

# Trends in Electronic Program Guide Development 1Q 2011

<https://marketpublishers.com/r/T6572B087CAEN.html>

Date: December 2010

Pages: 68

Price: US\$ 3,500.00 (Single User License)

ID: T6572B087CAEN

## 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.”

## Contents

### **1 REPORT SUMMARY**

- 1.1 Purpose and Scope of Report
- 1.2 Data Sources
- 1.3 Definition of Global Regions
- 1.4 GLOSSARY of Terms

### **2 MARKET ANALYSIS**

- 2.1 Who Owns the Interface
  - 2.1.1 Operators
  - 2.1.2 CE Manufacturers
- 2.2 Content Discovery
  - 2.2.1 Programming Guides
  - 2.2.2 Search and Recommendation
  - 2.2.3 Metadata
  - 2.2.4 Remotes and Human Input
- 2.3 Related Systems
  - 2.3.1 Middleware
  - 2.3.2 Interaction among CE Devices

### **3 TECHNOLOGY AND TRENDS**

- 3.1 Minimizing Viewing Interruptions
- 3.2 Interactivity
- 3.3 Common Interface across Multiple Screens
- 3.4 Addressing Multiple Sources of Content
- 3.5 The Growth of the Hybrid Set-top Box
- 3.6 Social Networking
- 3.7 Personalization
- 3.8 3D Guides
- 3.9 Monetizing the Programming Guide

### **4 FORECASTS**

- 4.1 Annual TAM for IPG Devices

## **5 CONCLUSIONS AND RECOMMENDATIONS**

5.1 Service Providers

5.2 CE Manufacturers

5.3 Solution Providers

Appendix 1: Sample Metadata

## List Of Figures

### LIST OF FIGURES

Companies Interviewed for the Report  
Global Forecast Regions  
Growth of Global TV Households  
Ratings of Pay TV Features  
EPG Ratings by US Pay TV Customers  
Recent EPG Introductions / Changes  
XBox 360 Video Marketplace Interface  
Samsung TV Apps  
AT&T Linear TV Program Guide  
Selected EPG Software Vendors  
Search/Recommendation INDEXing Criteria  
Selected Search/Recommendation Solution Providers  
Appeal of Social Recommendation Features  
Video Metadata Categories and Examples  
Additional Metadata Information in the Verizon FiOS Guide  
Video Metadata Providers  
Remote Controls from Pay TV Providers  
Set-Top Box Architecture and Applications  
Selected Middleware Vendors  
Examples of EPG Options for Viewing Content and Guide  
Iskon.TV Online EPG  
Multiscreen EPG Initiatives  
Sources of Content  
Netflix Profiling Interface  
Example 3D Interface  
Comcast IPG Banner Ad  
Annual TAM for IPG Devices  
Trends and the Future of the EPG  
Trends and Hurdles for EPGs

## I would like to order

Product name: Trends in Electronic Program Guide Development 1Q 2011

Product link: <https://marketpublishers.com/r/T6572B087CAEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T6572B087CAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970