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.”

How are Smart TVs Used?
(U.S. and European consumers; applications ever used)

How are Smart TVs Used?
(U.S. and European consumers; applications ever used)

<table>
<thead>
<tr>
<th>App Type</th>
<th>U.S. (%)</th>
<th>Europe (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Movies on-demand</td>
<td>60.4%</td>
<td>57.3%</td>
</tr>
<tr>
<td>TV shows</td>
<td>47.7%</td>
<td>50.9%</td>
</tr>
<tr>
<td>User-generated video</td>
<td>45.8%</td>
<td>44.3%</td>
</tr>
<tr>
<td>News and information</td>
<td>45.2%</td>
<td>45.7%</td>
</tr>
<tr>
<td>Weather</td>
<td>43.4%</td>
<td>43.0%</td>
</tr>
<tr>
<td>Sports information</td>
<td>43.0%</td>
<td>43.3%</td>
</tr>
<tr>
<td>Games</td>
<td>42.5%</td>
<td>42.6%</td>
</tr>
<tr>
<td>Music</td>
<td>41.5%</td>
<td>41.8%</td>
</tr>
<tr>
<td>Financial news and information</td>
<td>36.7%</td>
<td>34.0%</td>
</tr>
<tr>
<td>Social networking</td>
<td>36.5%</td>
<td>36.5%</td>
</tr>
<tr>
<td>Traffic</td>
<td>35.2%</td>
<td>35.5%</td>
</tr>
<tr>
<td>Photos</td>
<td>33.8%</td>
<td>32.6%</td>
</tr>
<tr>
<td>Communications</td>
<td>33.3%</td>
<td>33.0%</td>
</tr>
</tbody>
</table>

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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   VUDU
   Yahoo! Connected TV
   OEM Platforms
   LG Electronics Smart TV
   Panasonic VIERA Connect
   Philips Net TV
   Samsung Samsung Apps
   Toshiba Places
   VIZIO Internet Apps
   Independent Platforms
Accedo Broadband
Chumby
Dreamer Corp.
Flingo
L4 Media
LeoNovus
MeeGo

2.3.2 Online Video and the Smart TV
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

2.3.3 Multi-device Interactivity
Dijit
Flingo
Google Anymote
LG Electronics
MOVIL
Philips
MOVIL Apps
Samsung
Skifta
Yahoo! Device Control

2.3.4 Synchronizing Content on Companion Devices
Audible Magic
Civolution
IntoNow (Yahoo!)
INVIDI
Samsung
Shazam
Spot411
The Smart TV Development Ecosystem

By Kurt Scherf, Vice President and Principal Analyst 3Q 2011

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Synchronize.TV
Technicolor
TiVo
Yahoo!
Zeitera

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ACCESS
Espial
Oregon Networks
Philips (Europe)

2.3.6 Organizing Content on Smart TVs
LG Electronics
Samsung
Rovi
TiVo

2.3.7 Smart TVs and Multi-device Interoperability
AwoX
MediaMall Technologies
Morega Systems
Nero
PacketVideo
Plex
Rovi
TVersity
Vuze

2.3.8 Smart TVs and Advertising
justAd.tv
Miniweb
Rovi
Yahoo!

2.3.9 Pay-TV and Smart TV Convergence
2.3.10 Broadcasters and Smart TVs
HbbTV
YouView
Syncbak

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Wi-Fi
WHDI
WirelessHD

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Hillcrest Labs
LG Electronics

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3.1.1 Smart TV Solutions
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Clearleap
mgMEDIA
Miniweb
Rovi
SyncTV

3.1.2 Online Video Platforms
Brightcove
The Smart TV Development Ecosystem

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Castfire
Concurrent Computer Corp.
Endavo Media and Communications
KIT digital
Ooyala
Red Bee Media
thePlatform
Tvinci

3.1.3 System Integrator Solutions
Alcatel-Lucent
Cisco
Ericsson
Microsoft
Motorola
NDS
Nokia Siemens
Technicolor

3.2 Applications Development
Bluestreak
Cantina
Capablue
easelTV
Ensequence
GooMe
itaas
MOVL
Pushbutton
Splat Interactive
Strategy & Technology
Tata Elxsi Ltd.
Telepop
Wiztivi

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Multi-device Interactivity Solutions

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