



## **Digital Tech Consulting, Inc. (DTC) aids a major industry association in identifying availability of Digital and High-Definition Television.**

### **Corporate Profile**

DTC's client (Company) is an association committed to advancement and progress within the industry that it represents. The industry association has thousands of members and is the recognized authoritative figure within that industry.

### **Key Business Issues and Challenges**

As the leading electronics-industry association, the Company's charge is to promote its members' products and services. At the advent of the digital television era, the Company recognized the need to facilitate the U.S.' expeditious adoption of High Definition Digital Television (HDTV) and emphasize the need for availability to consumers. The Company spearheaded a project designed to do just that. The scope of the project included identification and plans of broadcasters and cable operators with high-definition offerings, as well as, retailers that offered devices capable of high-definition reception. The purpose of the project was to provide consumers with a guide to HDTV availability in their respective markets.

### **The Solution**

Digital Tech Consulting (DTC) provided a tailored solution meeting all of the Company's market-research needs through market research that identified high-definition broadcasters and cable operators, and quantified the amount of digital and high definition programming being offered at the time. Through customized phone and email surveys DTC was able to directly assess the role of these broadcasters and cable operators in the digital TV transition. Additional research included identifying broadcasters who were multicasting on their digital spectrum as well as quantifying the times of day in which high-definition programming was available.

Another deliverable to the Company was to identify the digital and high-definition capable product offerings of retailers within specific markets. Through surveys of retailers in all identified major markets DTC was able to present conclusive findings to the Company outlining current products in the market capable of digital and high-definition reception. The research results were included in an HDTV Guide published by the industry association. Part of DTC's tailored solution was to provide the Company with consultations with Senior Level Executives and Analysts on an as-needed basis. The Company now uses DTC as a valued asset to provide market-research and analysis that helps to foster the Company's mission of growth and advancement within the industry.



## Results

The Company benefited from several positive results, including:

- Having a detailed picture of digital and high-definition broadcasters and cable operators in early years of the high-definition TV the market.
- Being able to provide the public with a guide of where they could receive digital and high-definition programming.
- A list of retailers in major markets that were selling digital and high-definition capable devices, as well as a list of products offered by those retailers.
- Production of a series of consumer guides to Digital and High-Definition television

## Final Thoughts

The Company realized that it required detailed research to produce comprehensive findings suitable for release to consumers. DTC designed a market-analysis strategy involving detailed phone and email surveys, as well as interviews of industry leaders. Based on the findings DTC applied its technical and market expertise to tailor deliverables that addressed all of the companies requirements. DTC also provided a service that allowed the Company to personally interface and consult with DTC on an as-needed basis. Identifying and quantifying market size as well as programming and product offering aided the Company in producing a high quality consumer guide to High Definition Digital Television at a time when high-definition programming wasn't widely available.