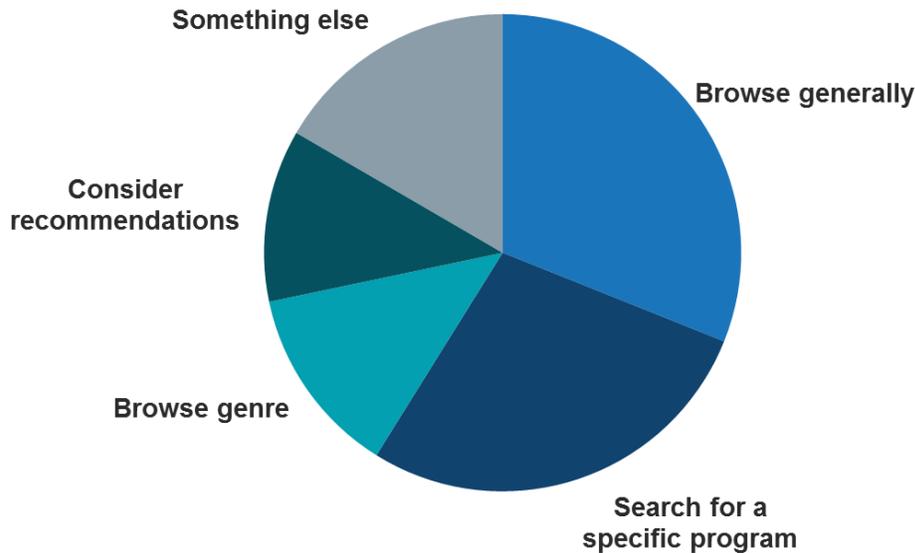


## First Step in Content Discovery Process

US Broadband Households with Major Video Services



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### SYNOPSIS

Presenting content to consumers is the first step in monetization. As technologies and entertainment services change, consumers find content and select entertainment in new ways. This study examines consumer preferences related to new UI options and the ways that consumers find, and want to find, entertainment content. The study explores preferences by owners of various in-home devices and examines interest in new innovations such as smart speakers, personal assistants, and voice interaction. This study reveals opportunities and barriers to adoption of new user interface innovations.

### ANALYST INSIGHT

“User experience – particular quality of user experience – is a vital component when it comes to consumer purchasing behavior and word-of-mouth referrals. Consumers who are happy with their experience are consumers who purchase products, who subscribe to services, who are loyal to the brand, and who recommend it to others.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

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