Parks Associates

User Interfaces: The Battleground for Video Services

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

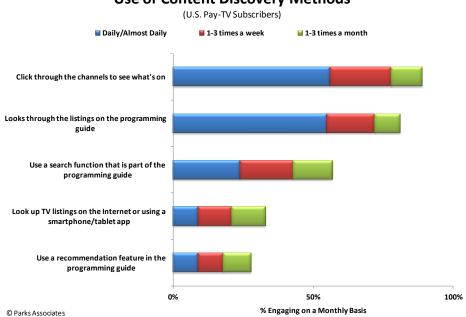4Q 2013

Synopsis	Preferred Content Discovery Methods

This report examines the current state of the global market for user interfaces and content discovery in television and video services. The report examines different methods of content discovery and how the user interface affects how consumers discover video content. It examines the different types of market players and analyzes the products and services that establish the user interface and feed content discovery for the consumer.

Use of Content Discovery Methods
(U.S. Pay-TV Subscribers)

■ Daily/Almost Daily ■ 1-3 times a week ■ 1-3 times a month

Click through the channels to see what's on

Looks through the listings on the programming guide

Use a search function that is part of the programming guide

Look up TV listings on the Internet or using a smartphone/tablet app

Use a recommendation feature in the programming guide

0%   50%   100%

% Engaging on a Monthly Basis

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"With the expansion of video service offerings from pay-TV to OTT services, consumers are turning to multiple sources for video consumption. Finding the right content to watch can be a challenge," said Glenn Hower, Research Analyst, Parks Associates. "While price remains the primary differentiator between consumer video services, the user interface is an important aspect of the user experience. The ability to easily and seamlessly discover content through the interface is a valuable component to drive customer satisfaction and retention."

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