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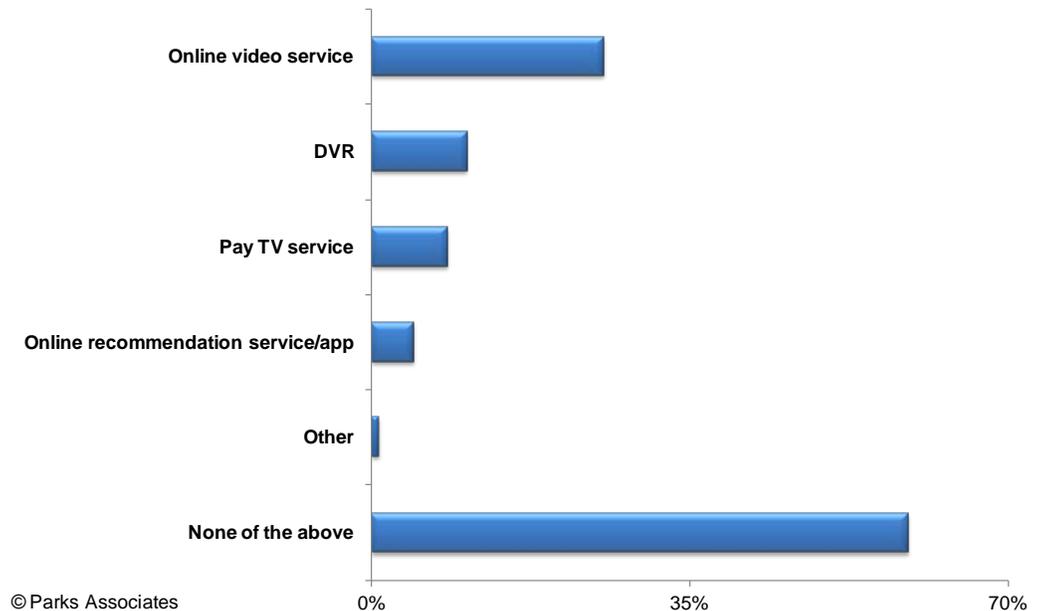
SYNOPSIS

Content Search, Discovery & Recommendations analyzes how consumers find movies and TV programs to watch on a TV set.

Particular attention is given to personalized recommendations and consumer willingness to share their viewing history with others in order to improve the recommendations that they receive.

Awareness of Personalized Viewing Recommendations

"Through which of the following devices and services do you receive personalized viewing recommendations that are based on your viewing history, personal ratings/likes, or preferences? (U.S. Broadband Households)"



ANALYST INSIGHT

"Pay-TV providers are behind over-the-top providers when it comes to content recommendations. The gap is important because younger consumers—the same ones that the pay-TV industry is anxious to attract—are more enthusiastic about recommendations than their older peers. Pay-TV providers needs to fashion EPGs that appeal to the next generation."

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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Additional Research from Parks Associates

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