

Synopsis

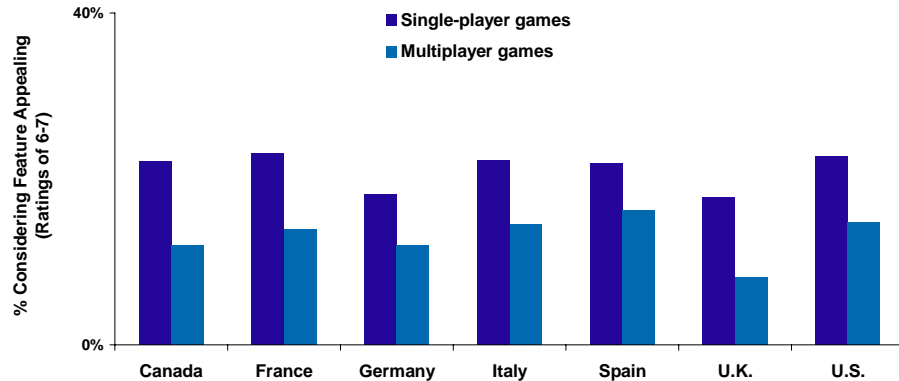
This report assesses the market potential and challenges of integrating gaming applications with televisions and pay-TV services. It answers three key questions. Will game consoles become a pay-TV platform that competes with or complements services from established pay-TV providers? How much can service providers benefit by integrating games? Can integrated gaming features and services boost demand for connected TVs?

Interest in TV Gaming Features

Appeal of Pay-TV Gaming Features

"How appealing would you find the following features:

- a) Games such as cards, parlor games, or arcade games with no extra charge to my TV service
- b) Multiplayer games such as poker played with people on same type of TV service
(Among broadband HHs in specified countries)



Source: Entertainment 2.0 in Europe © 2009 Parks Associates

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"TV gaming features are clearly coming," said John Barrett, director of research, Parks Associates. "The question is whether they will be an ARPU driver like premium channels, an expected freebie like music channels, or an industry-altering path for console makers to challenge pay-TV providers."

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Attributes

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