

Do Customers Want an Apple TV?

Written by Marco Attard
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We've been hearing rumours on how Apple will soon release a TV set for quite a while now-- but would customers actually buy one? According to a survey from KAE, the answer appears to be... yes.



The survey says 30% of consumers in the UK (and 25% in the US) would buy an Apple TV set once it hits the market. Perhaps unsurprisingly the percentage gets higher amongst iDevice owners, jumping to 43% in the UK (38% US).

Commenting about Apple possibly moving into the TV business, KAE remarks "such a move would be an incredibly powerful extension of the iOS platform, accessed via a more compelling device option than Apple's current offering (Apple TV)."

An Apple TV set would also bring further profits for app developers and accessory makers.

Customers-to-be also trust Apple to make a high quality product (62% UK, 59% US), if not one bearing ground-breaking design (58% UK, 52% US), with features including internet connectivity, apps, and automatic synchronisation with other iDevices.

KAE also says Sony and Samsung are the TV makers "most likely to suffer" with the launch of an Apple TV set-- 38% of Sony and 36% of Samsung TV owners in the UK claim they would convert to Apple once such a TV becomes available.

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