



Insight

February 2010

I'll tell you what I enjoy about this newsletter. Every day I scan the various media blogs and newsletters I receive searching for something to enlighten you, the marketer. The result is in knowing that maybe I have provided you with a moment to stop and think about what's next.

This month's IB Media *Insight* really highlights what I love about presenting you a single subject to ponder. Let the '10's be known as the decade of an amazing transformation of how media is consumed, particularly the constant enhancement of TV. Get ready for 3D-HDTV. If you liked Avatar then you have just begun to taste what will be quite scrumptious. Enjoy!

Stay Positive!

Ira
Your Virtual Media Director



IB Up Close

First of all Happy Groundhogs Day! When was the last time Punxsutawney Phil saw his shadow anyway?

For all interested listeners here's the link for my appearance on Don Crosby's Sound Behavior radio show (www.IBMedia.biz/directions.html) . Amazing stuff and it was fun! So much fun that my wife Linda and I will be appearing this Saturday, 2/6 @ 12pm to kick-off the show's Sweet Heart Month. This will be a treat. After 31 years we'll finally learn why we do what we do when we each of us expect something else. Like last time I'll post the show on IBMedia.biz if you're unable to hear it on WAVO 1150 AM in Charlotte.

3D-HDTV

Ready or not, 3D HDTV is going to take the television scene by storm in the coming decade, at least according to our buddies over at HDGuru. Here's why they think the future is more Avatar than anything else:

First, even though manufacturers might be rushing things, considering their last lovechild, Blu-Ray discs, hasn't really taken anything by a storm, let alone a slight tropical depression, there are some consumer-friendly caveats to consider before grinding those teeth in anger.

Take price, for example. HDGuru predicts set prices will be largely in line with current HDTV offerings. Initial pricing for a 40-inch 3D-ready 240Hz LED LCD will check in at about \$1300, whereas a similar non-3D set from Samsung is currently for sale is \$1,250.

The other elephant in the room, as least when it came to HD, is programming. While full-time HD programming has been around since HD Net launched in September 2001, it took until the end of the decade before this particular TV watcher could safely say all he watches on TV anymore are HD-only channels. Luckily--if you like where 3D is going anyway--that shouldn't be a problem for 3D in the 2010s. HDGuru assures us that the influx of PS3s on the market, coupled with 50 DirectTV 3D channels before the end of 2010, will ensure there's ample 3D TV available for the new sets that Sony, et al, will demand you buy for the best viewing experience. Sports, the original driver of HD content, will also come into play here, no pun intended.

As for HDTVs, 3D aside, the future is unsurprisingly cheaper, thinner and more portable. That's kind of how tech works, and beyond 2010 you can expect to see an influx of thin, LED edge-lit TVs that go larger than 60-inches. On the opposite end of the spectrum, expect more Zunes. That is, "Zune" in the sense that portables sporting HD visuals will become ubiquitous--who knows what fate will befall Microsoft's shiny player.

Lastly, this one's for Mark Wilson, who got headaches watching a great Avatar flick in 3D: HD glasses might eventually become unnecessary. At an expected \$70 a pair, they won't be missed, but this prediction may take a while and will arrive first in the form of a single-viewer laptop at the end of 2010.

Source: Gizmodo January 4, 2010

Welcome to our new readers of IB Media *Insight*. Each month we touch on a current media topic of interest in a short, concise format. You're busy. We get it.

Thanks to all for your thoughts and comments on last month's *Insight* which dealt with TV/computer/phone convergence. Missed it? Check it out at <http://bit.ly/cVXWM8>. Have a comment or suggestion on this month's topic or any you'd like covered in the future? Let us know. And, if you've enjoyed this month's edition, please pass it on to someone who will appreciate it.

Next month? The next social media platform is here for local retailers/events/places to connect with their customers. FourSquare. Pretty cool!

We're IB Media, Your Virtual Media Director. Always ready to discuss how we may add value to your organization. Thanks again!

Ira Bass

Your Virtual Media Director

IB Media LLC

www.IBMedia.biz

IBMedia@carolina.rr.com

704.989.3790

Linkedin: www.linkedin.com/in/IBMedia

Twitter: @IBMedia

Facebook: www.facebook.com/IBMedia