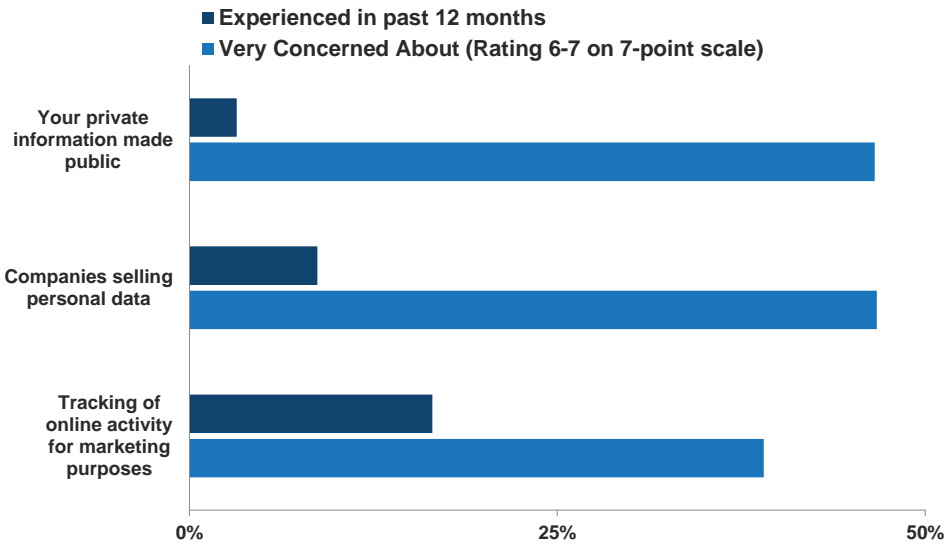


Synopsis	Privacy Concerns												
<p>Personalization is becoming an increasingly important element in the entertainment world. Competitors are using personalization features and technologies to define services, derive new revenues, and build a loyal base of customers. This report looks into trends in personalization of content services, technologies related to personalization, and the impact of personalization on monetization. The report also examines consumer use of personalization and its impact on use and perception of entertainment services.</p>	<div data-bbox="630 369 1360 443" style="text-align: center;"> <p>Consumer Concerns about Data Privacy U.S. Broadband Households</p> </div>  <table border="1" data-bbox="519 462 1461 1008"> <caption>Consumer Concerns about Data Privacy (Estimated Data)</caption> <thead> <tr> <th>Concern Category</th> <th>Experienced in past 12 months (%)</th> <th>Very Concerned About (Rating 6-7 on 7-point scale) (%)</th> </tr> </thead> <tbody> <tr> <td>Your private information made public</td> <td>~10%</td> <td>~45%</td> </tr> <tr> <td>Companies selling personal data</td> <td>~15%</td> <td>~45%</td> </tr> <tr> <td>Tracking of online activity for marketing purposes</td> <td>~25%</td> <td>~35%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p>	Concern Category	Experienced in past 12 months (%)	Very Concerned About (Rating 6-7 on 7-point scale) (%)	Your private information made public	~10%	~45%	Companies selling personal data	~15%	~45%	Tracking of online activity for marketing purposes	~25%	~35%
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“Today’s entertainment services ultimately emerged as part of a larger trend of increasing personalization. Consumers wanted to experience video, music, and gaming content at the times, in the locations, and on the devices that they individually prefer,” said Brett Sappington, Senior Director of Research.

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List of Companies

Agnitio	IMDb
Amazon	Jinni
Appier	MasterCard
Apple	Microsoft
Authentify	MindMeld
Cisco	Nest
ContentWise	Netflix
Drawbridge	Nuance
Emarsys	PayPal
Ericsson	Piksel

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Experian	RabbitTV
Facebook	Roku
Fast IDentity Online (FIDO)	Rovi
General Data Protection Regulation (GDPR)	Sky
Google	Tapad
Gracenote	TiVo
IBM	Twitter
	VoiceVault

Attributes	
<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Brett Sappington, Alexandra Martin, and Patrice Samuels Executive Editor: Jennifer Kent Published by Parks Associates</p> <p>© September 2016 Parks Associates Dallas, Texas 75248</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>