

Drivers and Constraints Analysis

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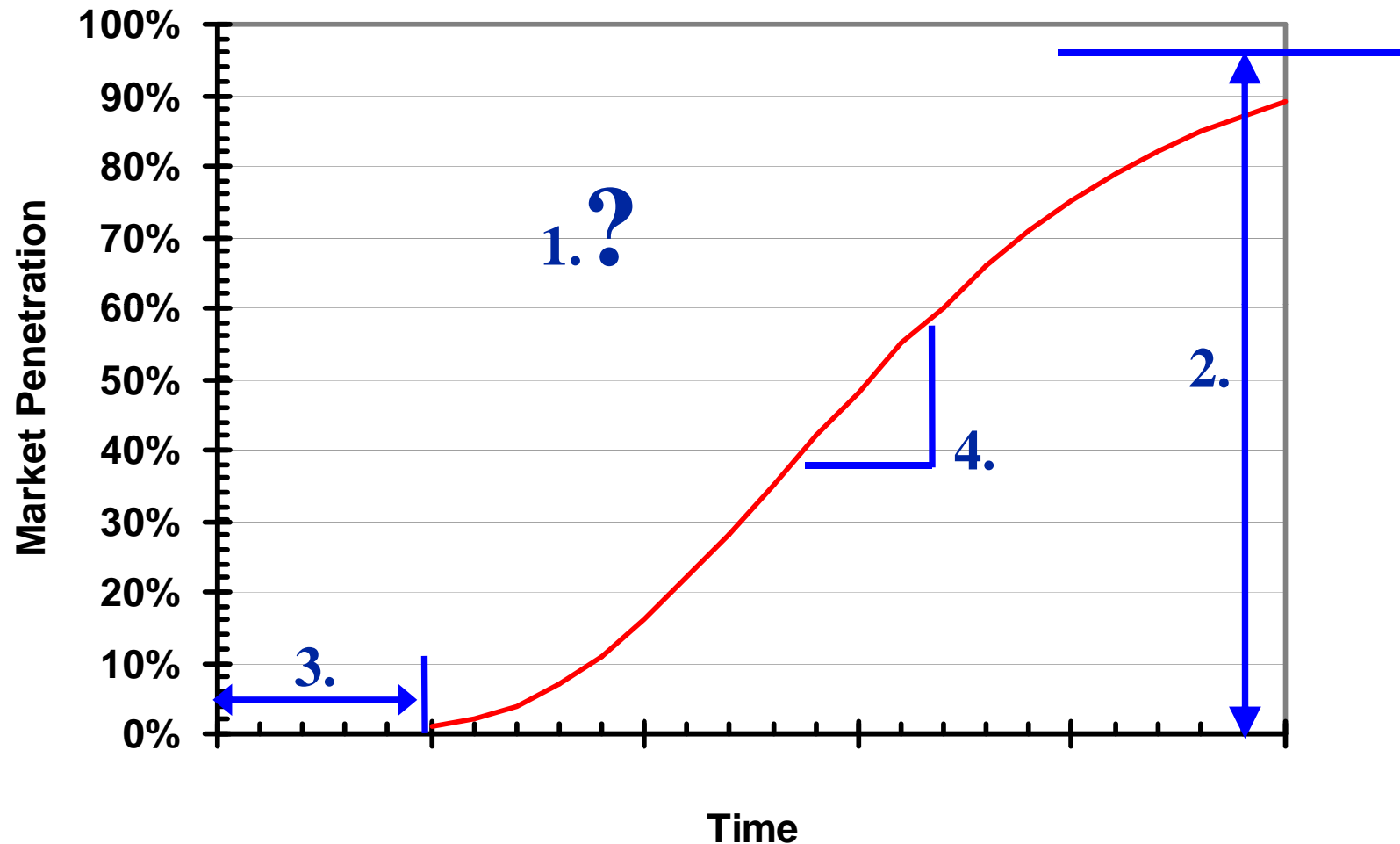
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Market Adoption Forecasting

