CONNECTED TV ENVIRONMENTS: The Next Iteration of TV Advertising
This white paper presents NEW INSIGHT on connected TV viewers, with data from multiple studies commissioned by Rovi Corporation globally. It serves as a guide to understanding this attractive new market, including smart TV household growth, connected TV viewer profiles, content engagement levels, and connected TV advertising effectiveness.

KEY RESEARCH TAKEAWAYS

- The number of connected TV households will reach CRITICAL MASS in North America and Western Europe by 2013
- Connected TV platforms and services POSITIVELY IMPACT traditional TV viewing behaviors and social interactions by increasing viewing time and content engagement
- Connected TV environments are a NATURAL ENTRY POINT to successful TV advertising
- Connected TV users are a tech-driven, INFLUENTIAL, educated, and affluent audience segment
- Search and discovery activities ELEVATE connected TV ad campaign effectiveness

Connected TV audiences are OPEN TO ADVERTISING
— they are brand aware and extremely receptive to ads as a content choice

DEFINING THE MARKET

- Parks Associates uses the term smart TV to indicate flat screen high definition televisions (HDTVs) with built-in Internet capability.
- Rovi uses the term connected TV in this whitepaper to indicate both smart TVs and connected Blu-ray players.

Smart TV Ownership Goes Mainstream

Parks Associates has followed the worldwide market for smart TVs for many years and tracked a dramatic increase in device adoption and usage. Adding connectivity to the television is changing the dynamics of in-home television viewing fundamentally and pushing the connected video market into the mainstream.

Global Smart TV Households*

<table>
<thead>
<tr>
<th>Region</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>37</td>
<td>40</td>
<td>51</td>
<td>55</td>
<td>65</td>
</tr>
<tr>
<td>Latin America</td>
<td>0.287</td>
<td>0.857</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Western Europe</td>
<td>0.287</td>
<td>0.857</td>
<td>2</td>
<td>5</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Global Digital Forecast Workbook | © Parks Associates

*Inactive and Active Connections
From 2012 to 2013

North American & Western European SMART TV HOUSEHOLDS will INCREASE by 39% & 40%, respectively. Latin American SMART TV HOUSEHOLDS will SWELL by 199%.

These figures include inactive and active Internet connections.

Parks Associates projects smart TV households in North America (N.A.) will be 37 million at year-end 2012, increasing by 40% to 51 million homes by 2013. The U.S. smart TV market accounts for 90%, or 33 million, of all N.A. smart TV households. By 2013, smart TV households will surpass the bar for critical mass, with 38% of all N.A. TV households owning a smart TV set. Based on these estimates, 62% of all TV homes will have a smart TV by 2016.

The Western European (W.E.) market follows similar ownership patterns to the N.A. market. In 2012, 40 million W.E. homes will own a smart TV, increasing by 39% to 55 million homes in 2013. Parks Associates predicts smart TVs will be present in 32% of all W.E. TV homes in 2013. Ownership of a smart TV will increase at a healthy rate, with over 54% of Western European TV homes owning one by 2016.

While the Latin American market is less developed than North America and Western Europe, smart TV households in this region are increasing. Parks Associates estimates smart TVs will be present in two million Latin American homes in 2014, reaching eight million homes by 2016. The forecast estimates smart TV ownership at less than 1% of the total number of TV households in 2013, increasing to 5% by 2016.
Snapshot of the Connected TV Viewer

Rovi Corp. surveyed connected TV households in North America, U.K., and Germany to identify the unique qualities of these important audience segments. Results show connected TV owners are engaged and influential consumers, but significant differences across regions highlight the importance of research in developing strategies to reach these households.

Profile of the Connected TV Owner in the U.S.

**U.S. connected TV owners** are an affluent, influential, and attractive audience segment. Over one-half, 55%, of connected TV households earn at least $75,000 annually. Connected TV owners use this buying power to be early adopters of technology products and services—each household owns 11 Internet-enabled devices, on average. They are also strong technology influencers: 53% regularly give advice to guide others, including family and friends, in their technology purchase decisions.

| Males | 50% |
| Females | 50% |
| Under 35 yrs old | 50% |
| 35 yrs old + | 50% |
| Married/Domestic Partnership | 63% |
| Households with Children | 50% |

**U.S. Connected TV Household Income**

- General Population: $100+ 20%, $75-99.9K 33%, $50-74.9K 23%, $<49.9K 22%
- Connected TV Owners: $100+ 30%, $75-99.9K 37%, $50-74.9K 25%, $<49.9K 18%

A Well-Educated Audience

Nearly 70% of U.S. connected TV owners have a college degree. They are 2.4 times more likely than the general population to be college graduates.

