

# TV Apps: Strategies and Trends 4Q 2013

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## Abstracts

This report analyzes the emergence of TV-related apps for mobile devices, smart TVs, and other platforms among players in the video services ecosystem. The report outlines the goals and strategies of various stakeholders in television services and how TV apps help them accomplish those goals. It examines several functional areas of TV apps on various platforms and how TV apps will evolve in the future.

“With the growth of app-based interfaces for connected consumer electronics, players throughout the television services industry are rolling out new apps to garner greater engagement, loyalty, audience sizes, and revenues,” said Brett Sappington, director of research, Parks Associates. “These apps can be a significant enabler of new services as well as a disruptor to the status quo for the television ecosystem.”

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