

By Billy Nayden, Research Analyst, Parks Associates

Synopsis	Authentication Preferences																								
<p>New personal identification and authentication technologies have the potential to transform the way that entertainment services are delivered, accessed, and experienced. They can also support truly personalized entertainment experiences. This report explores such technologies' readiness for market deployment, analyzes best-fit use cases, and profiles major players that provide authentication and identification technologies or solutions.</p>	<div style="text-align: center;"> <h3>Authentication Method Preference</h3> <p>U.S. Broadband Households</p> <table border="1"> <caption>Authentication Method Preference Data (Estimated)</caption> <thead> <tr> <th>Method</th> <th>Willing (Rating 5)</th> <th>Very willing (Rating 6-7)</th> </tr> </thead> <tbody> <tr> <td>Enter username and password once and save in device</td> <td>15%</td> <td>45%</td> </tr> <tr> <td>Enter username and password each time you use the service</td> <td>15%</td> <td>25%</td> </tr> <tr> <td>Enter your username and password every two weeks to log in</td> <td>15%</td> <td>25%</td> </tr> <tr> <td>Change passwords every 3 months</td> <td>15%</td> <td>25%</td> </tr> <tr> <td>Thumbprint scan</td> <td>15%</td> <td>25%</td> </tr> <tr> <td>Text codes to your smartphone to log in</td> <td>15%</td> <td>25%</td> </tr> <tr> <td>Voice authentication</td> <td>15%</td> <td>15%</td> </tr> </tbody> </table> <p>© Parks Associates</p> </div>	Method	Willing (Rating 5)	Very willing (Rating 6-7)	Enter username and password once and save in device	15%	45%	Enter username and password each time you use the service	15%	25%	Enter your username and password every two weeks to log in	15%	25%	Change passwords every 3 months	15%	25%	Thumbprint scan	15%	25%	Text codes to your smartphone to log in	15%	25%	Voice authentication	15%	15%
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<p>Publish Date: 4Q 18</p>	<p>“An increase in available connected devices and accelerated fracturing of the content services marketplace have created a greater need for additional authentication and personalization methods,” said Billy Nayden, Research Analyst, Parks Associates.</p>																								
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