

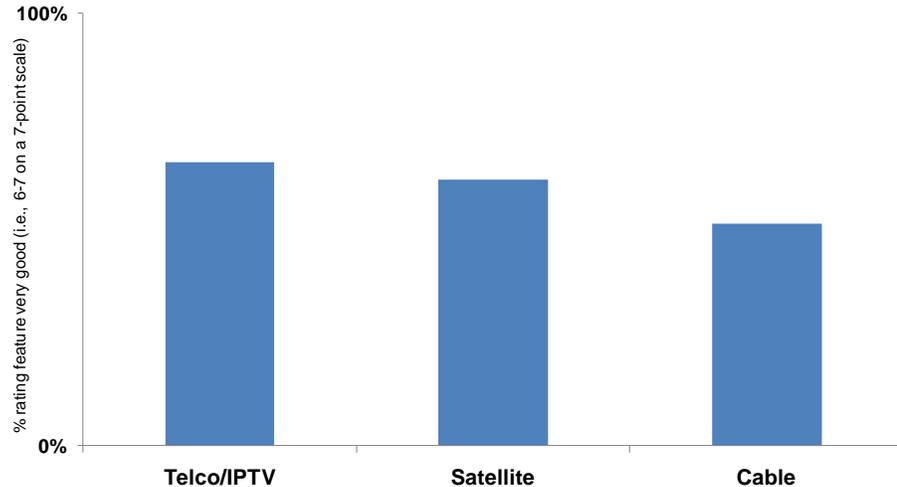
Synopsis

This report examines the evolution of the TV interface and the future of this important application. It examines operator and CE manufacturer developments in the program guide and the technologies affecting the changing TV interface. The report also addresses key trends, such as increasing interactivity, sources of content, multiscreen initiatives, hybrid STBs, social networking, personalization, and efforts to drive additional revenues. The report includes a global forecast for CE devices capable of supporting an IPG.

Response on EPG Quality

U.S. Pay-TV Customer Rating of the EPG

"How would you rate the following aspects of your TV service?"
(Rating of EPG among pay-TV subscribers)



Source: *Trends in Electronic Program Guide Development*
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Publish Date: 1Q 11

"The television user interface has become a critical differentiating feature for pay-TV providers and CE manufacturers," said Brett Sappington, a senior analyst at Parks Associates. "The consumer television experience is grounded in the viewer's ability to quickly and easily find interesting, relevant content. Those services and systems that can deliver the right content to the right viewer will win the minds and pocketbooks of the TV-viewing world."

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Attributes

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Published by Parks Associates

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Dallas, Texas 75230

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Printed in the United States of America.

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