

Most Trustworthy Company to Access and Manage Consumer Data U.S. Broadband Households

Consumer Analytics
Team

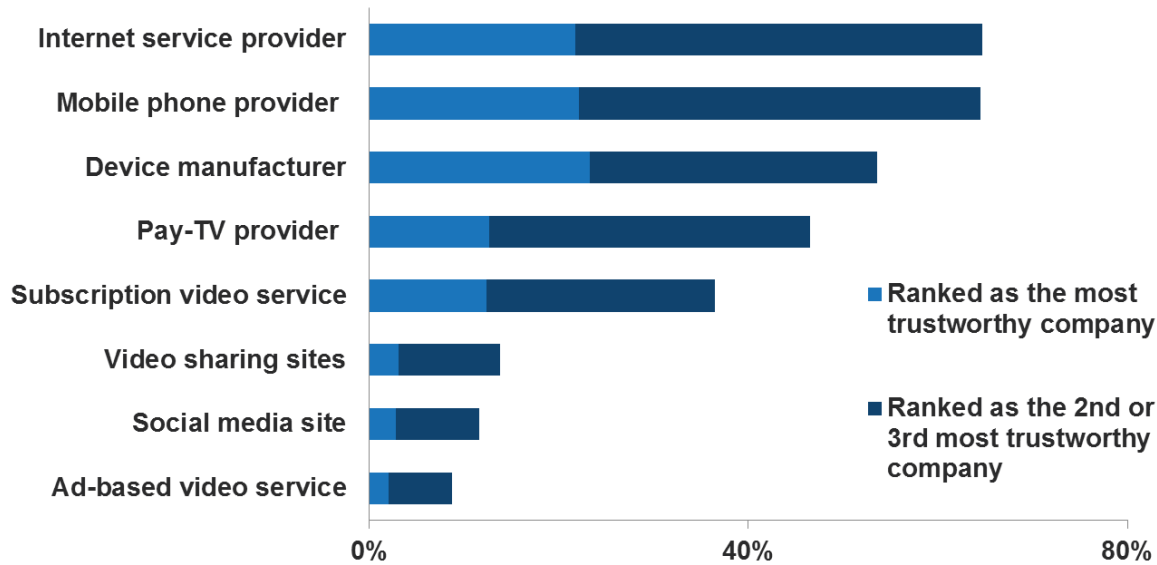


Yilan Jiang, Manager
of Consumer Research

Industry Analyst



Craig Leslie,
Senior Analyst



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SYNOPSIS

Consumers enjoy the convenience and diversity of connected entertainment experiences, yet they are also concerned about their personal data, viewing habits, and financial information being hacked, misused, or sold to unknown third parties. Protecting user data while cultivating consumer expectations on right-of-use can alleviate consumer fears and encourage continued adoption of connected entertainment. This research explores data protection and monetization technologies, studies consumer expectations for and anxiety level associated with personal data protection and usage rights, and points to best strategies to win consumers' trust in the connected entertainment era.

ANALYST INSIGHT

“Companies operating in the connected entertainment ecosystem must understand consumer concerns on privacy and security and their willingness to provide their personal data in exchange for certain benefits. Companies successful at mitigating these concerns stand to reap volumes of valuable data and to deliver a more engaging user experience.”

— Craig Leslie, *Senior Analyst*, Parks Associates

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ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Yilan Jiang and Craig Leslie
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