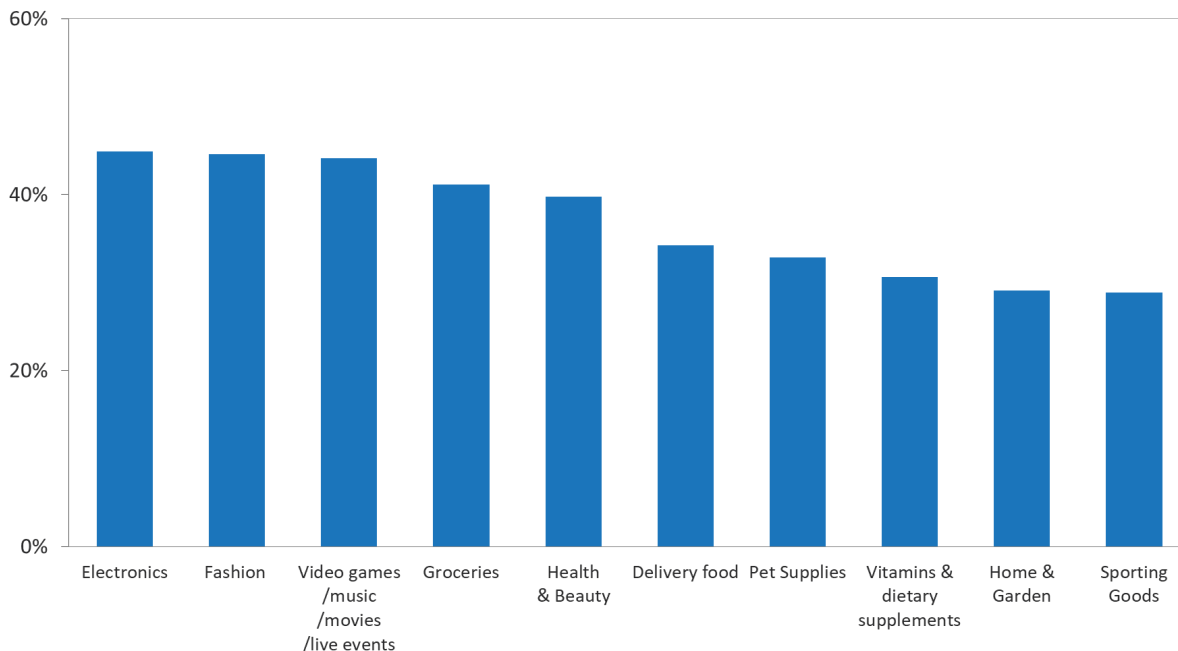


Top Types of Products Consumer would want to Purchase through TV

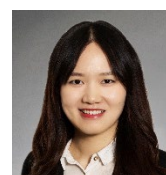


© Parks Associates

Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics



Sharon Jiang, Consumer Insights Analyst II



Yuting Mu, Consumer Insights Analyst I

Industry Analyst



John Barrett, Director, Consumer Analytics

SYNOPSIS

This research study explores the potential of T-commerce, or buying goods and services through the television, to generate additional revenues for video services providers and be an effective means of brand advertising and sales. The study assesses consumer openness to T-commerce offerings, including the types of products and services most likely to generate sales. It explores preferred T-commerce providers, user interfaces, and payment methods, and identifies top barriers to T-commerce activity.

ANALYST INSIGHT

“Streaming services and connected TV platforms seek valuable advertising revenue; players across the video ecosystem have an opportunity to build a new revenue stream by creating commerce experiences that link content and ads to purchases.”

—John Barrett, *Director, Consumer Analytics, Parks Associates*

Number of Slides: 58



CONTENTS

Methodology: Brand Loyalists

Survey Methodology and Definitions

Key Terms and Definitions

Executive Summary

- CE Brand Loyalists
- CE Brand Loyalist Technology Adoption Segment
- Smart Speaker Major Brand Purchased by Loyalists
- OTT Video Service Subscription by Brand Loyalists

Device Adoption by Brand

- Trends in Adoption of Consumer Electronics Products
- Smart TV System Share
- Smart TV OS Adoption
- Streaming Media Player Share
- Streaming Media Player Brand Adoption
- Smart Speaker Share Among Single Device Owner
- Smart Speaker Brand Adoption
- Smart Display Share Among Single Device Owner
- Smart Display Brand Adoption
- Tablet System Share
- Tablet System Adoption
- Smartphone System Share
- Smartphone OS Adoption
- Smart Watch Share
- Smart Watch Brand Adoption
- PC System Share

- PC OS Adoption
- Smartphone OS Adoption
- Smart TV OS Adoption
- SMP OS Adoption

Overview of Brand Loyalists

- Overall Brand Loyalists
- Apple Device Adoption by Apple Loyalist
- Amazon Device Adoption by Amazon Loyalist
- Google/ Android System Device Adoption by Google/ Android System Loyalist
- Samsung Device Adoption by Samsung Loyalist
- Apple Loyalist Demographics Breakdown
- Amazon Loyalist Demographics Breakdown
- Google/ Android System Loyalist Demographics Breakdown
- Samsung Loyalist Demographics Breakdown
- Brand Loyalist Technology Adoption Segment

Loyalists & Brands: Purchases

- Desktop Computer Major Brand Purchased by Loyalists
- Laptop Computer Major Brand Purchased by Loyalists
- Tablet Major Brand Purchased by Loyalists
- Smartphone Major Brand Purchased by Loyalists
- Future Purchase Intentions: Smartphone Brand by Loyalists
- Smart TV Major Brand Purchased by Loyalists
- Future Purchase Intentions: Smart TV Brand by Loyalists

- Smart Watch Major Brand Purchased by Loyalists
- Future Purchase Intentions: Smart Watch Brand by Loyalists
- Smart Speaker Major Brand Purchased by Loyalists
- Future Purchase Intentions: Smart Speaker Brand by Loyalists
- Smart Display Major Brand Purchased by Loyalists
- Future Purchase Intentions: Smart Display Brand by Loyalists
- Streaming Media Player Major Brand Purchased by Loyalists
- Future Purchase Intentions: Streaming Media Player Brand by Loyalists
- Brand Perceptions by Brand Loyalists

Loyalists & Content Platforms

- Music Service Subscription by Brand Loyalists
- Video Service Subscription by Brand Loyalists
- OTT Service NPS by Brand Loyalists
- Video Service Spend Per Month By Brand Loyalists
- Average Subscription Months of Apple TV+ vs Amazon Prime Video By Brand Loyalists
- Average Number of OTT Services Subscribed By Brand Loyalists
- Top Transactional OTT Service Used by Brand Loyalists

Appendix

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Published by Parks Associates

© 2023 Parks Associates | Addison, Texas 75001

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.