

## SYNOPSIS

Streaming is now the dominant mode of video consumption, making connected TV platforms the new power players in entertainment. Roku, Amazon, Samsung, Google, Vizio, LG, and others control the user experience of TV-based streaming and generate subscription and advertising revenues from their positions in video distribution.

This study examines the various connected TV (CTV) platforms on the market today. It identifies sentiments such as brand loyalty, perception of value, ease of use, and willingness to recommend to others. It also examines the operating system and device ecosystem as purchase factors for smart TVs and streaming media players.

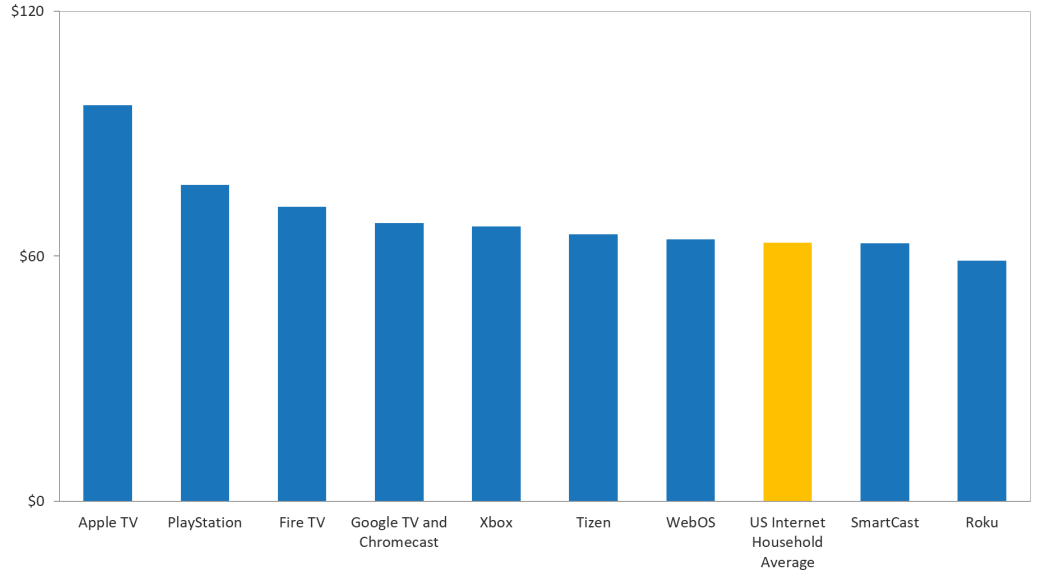
Drawing from Parks Associates' Q1 2024 survey of 8,000 U.S. internet households, the data used in this study is demographically representative of US internet households, with quotas for age, income, gender, and educational attainment.

**Number of Slides: 63**

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# Battle of the Platforms: Assessing Connected TV Ecosystems

**Average Monthly Spending on OTT Services by Primary Connected TV Platform**



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### Key questions addressed:

1. What does the competitive landscape look like for the connected TV market?
2. What are the most important features that consumers look for when shopping for a new connected TV device?
3. How important is ecosystem compatibility to consumers when purchasing a new connected TV device?
4. How do brand and ecosystem perceptions factor into consumer choice of connected TV devices?
5. Is there consumer interest in IoT compatibility and integration to the TV, such as with smart home devices?

“Ecosystems are sticky because they are encompassed by many devices, services, and a single source of control. Deep integration within an ecosystem fosters brand loyalty and more product purchases.”

—Sarah Lee, Research Analyst, Parks Associates

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