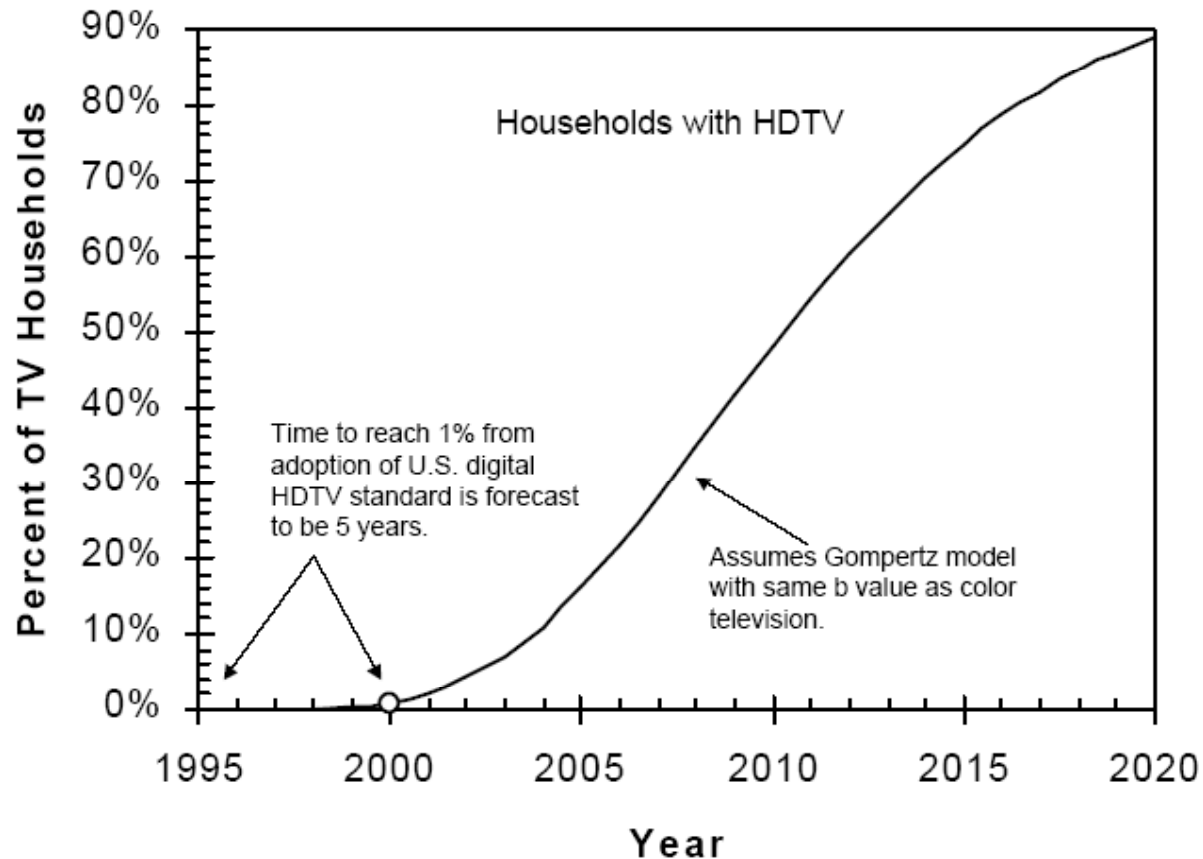
1. Will the technology be adopted?
2. How big is the potential market?
3. When will it be commercially available?
4. How fast will it penetrate the market?

Market Adoption Forecasting



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U.S. HDTV Households (1995 TFI Forecast)



Lawrence K. Vanston, Curt Rogers, and Ray L. Hodges, *Advanced Video Services—Analysis and Forecasts For Terrestrial Service Providers*, Technology Futures, Inc., 1995, p. 106. This graphic appears in *Introduction to Technology Market Forecasting*, 1996, p.25.

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Questions to Answer First

- What are the drivers for adoption?
 - How strong are they?
- What are the constraints on adoption?
 - How strong are they? Can they be overcome?
- What is the balance of drivers and constraints?
 - Will this change?
- What are the important areas of uncertainty that need to be resolved?
 - How can these be addressed to everyone's satisfaction?

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Things to Remember

- Avoid technology hypnosis and technology lethargy.
- Take a multi-disciplinary, open-minded view.
- Fundamental trends are powerful, but can be slow.
- Inertia against innovation and change
- Electrons, fluids, and technologies follow the path of least resistance.

A stylized graphic of a bridge with two arches, rendered in light blue and pink. The bridge spans the width of the image, with its supports and arches visible. The company name is overlaid on the bridge.

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Your Bridge to the Future