Consumer Fears in Connected Entertainment

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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CONTENTS

Executive Summary
• Industry Insight
• Key Findings and Market Impact

Overview of Connected Entertainment
Product & Service Adoption
• Total Number of Connected CE Devices Owned (Q1/18)
• Total Average Number of Connected Devices Owned Per BB HH (2010 - 2018)
• Overall Internet-Connected In-Home Entertainment Device Ownership (2010 - 2018)
• Average Numbers of Connected In-Home Entertainment Devices Owned Per BB HH (2014 - 2018)
• Average Numbers of Smart Speakers Owned Per Owning HH (2016 - 2018)
• Entertainment Device Internet - Connection Rate Among Device Owners (2012 - 2017)
• Smart TV Adoption and Internet - Connection Rate (2010 - 2018)
• Most Commonly Used Connected In-Home Entertainment Platform
• Pay-TV and OTT Service Subscriptions (2011 - 2018)

Online Personal Data Security Concerns
• Concerns about Personal Information Security (Q1/18)
• Number of Concerns about Personal Information Security (Q1/18)
• Information Security Concerns by Demographics (Q1/18)
• Attitudes on Data Sharing (Q1/18)
• Technology Adoption Segments (Q3/18)

• Agreement on Data Sharing by Demographics (Q1/18)
• Most Trustworthy Company to Access and Manage Consumer Data (Q1/18)
• Most Trustworthy Company to Access and Manage Consumer Data by Demographics (Q1/18)

Consumer Attitudes Towards Data Sharing
• Comfort in Personal Online Activities (Q1/18)
• Willingness to Share Online or Viewing History (Q1/18)
• Attitudes on Viewing History Sharing (Q1/18)
• Agreement on Viewing History Sharing by Demographics (Q1/18)

Impact of Concerns on Device Ownership & Purchase Intentions
• Total Average Number of Connected Devices Owned Per BB HH by Concerns about Personal Information Security (Q1/18)
• Strong Concerns about Personal Information Security by Connected In-Home Entertainment Device Ownership (Q1/18)
• Strong Concerns about Personal Information Security by CE Device Purchase Intention (Q1/18)
• Future Purchase Intention - CE Devices (2013 - 2018)

Concern Mitigation Strategies & Sentiment
• Actions to Increase Confidence in Online Services (Q1/18)
• Actions to Strongly Increase Confidence in Online Services by Concerns (Q1/18)
• Concerns and Mitigation (Q1/18)
• Concerns & Mitigation by Adoption Segments (Q3/14)

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