

## SYNOPSIS

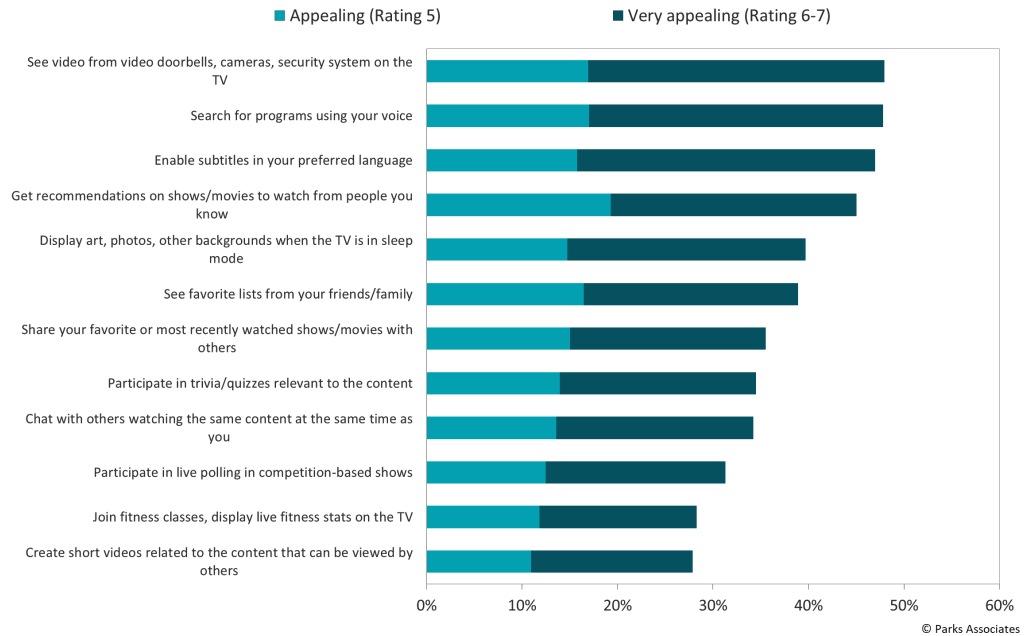
The contract-free subscription streaming service economy results in constant, high churn, and now after years of strong spending on original and exclusive content to build their subscriber bases, investors are calling for services to prioritize profitability and ARPU. Brands have migrated vast amounts of ad spend to more interactive platforms, and streaming services are challenged to retain viewers and turn a profit.

With the evolving landscape of television, where viewers increasingly engage with content beyond traditional viewing, this study seeks to understand consumer attitudes toward and potential usage of emerging interactive functions. It quantifies consumer engagement with content, including chatting, polling, sports betting, and shopping/e-commerce features on various platforms, and their interest in engaging in these activities on or alongside the TV.

**Number of Slides: 75**

## AUTHORS

### Appeal of Interactive TV Features



#### Key questions addressed:

1. How has viewing expanded to mobile and web platforms over time?
2. How do consumers interact with video on mobile and web platforms today through social, sports, gaming, and commerce-related features?
3. What interactive features are consumers interested in on their TV? How can they impact streaming services' consumer retention and engagement strategies?
4. What interactive advertising and commerce experiences make sense for TV viewing?
5. What are the key barriers to interactive video experiences on the TV and how can developers mitigate these headwinds?

"Consumers are bringing their expectations of interactivity to the big screen and are already comfortable with transactional video experiences. The large base of heavy social video users is the foundation of future interactive video services. Service providers should build on consumers' expectations of interactivity to engage and retain them in the CTV environment and expand the transactional services offered."

