

Trends in Electronic Program Guide Development 1Q 2011

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Abstracts

Trends in Electronic Program Guide Development examines the evolution of the TV interface and the future of this important application. This report examines operator and CE manufacturer developments in the program guide and the technologies affecting the changing TV interface, including metadata, search and recommendation solutions, remote control and input devices, and software solutions for interactive program guides (IPGs). The report addresses key trends, such as increasing interactivity, sources of content, multiscreen initiatives, hybrid STBs, social networking, personalization, and efforts to use the guide to drive additional revenues. The report includes a global forecast for CE devices capable of supporting an interactive program guide.

“The television user interface has become a critical differentiating feature for pay-TV providers and CE manufacturers,” said Brett Sappington, a senior analyst at Parks Associates. “The consumer television experience is grounded in the viewer’s ability to quickly and easily find interesting, relevant content. Those services and systems that can deliver the right content to the right viewer will win the minds and pocketbooks of the TV-viewing world.”

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