**Profile of the Connected TV Owner in Canada**

Like their U.S. brethren, Canadian connected TV viewers are technology influencers and early adopters—71% are the primary decision makers for household technology purchases and 39% regularly give advice to influence and assist others in their technology purchase decisions. Unlike the U.S., the Canadian connected TV market is predominantly male, and the majority of users are over 35.

<table>
<thead>
<tr>
<th>Household Income</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$50K</td>
<td>21%</td>
</tr>
<tr>
<td>$50-99K</td>
<td>36%</td>
</tr>
<tr>
<td>$100K+</td>
<td>33%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education Level</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>High School or Less</td>
<td>14%</td>
</tr>
<tr>
<td>College/Tech School</td>
<td>48%</td>
</tr>
<tr>
<td>University or Higher</td>
<td>38%</td>
</tr>
</tbody>
</table>

Source: Rovi Corporation, Connected TV Advertising Field Study, U.S. Phase 1, 2011 © Rovi Corporation

Source: Rovi Corporation, Connected TV Advertising Field Study, Canada Phase 1, 2011 © Rovi Corporation
Profile of the Connected TV Owner in the U.K.

Connected TV owners in the U.K. are young, successful, and more likely to be male when compared to the national average. Nearly 40% are upper-middle class. Over 70% closely follow the latest developments in new technology, and their ownership of other devices such as game consoles and tablets is considerably higher than the national average. For example, these consumers are 7 times more likely to own a tablet than the average U.K. consumer.

Profile of the German Connected TV Owner

In Germany, connected TV owners are younger, more likely to be male, and more affluent than the general population. They are technophiles, super-consumers of media content, and they own a variety of tech products. For instance, they are 2.5 times more likely to own a tablet than the general population.

- 67% keep up-to-date with the latest developments in new technology
- 45% are the first among peers to buy new technology products
- 1 in 2 want to watch TV whenever and wherever it is convenient

Household

38% have a university degree

39% of households have children at home
Evolving Media Strategies to Reach the Connected TV Consumer

Multiple studies commissioned by Rovi on connected TV usage and advertising effectiveness show usage of connected TV platforms is beginning to influence consumer perceptions and interaction with video content; this has significant implications for TV ad campaign strategies.

Viewers in Rovi-served TV households are exceptionally receptive to ads displayed in connected TV user interfaces. The fact that viewers are open to, notice, and pay attention to ads on smart TVs creates significant opportunities for advertisers; ones that allow consumers to interact with brands and spend more time in immersive brand experiences.

Connected TV Users are a HIGHLY ENGAGED AUDIENCE SEGMENT

UNITED STATES

Connected TV device use is positively influencing traditional TV viewership. Connected TV users are watching more TV because of this connected device. Overwhelming majorities value the convenience and flexibility enabled by connected TVs. They rely on connected TV platforms to search for existing TV shows and to provide recommendations in discovering new ones. They are employing connected TV features such as discovery and scheduling to enhance their “traditional” TV viewing.

### Consumers Use Connected TV Platforms...

<table>
<thead>
<tr>
<th>Among U.S. Connected TV Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
</tr>
<tr>
<td>43%</td>
</tr>
<tr>
<td>33%</td>
</tr>
<tr>
<td>32%</td>
</tr>
</tbody>
</table>

Source: Rovi Corporation, Connected TV Advertising Field Study, U.S. Phase 1, 2011 | © Rovi Corporation

### Connected TVs Enhance Traditional Viewing

<table>
<thead>
<tr>
<th>Among U.S. Connected TV Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>74%</td>
</tr>
<tr>
<td>72%</td>
</tr>
<tr>
<td>65%</td>
</tr>
</tbody>
</table>

Source: Rovi Corporation, Connected TV Advertising Field Study, U.S. Phase 1, 2011 | © Rovi Corporation
**CANADA**

In Canadian connected TV homes, viewers use the platform as an entry point to find TV content. The platform features an expanded selection of TV programs, helps users establish individualized TV schedules, and provides viewing convenience.

