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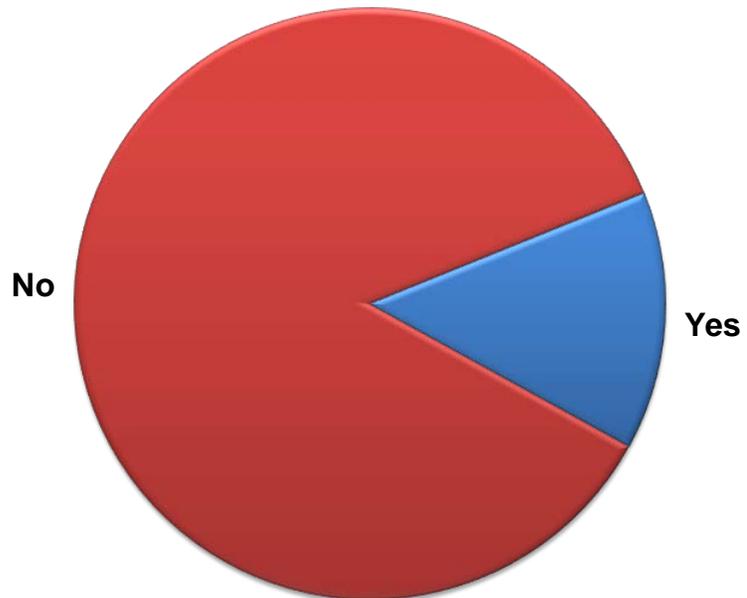
### SYNOPSIS

*TV Channel & Network App Users* analyzes apps designed to complement the viewing of specific TV programs and channels. It gauges the adoption of such apps within the context of second-screen activities in general and the use cases driving adoption.

The report also highlights differences in usage for specific apps and which apps have garnered the highest satisfaction levels.

### Using TV Apps on Smartphones/Tablets

"In the last 6 months, have you used a tablet/smartphone app made for a specific TV show or channel?"  
(U.S. Smartphone/Tablet Owners)



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### ANALYST INSIGHT

"Apps dedicated to specific TV shows and channels are gaining ground among consumers, particularly young ones. Usage patterns suggest a generational change is occurring in the way we watch TV, and content providers should be ready for these changes."

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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- Percentage of Broadband Households Connecting CE Devices to the Internet (2010 - 2013)
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**Additional Research from Parks Associates**

ATTRIBUTES

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