

What's Inside:

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And much more...



Technology Trends

As Americans' voracious appetite for home entertainment and technology continues to expand and evolve, so do the devices, gadgets and accessories to support the craving. Nielsen's 2010 Home Technology Report identifies the key technology trends that are hot and the ones that have cooled based on a two-year trend review of self-reported survey data.

**Hot Trends:**

**Bigger and Better TVs**

Upgraded television sets in the form of bigger screen sizes larger than 41 inches and better resolution continue to outfit in-home theaters. HDTV sets have increased 26% and LCD flat screens are up 48%.

**Home Internet Access**

Internet and broadband access in the home continues to rise. Currently, 85.3% of Americans have some kind of Internet access either through home and/or work.

**Home Wi-Fi**

The freedom of untethered connectivity helps the trend to go wireless continue. Having a wireless network with a wireless router in the home increased 24% over eight quarters.

**Digital Video Recorders (DVR)**

Demanding schedules have made time-shifted viewing a must-have for 40% of U.S. homes who currently have a DVR device.

**MP3 Players**

Almost half (46%) of all U.S. homes now have at least one MP3 Player. Apple's iPod is still the dominant player in this category, capturing 63% of all MP3 Player-owning households.

**Apple iPad**

The Apple iPad launched on April 3, 2010, and was added to the Nielsen Home Technology Report survey shortly thereafter (May 2010). According to the Q2 report, 3.6% of U.S. homes now own an iPad and this hot trend will be closely followed.

**Cooling Trends:**

**Satellite Radio**

While crystal clear audio, uninterrupted playlists and anywhere access make Satellite Radio an enticing experience, it experienced only modest growth over the past eight quarters, up just 5.5%.

**Video Cassette Recorders**

VCRs continue to disappear from U.S. households as DVRs and DVD players provide both greater functionality and better playback clarity at an increasingly affordable price. Add the fact that U.S. movie studios are no longer releasing movies in the VHS format and you can expect the VCR to become just another trivia question for a digital generation no longer familiar with yesterday's analog technologies.

**Digital Video Disc Players**

With 87.9% of U.S. homes already owning a DVD player, the "hot" growth phase for DVD players has long passed.

**Personal Digital Assistants**

The PDA is also becoming a rare sight these days within U.S. households. PDA ownership has declined 25.5% since 2008 and will likely continue. Credit the Smartphone that provides both handheld computing capability and a phone for much of the PDA's steady market share decline.

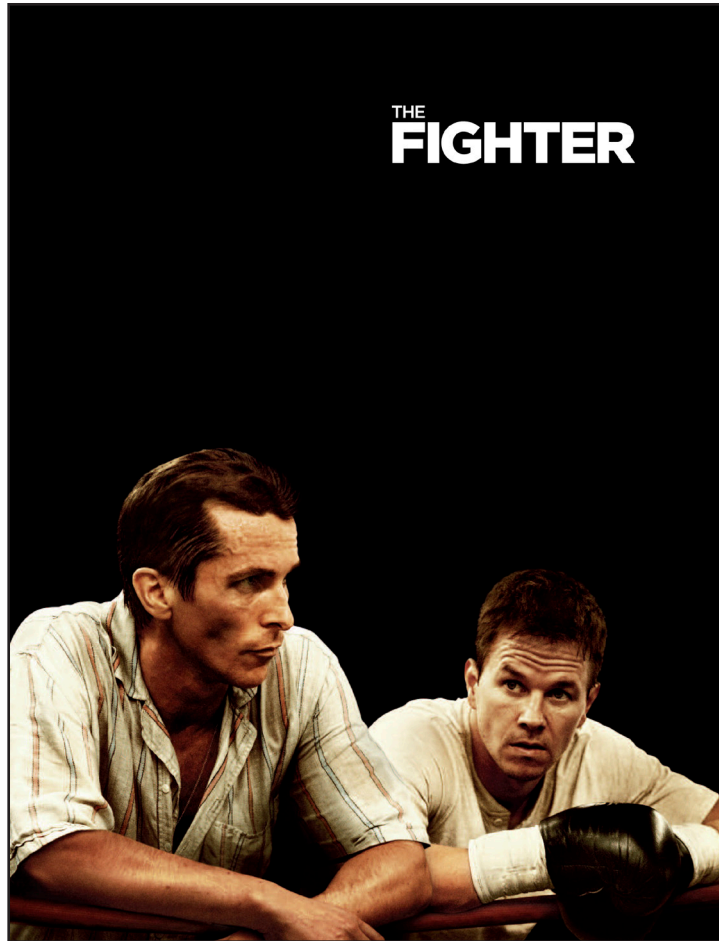
*Statistics from nielsenwire.com*



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## New On VOD in April



*The Fighter* and *Harry Potter and the Deathly Hallows* will both be available on VOD in April. You can find VOD through the menu on your interactive guide. Call today to add TV service for only \$19.95/month for 6 months! VOD service not available in all areas.

## Calling for Cash Winners



Recent Calling for Cash Winners include Stacey Marlow (Redfield) and Kirk Easton (Warner). Congratulations to all the winners and thank you to all who participated this year!

## Discounts available for low-income home phone customers.

If you cannot afford home phone service, and quality for the program, Lifeline/Link Up may be able to help you pay for part of your monthly home phone costs and/or connection charges.

Participants can save up to \$8.25 on their monthly home phone bill for basic local service. The discount applies only to basic local phone service where eligible participant resides.

Call Customer Service at 611 for more information.

## Discounts available for low-income cell phone customers

If you cannot afford cell phone service, and quality for the program, Lifeline/Link Up may be able to help you pay for part of your monthly cell phone costs and/or activation fees.

Participants can save up to \$8.25 on their monthly cell phone bill for basic local service. The discount applies only to basic cell phone service listed in the name of the eligible participant.

Call Customer Service at 611 for more information.

## Watch National Geographic this April

Tune to National Geographic (ch. 39, HD ch. 634) for Expedition Week starting Sunday, April 3.

Sunday night will be the first of seven nights of premieres. Highlights include: *Finding Jack the Ripper*, *Hunt for the Abominable Snowman*, *Last Stand of the Templars* and *Man vs. Volcano*. Call today to add TV service for only \$19.95/month for 6 months!



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