**UNITED KINGDOM**

In the U.K., households with a connected TV use the platform as an integrated part of everyday life. The research proves connected TV services are changing traditional video-viewing behaviors by offering interactive content and connecting users to other viewers online.

**GERMANY**

The main reason German viewers use a connected TV platform is to search for and discover TV content. They are also attracted to the platform’s ease of use and its ability to access apps independent of companion devices. German connected TV owners are active second-screen users; they regularly interact with smartphones and tablets, often to connect to a social network while watching TV.

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### Impact of Connected TV Services on Video-viewing Activities

**Among Canadian Connected TV Owners**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>44%</td>
<td>When accessing Internet movie / TV show subscription services</td>
</tr>
<tr>
<td>31%</td>
<td>To decide what to watch</td>
</tr>
<tr>
<td>23%</td>
<td>To look ahead and plan a viewing schedule</td>
</tr>
<tr>
<td>23%</td>
<td>To help find a channel airing a particular show</td>
</tr>
<tr>
<td>22%</td>
<td>When watching TV with others</td>
</tr>
<tr>
<td>21%</td>
<td>When viewing regular TV programming</td>
</tr>
</tbody>
</table>

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**Among U.K. Connected TV Owners**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>84%</td>
<td>Use Samsung’s Smart Hub platform</td>
</tr>
<tr>
<td>55%</td>
<td>Access connected TV content on a regular basis</td>
</tr>
<tr>
<td>49%</td>
<td>Watch more traditional TV</td>
</tr>
<tr>
<td>60%</td>
<td>More likely to watch in a social viewing environment</td>
</tr>
<tr>
<td>58%</td>
<td>Reduce companion device usage while watching TV because they can access apps on the TV</td>
</tr>
</tbody>
</table>

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**Impact of Connected TV Services on Video-viewing Activities**

**Among German Connected TV Owners**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>80%</td>
<td>Use Samsung’s Smart Hub platform</td>
</tr>
<tr>
<td>38%</td>
<td>Use when searching for a program to watch</td>
</tr>
<tr>
<td>31%</td>
<td>Use when planning TV schedules</td>
</tr>
<tr>
<td>24%</td>
<td>Access when looking for a TV show and unsure where to find it</td>
</tr>
</tbody>
</table>

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**Second-screen Activities**

**Among German Connected TV Owners**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>Use a companion device to search online for information related to a TV program</td>
</tr>
<tr>
<td>51%</td>
<td>Regularly use a smartphone while watching TV</td>
</tr>
<tr>
<td>49%</td>
<td>Regularly use a tablet during TV viewing</td>
</tr>
<tr>
<td>49%</td>
<td>Use a second screen to access a social network</td>
</tr>
</tbody>
</table>

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Source: Rovi Corporation, Connected TV Advertising Field Study, Canada Phase 1, 2011 © Rovi Corporation

Source: Rovi Corporation, Connected TV Advertising Field Study, U.K. Phase 1, 2011 © Rovi Corporation

Source: Rovi Corporation, Connected TV Advertising Field Study, Germany Phase 1, 2012 © Rovi Corporation

© Parks Associates
CONNECTED TV USERS EMBRACE ADVERTISING

Given the unique qualities of the platform, connected TVs are innovative and effective outlets to reach and interact with consumers on multiple levels—from simple ad awareness to immersion within the purchase decision process.

Rovi Advertising Impacts Consumers at All Stages of the Buying Decision Process

Rovi Advertising Network delivers measurable, smart advertising to millions of households across advanced TV, web and mobile platforms, helping agencies and brand marketers drive awareness, engagement, and revenue.

• One of the largest interactive advertising footprints in the U.S.
• Relationships with more than 200 service providers and multiple consumer electronics manufacturers
• 7 billion ad impressions monthly delivering high degrees of brand engagement
As an audience segment, connected TV users are incredibly receptive to ads displayed within the connected TV environment.

