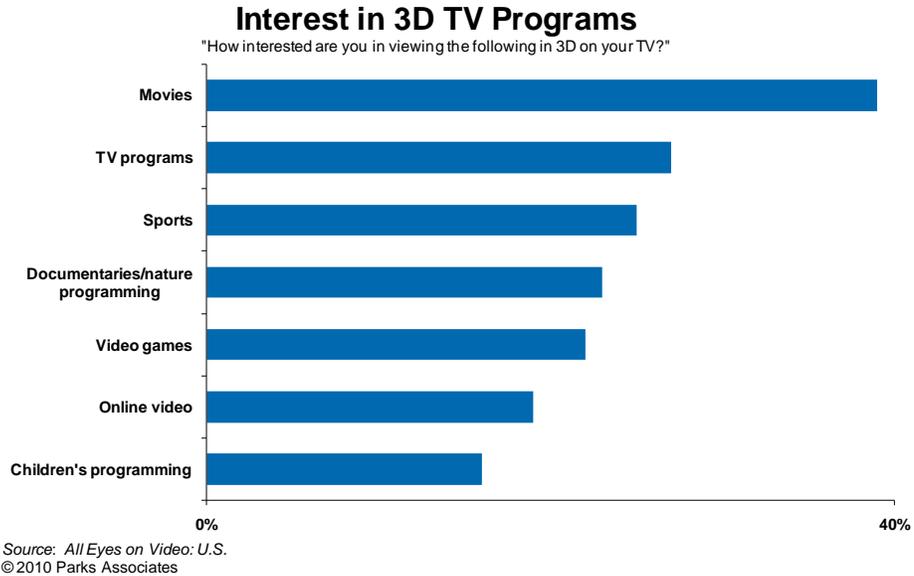


**Synopsis** **Appeal of 3D Content**

*Trends in 3DTV* examines the current market developments of 3DTV. This report focuses on key elements of the 3D value chain: content production, content delivery, and the impact on consumer electronics. It analyzes opportunities, threats, and potential hurdles to the success of 3DTV. It also provides a market forecast and recommendations to the major players, including broadcasters, CE manufacturers and content providers.



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"The shift toward digital content distribution has raised the prospect of having high-quality 3D video in the home," said Pietro Macchiarella, Research Analyst, Parks Associates. "We expect consumers to base their demand for 3DTV programs on the quality of their first experiences with this technology. TV providers and consumer electronics manufacturers need to get it right and provide high-quality solutions that will gratify the significant percentage of consumers who are interested in welcoming 3D into their homes."

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