—Jennifer Kent, VP, Research, Parks Associates

#### Industry Analysts

Jennifer Kent, VP, Research, Parks Associates  
John Barrett, Director of Consumer Analytics, Parks Associates

#### Consumer Analytics Team

Yilan Jiang, Senior Director of Consumer Analytics  
Sharon Jiang, Consumer Insights Manager  
Yuting Mu, Consumer Insights, Analyst I

## CONTENTS

### Survey Methodology and Definitions

#### Definitions

#### Video Services Ecosystem

#### Pay-TV Definitions and Categorization

#### Executive Summary

- Use of Devices for Video of Any Kind in the Past 30 Days
- Average Weekly Video Consumption by Platform
- Average Video Consumption per Week
- Weekly Social Video Sites Consumption
- Weekly Social Video Sites Consumption by Age
- Interactive Social Video Features
- T-commerce Activities Performed Today on TV
- Appeal of Interactive TV Features
- Appeal of Interactive Sports Features

#### Streaming Market Overview

- Penetration of Traditional vs. OTT Video Services
- Use of OTT Video Services in Past 30 days, by Business Model
- Trends in Monthly Spending on OTT Video Services
- Average Number of OTT Service Subscriptions

#### Video Consumption by Platform

- Use of Devices for Video of Any Kind in the Past 30 Days
- Demographic Breakdown by Platforms Used for Watching Video
- Total Weekly Average Video Consumption by Platforms
- Average Weekly Video Consumption on TV
- Average Weekly Video Consumption on Computer
- Average Weekly Video Consumption on Mobile Phone
- Average Weekly Video Consumption on Tablet
- Average Video Consumption on TV by Age
- Average Video Consumption on Mobile by Age
- Average Video Consumption on Tablet by Age
- Average Video Consumption on Computer by Age
- Average Weekly Video Consumption by Video Type & Platform
- Weekly Consumption of Social Video
- Weekly Consumption of Social Video by Age

#### Social Video Interactions

- Watch Video on Social Media Platform
- Watch Video on Social Media Platform by Age
- Platforms for Watching Social/User Generated Content
- Interactive Social Video Features
- Interactive Social Video Features by Age
- Interactive Social Video Features by Social Media Platform
- Type of User Generated Video Contents
- User-Generated Video Content Created by Age Group
- Type of User Generated Video Contents by Social Media Platform

#### Online Commerce Across Platforms

- Shop Online Monthly via Phone, Tablet, PC or Smart Speaker/Display
- Frequency of Purchasing Goods Online by Platform: Mobile Phone, Tablet, Computer, Smart Display
- Frequency of Purchasing Goods Online Through Different Devices by Age
- T-commerce Activities Performed Today on a Connected TV
- T-commerce Activities Performed Today on TV by Age

#### Gaming Interactivity

- Online Gaming Activity
- Primary Gaming Platform
- Interactive Gaming Features

#### Appeal of Interactive TV Features

- Appeal of Interactive TV Features
- Overall Appealing Level of Interactive TV Features by Age
- Overall Appealing Level of Interactive TV Features by Social Media Platform
- Preferred Method of Interacting with TV Features
- Likelihood of Using Interactive TV Features & T-Commerce
- Attitude Toward Interactive TV Features & T-Commerce by Weekly Social Video Site Consumption
- Preferred Method of Purchasing Items on TV
- Preferred Payment Method by TV Purchase
- Concerns About Interactive TV Features

- Concerns About Data Security/Privacy with Interactive TV Features by Education Level

### Sports & Interactivity

- Sports Viewer Segments
- Interactivity Engagement While Watching Live Sports
- Interactivity Engagement While Watching Live Sports, by Sports League/Genre

- Interactivity Engagement While Watching Live Sports by Age
- Appeal of Interactive Sports Features
- Appeal of Interactive Sports Features, by Major League/Sport

### Appendix

## ATTRIBUTES

Parks Associates  
2301 West Plano Parkway  
Suite 210  
Plano, TX 75075

972.490.1113 phone  
parksassociates.com  
sales@parksassociates.com

Published by Parks Associates  
© 2025 Parks Associates  
Plano, Texas 75075

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

### Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.