Viewers notice and remember ads shown on the platform & they often perceive ad content as valuable extensions of the video-viewing experience.

Globally Rovi offers interactive banner ads within the user interface that lead through a click to a branded destination where video vignettes can be featured with other interactive elements, such as Request for Information, Polling, Twitter feeds to name a few.

UNITED STATES

In the U.S., 81% of connected TV users notice the presence of interactive banner ads and around one-third respond to the ads. Grabbing consumer attention with retail and sales promotions, introductions of new products or TV series, and offering more information are the most common ad response triggers.

New insights from Rovi’s U.S.-based ad impact studies further confirm high ad recall percentages and impressive ad engagement. Connected TV households exposed to Rovi ad inventory are increasingly attentive and responsive to brand advertisers.

- 64% recall a connected TV interactive banner ad and 64% click on the ads
  - Rovi connected TV HHs are 1.8 times more likely to click on an ad than non-Rovi TV homes
  - Males are 1.6 times more likely to respond than females

- 81% of Rovi connected TV homes consider these ad experiences to be valuable sources of brand information
  - 61% expect to receive coupons and special deals when responding to an ad
  - 59% like to obtain brand-related content such as TV show promos, movie trailers, food recipes, etc.
  - 47% seek product information and how/where to purchase/view the product

Ad Response Triggers

<table>
<thead>
<tr>
<th>Among U.S. Connected TV Owners</th>
</tr>
</thead>
<tbody>
<tr>
<td>61% Ad caught my attention</td>
</tr>
<tr>
<td>46% Promotions—product, retail, sales, TV series, movies, etc.</td>
</tr>
<tr>
<td>46% Interested in buying product</td>
</tr>
<tr>
<td>43% TV show I wanted to watch</td>
</tr>
</tbody>
</table>

Source: Rovi Corporation, Connected TV Advertising Field Study, U.S. Phase 1, 2011 | © Rovi Corporation

Reception to Relevant Ad Messages

<table>
<thead>
<tr>
<th>Among Rovi-served Connected TV Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>73% I would click on ads if I were interested in what’s advertised</td>
</tr>
<tr>
<td>64% I like being able to get more information and watch videos if what’s advertised is relevant</td>
</tr>
<tr>
<td>58% Advertising in the connected TV platform is a great place to reach me</td>
</tr>
<tr>
<td>55% I pay more attention to IPG ads than I do to ads in other places</td>
</tr>
<tr>
<td>46% I like clicking on the ads to find out more</td>
</tr>
</tbody>
</table>

Source: Rovi Corporation U.S. Receptivity Study, 2012 | © Rovi Corporation
The Canadian connected TV advertising market is in its early market stage. As a result, ad recall and response rates have yet to reach the levels achieved in North America. Obtaining product information, general curiosity, and product or service relevancy drive ad responses among Canadian connected TV users.

When testing connected TV ad effectiveness in partnership with a leading Canadian financial institution, ad recall rates rose to 35%. Of those who recalled the financial ad, 39% clicked the ad to gather more information.

Among the ad responders...
- Nearly 70% visited the company website
- 81% signed up for the product or service
- 60% liked the brand on a social network site after visiting the brand’s microsite

Source: Rovi Corporation, Connected TV Advertising Field Study, Canada Phase 1, 2011 | © Rovi Corporation

A large majority of U.K. users report positive experiences with ads displayed within connected TV platforms. The study reveals an 86% uplift in brand association with key advertisers among users exposed to connected TV advertising campaigns compared to the non-exposed group. Additionally, connected TV users are more inclined to interact with the brand by clicking through to the branded destination.

- 68% recall a connected TV interactive banner ad
  - 33% Responded to the ad

Source: Rovi Corporation, Connected TV Advertising Field Study, U.K. Phase 2, 2012 | © Rovi Corporation
CONNECTED TV ENVIRONMENT: A Natural Gateway for Advertising

In general, connected TV owners consider ads on the user interface less disruptive and more valuable than traditional ads. Over one-half also consider these ads content, with useful or entertaining information such as movie trailers, TV promos, branded content, video clips, or custom vignettes.

When TV viewers are on a quest to find something to watch, the right ad delivered to the right person becomes compelling content.

