



# US iTV households

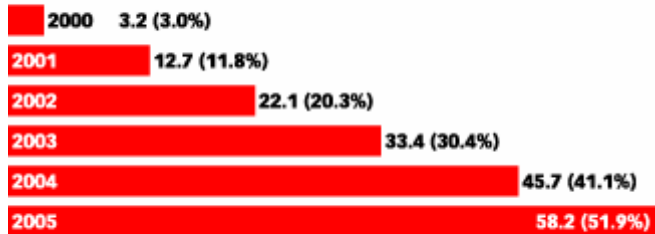
2002

Interactive television (iTV) has been around for years, but is finally reaching its potential now. In its latest report, **Interactive TV: Reality & Opportunity**, eMarketer presents its estimates for the number of US iTV households over the next four years and pegs the total for 2002 at 22.1 million.

---

**US iTV Households, 2000-2004 (in millions and as a % of total households)**

---



Source: eMarketer, 2002

036903 ©2002 eMarketer, Inc.

[www.eMarketer.com](http://www.eMarketer.com)

iTV presents opportunities for a host of players. Internet companies, broadcast networks, telecom providers, advertisers, retailers and many others are coming together to work with the new technology. **Interactive TV: Reality & Opportunity** covers iTV usage and revenue prospects in the different world regions, television commerce, iTV advertising, video-on-demand, personal video recorders and iTV services. It is the ideal reference tool for advertisers, marketers, retailers, interactive service providers, TV broadcasters, cable companies and every business decision-maker associated with the interactive services industry.