

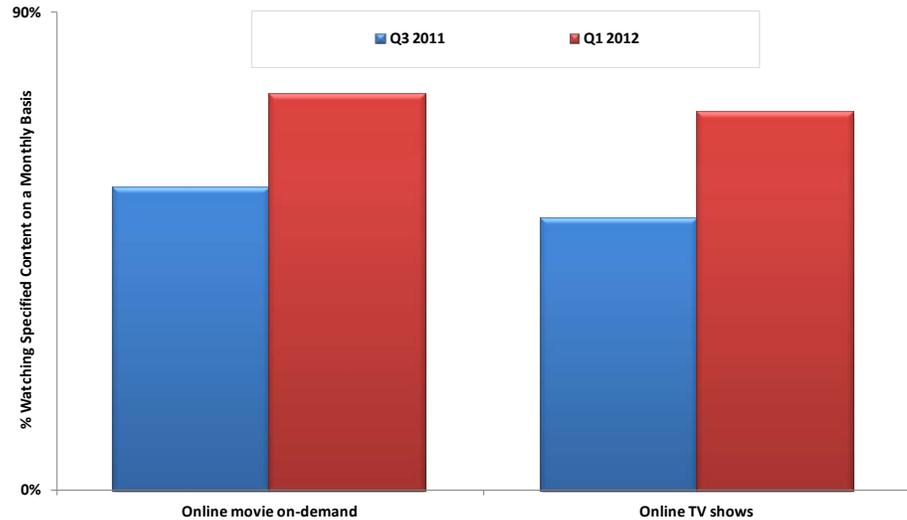
Synopsis

Smart TVs in a Pay-TV World examines the phenomenon of smart TV diffusion on video delivery and consumption. It specifically analyzes the technology and business implications for delivering managed and over-the-top video services into a smart TV. It provides an overview of content delivery models, examines the role of pay-TV operators, and provides global forecasts.

Use of Smart TVs for Online Video

Monthly Use of Connected Smart TVs for Online Video (2011-2012)

(Among U.S. Broadband Household Connecting Smart TV to the Internet)



Source: *Smart TVs in a Pay-TV World*
© 2012 Parks Associates

Publish Date: 3Q 12

"The proliferation of smart TVs and other connected consumer electronics is both an opportunity and a threat for pay-TV providers," said Pietro Macchiarella, Research Analyst, Parks Associates. "They offer the intriguing possibility for the expansion of pay-TV services beyond the set-top box, but they also offer other players such as broadcasters and over-the-top video providers a toehold into the living room."

Contents

Data Points

The Bottom Line

Smart TVs in a Pay-TV World Dashboard

1.0 Report Summary

- 1.1 Purpose and Scope of Report
- 1.2 Data Sources

2.0 Market Status

- 2.1 Catalysts to Bring Pay-TV Services to the Smart TV
 - 2.1.1 Consumers' Changing Habits
 - 2.1.2 Pay-TV Providers' Desire to Lower CAPEX
- 2.2 Previous Attempts to Bridge Pay-TV and Connected CE
 - 2.2.1 CableCARD
 - 2.2.2 Tru2way/OpenCable
 - 2.2.3 AllVid
- 2.3 Smart TV Opportunities for Pay-TV Providers
 - 2.3.1 TV Everywhere
 - 2.3.2 Transactional or Subscription VOD Revenues
 - 2.3.3 Augmenting or Replacing Set-top Boxes

- 2.3.4 Whole-home DVR Configurations
- 2.3.5 Virtual MSO Receivers
- 2.4 Smart TV Risks for Pay-TV Providers
- 3.0 Key Technologies**
 - 3.1 Video Delivery Solutions
 - 3.1.1 Video Delivery Platforms
 - 3.1.2 Systems Integrators
 - 3.1.3 Content Delivery Networks (CDNs)
 - 3.1.4 Delivery via Residential Gateway or Primary Set-Top Box
 - 3.2 Content Protection/Security
 - 3.3 Smart TV Apps
 - 3.3.1 Apps Platforms
 - 3.3.2 Video Apps
 - 3.4 User Interfaces
 - 3.4.1 Electronic Program Guides
 - 3.4.2 User Interface Innovations
- 4.0 Forecasts**
- 5.0 Conclusions and Recommendations**
 - 5.1 For Pay-TV Providers
 - 5.2 For Consumer Electronics Manufacturers
 - 5.3 For Technology Vendors
 - 5.4 For Content Owners
- 6.0 Glossary and Index**

Figures

- Companies Briefed for the Report
- Worldwide Pay-TV Subscribers
- Monthly Use of Connected Smart TVs for Online Video
- Frequency of Using Connected Smart TVs for Online Video
- Ideal On-Demand Programming Option – YouTube Video
- For What Applications Has Smart TV Use Grown the Most Since 2010?
- Pay-TV Content Available on Connected Consumer Electronics
- Panasonic Smart TV Used for as a Whole-home DVR Receiver
- Notable Video Delivery Platforms
- System Integrators
- Transcoding within the Residential Gateway
- DLNA Certified® TVs and Set-top Boxes
- Smart TV Development Ecosystem
- Smart TV Third-party Apps Platforms
- Smart TV OEM Apps Platforms
- Smart TV Independent Platforms
- Online Video Providers and Smart TV Availability: U.S.
- Online Video Providers and Smart TV Availability: Europe
- Smart TV Sales Forecast Methodology
- Unit Sales of Smart TVs
- Smart TV Households Using Product as a Pay-TV Receiver

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 Pietro Macchiarella
Executive Editor: Tricia Parks
Published by Parks Associates

© July 2012 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.