The integration of ad content with search and discovery activities via connected TV user interfaces facilitates an immersive and authentic brand experience that boosts consumer interaction.

Consumers notice and even welcome these ad placements. As a result, connected TV platforms are a natural gateway to successful TV advertising campaign strategies.

A Call to Action for Brands Worldwide

Multiscreen video consumption is changing the traditional TV landscape. New data and insight presented in this white paper confirm viewers perceive advertising on a connected TV as a distinct content choice. With proper positioning, customized connected TV ads create an ongoing, two-way relationship with consumers, touching them at all stages of the purchase cycle.

The next iteration of TV advertising is the integration of connected TV platforms into existing media campaigns—and the extension of traditional campaigns into the connected TV where deeper brand experiences can be structured for viewers’ benefit. Brand advertisers, and their agencies of record, must proactively develop advertising strategies that leverage this important platform. Those who fail to do so will miss the immense opportunity to reach a new kind of video viewer at a point of high receptivity.

- Rovi Advertising Network reaches more than 40 million households globally
- 130 million viewers use Rovi’s guide technologies through service provider offerings
- Approximately 219 million consumer electronic (CE) devices use Rovi’s CE-guide technologies
- Rovi has information on over 3.6 million TV shows, 28 million tracks, and 500,000 movie titles

Source: Rovi Corporation U.S. Receptivity Study, 2012 | © Rovi Corporation
PRIMARY RESEARCH SOURCES

- Rovi Corporation U.S. Receptivity Study, 2012, a U.S. online survey of adults 18 to 54 across Rovi’s top 24 DMAs
  » Sample Base: N = 221 TV households including n = 115 Rovi TV households (n = 85 connected TV households, n = 55 MSO TV households), n = 106 non-Rovi TV households (cable/satellite/IPTV households)

- Rovi Corporation, Connected TV Advertising Field Study, U.S. Phase 1, 2011, a U.S. online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  » Sample Base: n = 500 adults 18-54

- Rovi Corporation, Connected TV Advertising Field Study, Canada Phase 1, 2011, a Canadian online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  » Sample Base: n = 407

- Rovi Corporation, Connected TV Advertising Field Study, U.S. Phase 2, 2011, a U.S. online survey of adults 18 to 54 tracking the performance of 3 live campaigns during the month of September 2011 on Samsung Smart Hub and connected TV platforms
  » Sample Base: n = 500

- Rovi Corporation, Connected TV Advertising Field Study, Canada Phase 2, 2011, a Canadian online survey tracking the performance of 1 live campaign during the month of December 2011 on Samsung Smart Hub and connected TV platforms
  » Sample Base: n = 315

- Rovi Corporation, Connected TV Advertising Field Study, U.K. Phase 1, 2011, a U.K. online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  » Sample Base: n = 504

- Rovi Corporation, Connected TV Advertising Field Study, U.K. Phase 2, 2012, a U.K. online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  » Sample Base: Exposed sample n = 124; Control sample n = 376

- Rovi Corporation, Connected TV Advertising Field Study, U.K. In-home Interviews, 2012, 6 in-home interviews with connected TV households including both pay-TV and free-to-view TV households

- Rovi Corporation, Connected TV Advertising Field Study, Germany Phase 1, 2012, a German online survey of adults 18 to 54 who own a smart TV or connected Blu-ray player with Rovi-served inventory
  » Sample Base: n = 500

- Parks Associates, Global Digital Living Forecast Workbook, August 2012 Edition
- Parks Associates, Untapped Consumer Opportunities for Mobile Services, 3Q12, an online survey of 2,500 U.S. broadband household

END NOTES

1 Critical mass: A sufficient amount of adopters of a media innovation exists such that the rate of adoption becomes self-sustaining and creates further growth.

2 Inactive: Internet-enabled connected TV device not used to access Internet content. Active: Connected TV device actively connected to the Internet and used to access online content.

3 Based on Rovi’s field study, U.S. connected TV owners include households with a Samsung smart TV, Samsung connected Blu-ray player, or Sony smart TV with access to Samsung’s Smart Hub. Smart Hub is a TV application platform available on Samsung’s smart TVs and connected Blu-ray players. Through the platform, consumers can access a variety of smart TV app types.

