TV Apps: Strategies and Trends

By Brett Sappington, Director of Research, and Glenn Hower, Research Analyst
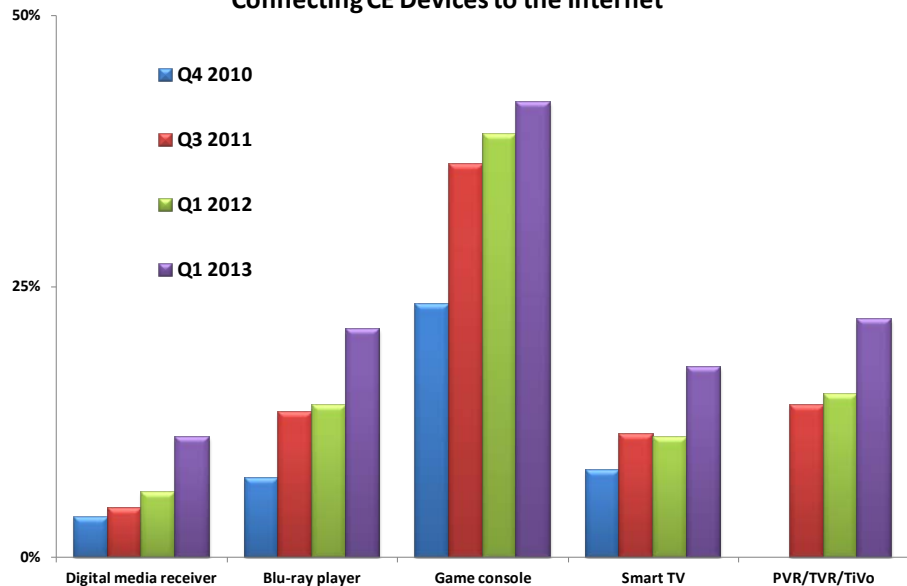
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Synopsis

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.

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Connected CE

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

Legend: Q4 2010, Q3 2011, Q1 2012, Q1 2013

Categories: Digital media receiver, Blu-ray player, Game console, Smart TV, PVR/TVR/TiVo

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"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."

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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