



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

1173 Cyrville Road, Suite 210
Ottawa, ON K1J 7S6

Tel: 1. 613.686.1814
Fax: 1.613.744.7833
US/Canada: 1.888.798.CABA

Web: www.caba.org
E-mail: caba@caba.org

CABA RELEASES STUDY ON INTERACTIVE TELEVISION & ADVERTISING

April 16, 2007

The Continental Automated Buildings Association (CABA), through its Internet Home Alliance Research Council, has completed a market study that investigated the effectiveness of interactive TV advertising and product purchasing.

The aim of the market study was to: learn about potential business models for using advanced television programming; explore new advertising potential and interactive capabilities for message delivery; and create parallel experiences to live and recorded programming and interactive capabilities.

The market study found that consumers accept the presence of interactive TV ads. Some viewers see promise in the potential for interactive advertising, and others expect to only cautiously embrace specific elements of interactive executions.

Generally, all surveyed consumers see interactive TV as a marriage of television with Internet-like control and options. In terms of advertising effectiveness, the Internet Home Alliance Research Council expects interactive advertising to be a vehicle for brand extension.

"Consumers see both interactive TV and interactive advertising as an inevitable next advance in the connected, customized, Internet-enabled future," states Ronald J. Zimmer, CABA President & CEO. "Companies should consider it an opportunity to showcase their products and services in a new, innovative fashion."

According to the market study, consumers do not envision themselves using a wireless keyboard in the TV room. Instead, they see the remote control as an unobtrusive gateway to product information. The survey also examined the potential of ad personalization and issues surrounding the collection of consumer demographic information.

The report was completed with the guidance and financial support of AT&T, Cisco Systems, Campbell Ewald, Digitas and Tandberg TV through CABA's collaborative research model.

"Across Cisco, we believe that only by working with all value chain participants, can we understand and then drive fundamental shifts in video and advertising consumption at the consumer level," says Jeff Dean, Rich Media Practice Lead, Cisco Systems. "This study's results, and the collaborative means by which they were derived, are representative of this whole industry philosophy."

David Skelly, Principal of Cookson Development, who managed the effort for CABA notes: "As a second phase of research for IHA-RC, this study proved that there's even more to be learned from consumers in this space.

We are at the genesis stage here in the United States; but with the proliferation of fiber to the home, Internet protocol television will pave its way to become a standard in most dwellings. The offerings from service providers and advertisers will be a robust experience for consumers that they won't be able to live without. We learned in this study that the platform is truly a catalyst for creative features, rich media and a dynamic shared interaction."

The report, entitled "IPTV2 Interactive", is currently available to Internet Home Alliance Research Council members. It will be available for sale through CABA's eStore at www.caba.org/estore. The report was prepared for CABA by Zanthus.

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at www.caba.org.

Media Contact:

Rawlson O'Neil King
Communications Director, CABA
king@caba.org
613.686.1814 x225
888.798.CABA (2222)