4 Based on Rovi’s field study, Canadian connected TV owners include households with a smart TV and/or an Internet-capable DVD or Blu-ray player that is connected to the Internet.

5 Based on Rovi’s field study, connected TV owners include U.K. households with a Samsung smart TV or connected Blu-ray player with access to Smart Hub.

6 Based on Rovi’s field study, connected TV owners include German households with a Samsung smart TV or connected Blu-ray player with access to Smart Hub.

7 Rovi-served connected TV HHs includes viewers who own a connected TV served by Rovi Ad Network.

8 Rovi connected TV HHs include owners of a connected TV served by Rovi Ad Network.
Rovi Ad Network delivers measurable, effective advertising to millions of worldwide households across advanced TV, web and mobile platforms.

We help brands drive awareness, engagement and results with unique ad experiences and rich media branded destinations. Rovi Ad Network reaches “lean-forward” consumers when they are searching for something new to watch – when your brand messaging can be their content choice.

For more information please visit: RoviAdNetwork.com
ABOUT ROVI CORPORATION

Rovi Corporation creates innovative technologies that connect people and digital entertainment. All over the world, we help our customers in the consumer electronics, cable, satellite and entertainment and online distribution markets delight consumers with solutions for the delivery, display and monetization of movies, TV shows, music and more.

Rovi holds approximately 5,100 issued or pending patents worldwide and is headquartered in Santa Clara, California, with numerous offices across the U.S. and around the world, including Japan, China, Luxembourg, and the United Kingdom.

For more information about Rovi, visit at www.rovicorp.com.

ABOUT ROVI ADVERTISING SERVICE

Rovi Advertising Service allows device manufacturers and developers to offer interactive advanced advertising on connected TVs and mobile platforms to differentiate their offerings and increase revenue. It delivers:

- A cloud-based interactive advanced advertising platform.
- Seamless integration with device user experiences.
- Unified, end-to-end campaign management.

For more information about Rovi Advertising Services, visit www.rovicorp.com/adservice.

ABOUT ROVI ADVERTISING NETWORK

Rovi Ad Network delivers measurable, effective advertising to millions of households across advanced TV, web and mobile platforms, helping agencies and brand marketers drive awareness, engagement and revenue. We are the only advertising network in North America and Europe that consolidates one ad buy across multiple advanced TV platforms, including Internet-connected devices and cable TV service providers.

- One of the largest interactive advertising footprints in the U.S.
- Relationships with more than 200 service providers and the top four device manufacturers—Sony, Samsung, Toshiba and Panasonic.
- 7 billion impressions monthly, delivering mass awareness and increasing degrees of consumer engagement.

For more information about Rovi Ad Network, visit www.roviadnetwork.com.

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ABOUT PARKS ASSOCIATES

Parks Associates is an internationally recognized market research and consulting company specializing in emerging consumer technology products and services. Founded in 1986, Parks Associates creates research capital for companies ranging from Fortune 500 to small start-ups through market reports, primary studies, consumer research, custom research, workshops, executive conferences, and annual service subscriptions.

PARKS ASSOCIATES EXPERTISE

The company’s expertise includes new media, digital entertainment and gaming, home networks, Internet and television services, digital health, mobile applications and services, consumer electronics, energy management, and home control systems and security.

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As an analyst at Parks Associates, Heather’s core research focus includes evaluating and providing strategic assessments of advanced advertising technology, platforms, management systems, buying/selling services, and measurement and data analytics. Heather also covers the connected device application ecosystem.

Prior to joining Parks Associates, Heather worked in the media industry holding positions as Director of Advertising, media planner and buyer, national TV sales representative, and training coordinator. Additionally, Heather taught as an adjunct professor at the University of North Texas.

Cited in top tier industry trade publications such as Ad Age, Adweek, MediaPost Publications, and Businessweek. Regularly presents Parks Associates research findings at major conferences such as Digital Hollywood, Digital Media Conference, APPNATION, and Parks Associates annual CONNECTIONS conference.

SPECIALTIES: Advanced advertising (TV, Internet, mobile, gaming, social media), consumer advertising effectiveness and preference, advertising metrics and reporting, mobile applications, TV Companion Applications/second screen advertising

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