFi System	3.7	3.2	2.5	2.4	▼
DVD Player	5.4	2.5	1.9	1.7	-3.7
CD Player	1.8	1.2	1	0.9	▼
VCR	1.7	1.2	0.8	0.4	▼

Source: Nielsen Panorama – Jan to Jun 2009

TABLE 1 – Penetration trends among households with TV/Home entertainment products indicates that the attraction of new products, ideas and technologies was booming in 2008 and into 2009 (YTD).



“Although the economic downturn created concerns, the fact that consumers were spending more time entertaining at home translated into powerful sales opportunities for CE retailers. The government stimulus packages appear to have had a very positive influence on purchasing home entertainment products and services. Products such as HDTV lifted to 22.7 per cent penetration in June 2009, with a further 10.2 per cent indicating they intend purchasing in the next 12 months.

“Apart from tracking home entertainment products penetration, we reviewed trends of store preference with some interesting changes emerging. As can be seen on the chart at left, there are several retailers showing growth. The top four positions have not changed. Harvey Norman remains first with a three per cent increase. The Good Guys, experienced a 6 per cent increase, narrowing the gap between first and second place. Dick Smith, with a 21 per cent increase, moved up two places from seven to five in 2009. WOW Site & Sound, with a broader penetration into other regional markets, moved up to number 13. Conversely, Myer with a decline in preference of 9 per cent dropped two places to just stay in the top 10 ranking.”

Advertising in main media is now more critical than ever in matching communications to the shifting media consumption habits of Australians, according to Bryant.

TABLE 3 – Significant changes on the list of preferred Retailers when considering purchasing Home Entertainment products.

Rank 2009	Rank prev 12 mths	Store Preferences if consider purchase Home Entertainment (% of People 14+)	Sep-08 -Aug 09	Sep-07 -Aug 08	% change YOY
1	1	Harvey Norman	47.7	46.4	3%
2	2	The Good Guys	46.9	44.3	6%
3	3	JB Hi-Fi	41.1	38	8%
4	4	Retravision	31	32.2	-4%
5	7	Dick Smith	22	18.2	21%
6	6	Big W	20.8	19.6	6%
7	5	Kmart	20.6	20.3	1%
8	9	Betta Electrical	15.9	16.2	-2%
9	10	Target	15.3	14.9	3%
10	8	Myer	15.1	16.6	-9%
11	11	Clive Peeters	11.7	11.1	5%
12	12	Bing Lee	9.5	10	-5%
13	14	Wow Site & Sound	8.4	7.4	14%
14	15	David Jones	6.5	7	-7%
15	13	Strathfield	6	7.7	-22%
16	16	Domayne	5.5	5.9	-7%
17	17	Clive Anthonys	3.9	3.3	18%
18	18	Chandlers	2.7	2.9	-7%
19	19	Sydney Hi-Fi	1.8	2.1	-14%

Source: Nielsen Panorama Retail Select

About Nielsen Panorama

Panorama data is based on continuous interviews across Australia and released ten times per year, to coincide with TV and Radio audience ratings. For more information contact Simone Bryant on (02) 8873 7736.

About The Nielsen Company

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