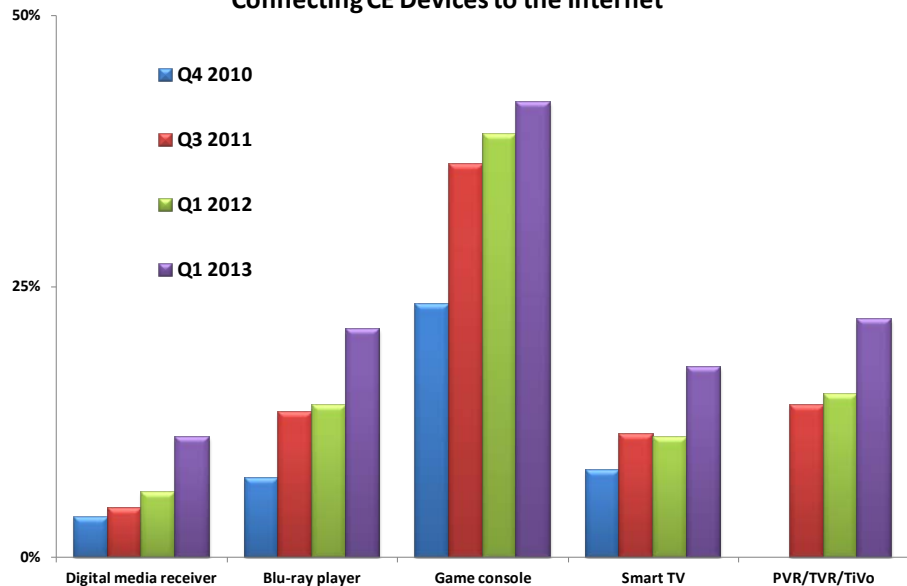


Synopsis

This report analyzes the emergence of TV-related apps for mobile devices, smart TVs, and other platforms among players in the video services ecosystem. The report outlines the goals and strategies of various stakeholders in television services and how TV apps help them accomplish those goals. It examines several functional areas of TV apps on various platforms and how TV apps will evolve in the future.

Connected CE

Percentage of U.S. Broadband Households Connecting CE Devices to the Internet



© Parks Associates

Publish Date: 4Q 13

“With the growth of app-based interfaces for connected consumer electronics, players throughout the television services industry are rolling out new apps to garner greater engagement, loyalty, audience sizes, and revenues,” said Brett Sappington, director of research, Parks Associates. “These apps can be a significant enabler of new services as well as a disruptor to the status quo for the television ecosystem.”

Contents

The Bottom Line

Dashboard

1.0 Report Summary

- 1.1 Purpose and Scope of Report
- 1.2 Data Sources

2.0 The New World of TV Apps

- 2.1 Defining TV Apps
- 2.2 Consumer Use

3.0 Platforms for TV Apps

- 3.1 Personal Computers
- 3.2 Mobile Devices
- 3.3 Game Consoles
- 3.4 Smart Televisions

4.0 App Functions

- 4.1 Viewing
 - 4.1.1 Video On-Demand

- 4.1.2 Linear Content
- 4.2 Engagement
 - 4.2.1 Real-time Companion Apps
 - Information Features
 - Interactive Features
 - Social Features
 - 4.2.2 Non Real-time Apps
 - Games
 - Location-based Services (LBS)
- 4.3 Utility
 - 4.3.1 User Interface and Discovery Features
 - 4.3.2 Device Control Features
 - 4.3.3 Purchasing Features
- 4.4 Comparison of App Functions
- 5.0 App Owners and Stakeholders**
 - 5.1 Pay-TV Providers
 - 5.2 Content Owners and Rights Holders
 - 5.3 Third Parties
- 6.0 Current Issues and Trends**
 - 6.1 Authentication, Rights, and Licensing
 - 6.2 Cross-Platform Integration and App Certification
 - 6.3 Business Models
 - 6.3.1 Paid
 - 6.3.2 Advertising
 - 6.3.3 Indirect
 - 6.3.4 Freemium
- 7.0 Forecast**
 - 7.1 Methodology and Assumptions
 - 7.2 Smartphones
 - 7.3 Tablets
- 8.0 Glossary and Index**
 - 8.1 Glossary
 - Index

Figures

- Entertainment Application Usage
- Monthly Use of TV Smartphone Apps by Age
- Monthly Use of TV Tablet Apps by Age
- Smartphone & Tablet Adoption (2009-2013)
- Smartphone Ownership
- Percentage of Broadband Households Connecting CE Devices to TV & the Internet
- Use of Connected Game Consoles
- Select Pay-TV Providers with Smart TV Apps
- Reason to Watch Free Online TV Programs
- Percentage of Mobile Device Owners Using Show/Channel Apps to Look up Information
- Scenarios While Watching Live TV
- Percentage of Mobile Device Owners
- Select Pay-TV Provider Control Functions
- Comparison of App Functions

Select Pay-TV Provider App Models
 TV App Forecast Model
 Forecast: Smartphone TV App Users
 Forecast: Percentage of Total Population Using TV Apps on Smartphones
 Forecast: Tablet TV App Users
 Forecast: Percentage of Total Population Using TV Apps on Tablets

Attributes

Parks Associates
 15950 N. Dallas Pkwy
 Suite 575
 Dallas, TX 75248

 800.727.5711 toll free
 972.490.1113 phone
 972.490.1133 fax

 parksassociates.com
 sales@
 parksassociates.com

Authored by Brett Sappington and Glenn Hower
 Executive Editor: Tricia Parks
 Published by Parks Associates

© November 2013 Parks Associates
 Dallas, Texas 75248

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.

Printed in the United States of America.

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.