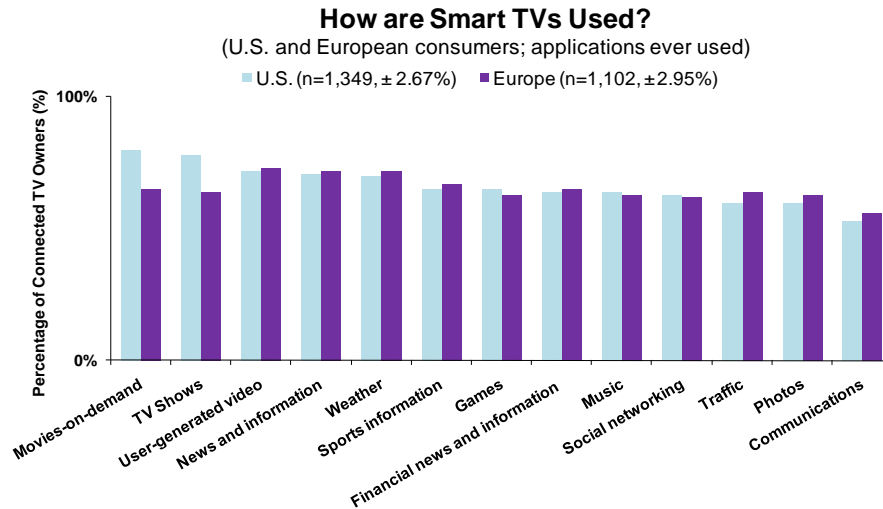


Synopsis **How are Smart TVs Used?**

The Smart TV Development Ecosystem examines the companies that provide content management and delivery and applications development technologies to smart TVs. It also provides primary data from Parks Associates Q4 2010 and Q2 2011 *Connected CE Tracker* surveys, and from the Q2 survey *Connected Consumer in Europe*.



Sources: Consumer Decision Process 2011 Core Survey; The Connected Consumer in Europe
Sample bases: 10,000 U.S. and French, German, Italian, Spanish, and U.K. broadband households, respectively
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Publish Date: 3Q 11

“The role of smart TVs has expanded well beyond video-on-demand,” said Kurt Scherf, VP, principal analyst, Parks Associates. “With open development platforms, OEMs, third-party providers, and independent apps providers are targeting features such as multi-screen interactivity, new entertainment options, and new ways of centralizing content, information, and control in the connected home.”

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Chumby
Dreamer Corp.
Flingo
L4 Media
LeoNovus
MeeGo

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U.S.

Alphaline Entertainment
Amazon.com
Instant Video
Apple
BLOCKBUSTER
ON DEMAND
Best Buy CinemaNow
Hulu Plus
Netflix
Qriocity (Sony)
VUDU

Europe

Acetrax
Blinkbox
CDON.com
Film2Home
Film4oD (FilmFlex)
FilmIsNow
LOVEFILM
Maxdome
Qriocity (Sony)
Videociety
Video Futur (Glowria)
Videoland
Viewster
VODDLER

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Dijit
Flingo
Google Anymote
LG Electronics
MOVL
Philips
MOVL Apps
Samsung
Skifta
Yahoo! Device Control

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Audible Magic
Civolution
IntoNow (Yahoo!)
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 Concurrent Computer Corp.
 Endavo Media and Communications
 KIT digital
 Ooyala
 Red Bee Media
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Alcatel-Lucent
 Cisco
 Ericsson
 Microsoft
 Motorola
 NDS
 Nokia Siemens
 Technicolor

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Bluestreak
 Cantina
 Capablue
 easeITV
 Ensequence
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 itaas
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 Pushbutton
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 Published by Parks Associates

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 Dallas, Texas 75248

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Printed in the United States of America.

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