

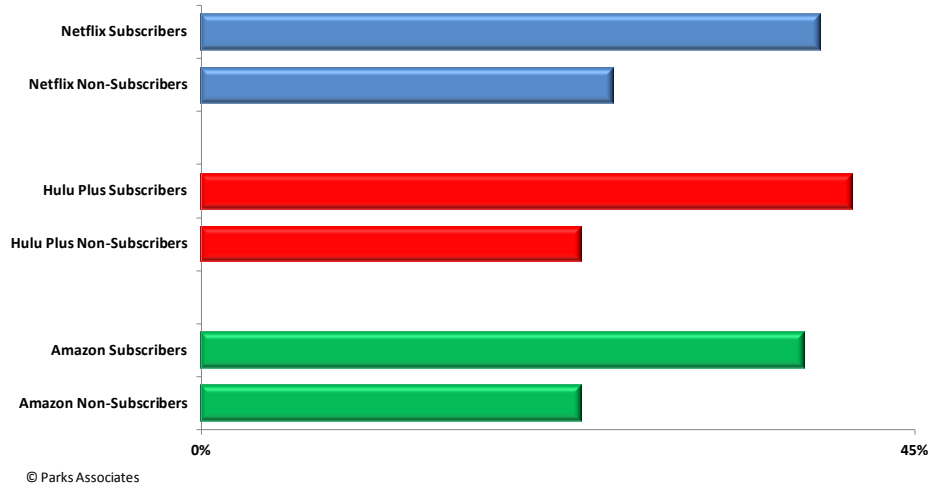
**Synopsis**

This report details the user experience provided by connected device manufacturers for streaming content and assesses the value of a consumer-preferred user interface to CE makers in terms of usage, opportunity to increase market share, and alternate revenue opportunities. Connected devices covered include smart TVs, streaming media devices, gaming consoles, and smart Blu-ray players. The report also discusses pay-TV operator interfaces.

**Subscriptions and Appeal of Personalized Recommendations**

**Appeal of Personalized Content Recommendations**

(Pay-TV Subscribers in U.S. Broadband Households)



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“The content streaming user experience is influenced by picture quality, content availability, broadband performance, and the ease and intuitiveness of navigating the user interface to find desired content,” said Barbara Kraus, director of research, Parks Associates. “Content is table stakes. Consumers are more likely to use a less-friendly interface for the right content than an easier-to-use interface that does not provide access to desired content.”

**Contents**

- 1.0 Report Summary**
  - 1.1 Purpose of Report
  - 1.2 Scope of Report
  - 1.3 Research Approach/Sources
- 2.0 The User Experience**
  - 2.1 Picture and Sound Quality
  - 2.2 Content Availability
  - 2.3 Broadband Performance
- 3.0 The Market for OTT Streaming Interfaces**
- 4.0 The User Interface**
  - 4.1 Interface Design
  - 4.2 Search and Discovery
  - 4.3 Personalization
    - 4.3.1 Personalized Recommendations
    - 4.3.2 Personalized Interfaces
- 5.0 User Interface Examples**
  - 5.1 Changhong
  - 5.2 Opera Software

5.3 LG

**6.0 Unified Interfaces**

**7.0 Interface Interaction Tools**

7.1 Mature Interface Interaction Tools

7.1.1 Remote Controls

7.1.2 Device Accessories

7.2 Emerging Interface Interaction Tools

7.2.1 Voice Controls

7.2.2 Natural Language Interaction

7.2.3 Gesture Controls

7.2.4 Facial Recognition

7.2.5 Headgear

Virtual Reality

Google Glass

7.2.6 Haptic Feedback Technology

**8.0 The Interface Role in Revenue Streams**

**9.0 Implications and Recommendations**

9.1 The Next Generation User Experience

9.2 Implications for CE Manufacturers

9.3 Implications for Service Providers

**10.0 Appendix**

10.1 Glossary

10.2 Company Index

**Figures**

Broadband Speeds in Selected Countries  
 Example of a Video Screen With and Without AVA Technology  
 Percentage of Broadband Households with a Pay-TV Service Subscription  
 U.S. Households with Internet-Connected CE (2010 - 2014)  
 U.S. Households with Internet-Connected TV by Pay-TV Subscription  
 Most Frequently-Used Connected CE Device  
 Example of Netflix Interface  
 Example of TiVo Interface Showing Programming by Channel App  
 Appeal of Personalized Content Recommendations  
 Example of Changhong Smart TV Interface  
 Opera TV "Before" Interface  
 Opera TV "After" Interface  
 LG Smart TV Interface  
 Fan TV Interface with TWC Programming  
 Time Warner Cable App on Roku Device  
 Interest Levels in Smart TV Interaction Methods  
 Examples of Remote Controls with Content Buttons  
 Consumer Electronics Accessories Product Adoption  
 Consumer Electronics Accessories Purchase Trends  
 Most-Used Streaming Media Device  
 Streaming Media Device Sales by CE Manufacturer  
 Using Voice or Gesture Commands with Xbox One  
 Smart Home Privacy Concerns  
 Willingness to Share Smart Home Data  
 Average Monthly Content Expenditure for Most-Used Device

**List of Companies**

Amazon	Logitech
Apple	Microsoft
CBS	NBCUniversal
Changhong	Netflix
Com Hem	Oculus
Comcast	Opera
DIRECTV	Pandora
Facebook	Roku
Fan TV	Rovi
Fox	Samsung
Giraffic	Sony
Google	Suddenlink
HBO	Thalmic Labs
Hulu	Time Warner Cable
Konka	TiVo
LG	Virgin Media

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