

SYNOPSIS

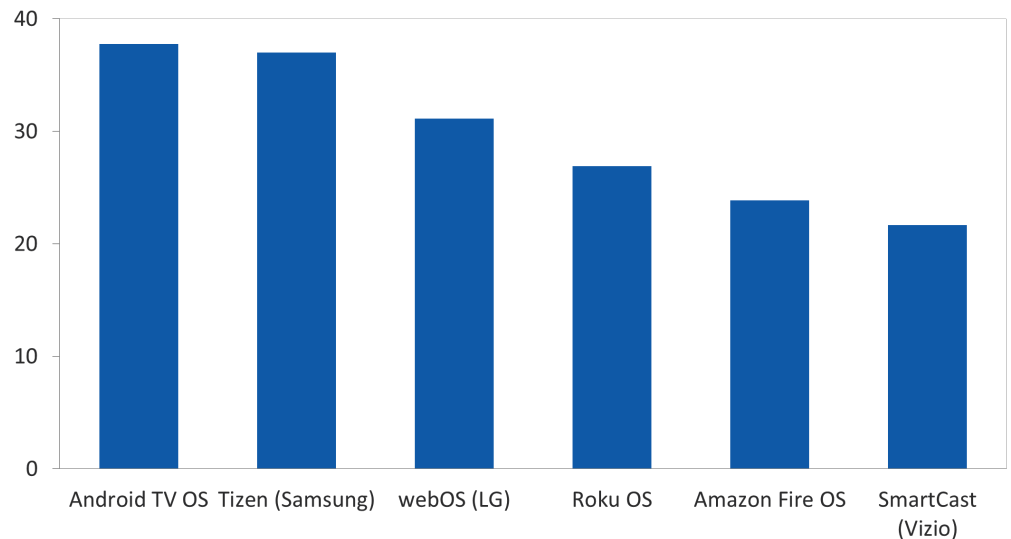
With smart TVs now reaching 68% of US internet households, this creates new possibilities for commerce, gaming, fitness, and smart home applications, among others.

This study investigates new differentiators and points of interest for US CTV buyers. It examines demand for smart home hub capabilities, health and fitness services and integrations, advanced gaming functions and features, artistic display capabilities, telehealth, content creation, interactive shopping, and more. It identifies consumer openness towards technologies such as optical content recognition, embedded cameras and microphones, AI and AI assistants, among others. This study draws from Parks Associates' Q1 2025 survey of 8,000 US internet households. The survey is demographically representative of US internet households, with quotas for age, income, and educational attainment.

Number of Slides: 84

AUTHORS

Smart TV Net Promoter Score by Most Often Used TV OS



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Key questions addressed:

1. What is consumer interest in next-generation CTV functions, including smart display, gaming, fitness, and smart home?
2. How do consumers perceive next-gen hardware and software features such as embedded microphones, cameras, and ambient sensors?
3. Which groups of consumers are most likely to invest into next-gen TV models and functions?
4. How does interest and willingness to pay for new CTV features differ by CTV platform user base?

“The connected TV could evolve into a smart hub, bringing together streaming video, gaming, home security, smart devices, and health and wellness apps and services all in one place. That would make the TV operating system the gateway to the consumer, with TV operating system vendors as gatekeepers, controlling what apps and services are on CTV devices and where they are located.”

—Michael Goodman, Senior Analyst, Parks Associates

Industry Analyst

Michael Goodman, Senior Analyst, Parks Associates

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Appendix

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