

## New Study Shows That Consumers Favor Aereo in Supreme Court Case against American Broadcasting Companies

**San Francisco, CA, June 6, 2140-**Today, market research firm [Peerless Insights](#) announced results of a new study gauging consumer opinions about the highly anticipated Supreme Court ruling [American Broadcasting Companies, Inc. v. Aereo, Inc.](#) Findings reveal that the majority of consumers want to see Aereo prevail; however they also believe that like traditional cable companies, Aereo should compensate broadcasters for content appropriation.

The Supreme Court ruling, which is expected to be announced this June, will decide if [Aereo](#) is in compliance with the current copyright laws around private and public performances - but what do consumers want? Peerless Insights surveyed 1,231 adults in the study "[US Consumer Interest in Aereo & Opinions About the Pending Supreme Court Decision](#)" to find out.

"We designed this study to understand the consumers' interest in the Aereo service and how they perceive the current copyright laws," explains Peerless Insights co-founder Young Ko. "We found that the majority of people surveyed want Aereo to prevail, but that doesn't mean they're leaving broadcasters out to dry."

The study revealed that 46% of consumers want Aereo to win and just 15% want the Supreme Court to rule in favor of broadcasters. Still 35% say that Aereo should pay copyright fees like traditional cable companies. "These findings may appear mixed," notes Ko. "However the numbers tell us consumers want alternatives like Aereo while recognizing the need for fairness in the marketplace."

Furthermore, 40% of consumers agree Aereo offers a service that legitimately follows copyright laws and just 19% disagree. Meanwhile 45% of consumers don't think there is a difference between Aereo and a DVR / antenna rental company (three times the number of people that do see a difference).

While only 34% of adults surveyed said they would sign up for Aereo if available, that number is much higher for Millennials (41%). This shows that the majority of people will not abandon traditional cable if the Supreme Court rules in favor of Aereo, however that number is likely to grow as new generations demand an updated model for media consumption.

Overall, these findings suggest there is room for the industry to develop a viable business model supporting the emerging class of consumers that want both a lower cost offering and fair compensation for content owners.

"Clearly, the demand for a service like Aereo is growing," reflects Ko. "Now the question is: can the industry find a business model that will benefit over-the-top services, TV broadcasters and viewers alike?"

## ABOUT PEERLESS INSIGHTS

Peerless Insights is a San Francisco based market research firm specializing in product innovation, brand communications, and market landscape. Its primary mission is to help businesses advance their products and strategic planning by anticipating and meeting the needs of the market and the customers they serve. Find out more at [www.peerlessinsights.com](http://www.peerlessinsights.com)