

# TV Apps: Strategies and Trends 4Q 2013

<https://marketpublishers.com/r/TD795A8C978EN.html>

Date: December 2012

Pages: 49

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

ID: TD795A8C978EN

## 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.”

## Contents

### **1 REPORT SUMMARY**

- 1.1 Purpose and Scope of Report
- 1.2 Data Sources

### **2 THE NEW WORLD OF TV APPS**

- 2.1 Defining TV Apps
- 2.2 Consumer Use

### **3 PLATFORMS FOR TV APPS**

- 3.1 Personal Computers
- 3.2 Mobile Devices
- 3.3 Game Consoles
- 3.4 Smart Televisions

### **4 APP FUNCTIONS**

- 4.1 Viewing
  - 4.1.1 Video On-Demand
  - 4.1.2 Linear Content
- 4.2 Engagement
  - 4.2.1 Real-time Companion Apps
- Information Features
- Interactive Features
- Social Features
  - 4.2.2 Non Real-time Apps
- Games
- Location-based Services (LBS)
- 4.3 Utility
  - 4.3.1 User Interface and Discovery Features
  - 4.3.2 Device Control Features
  - 4.3.3 Purchasing Features
- 4.4 Comparison of App Functions

### **5 APP OWNERS AND STAKEHOLDERS**

5.1 Pay-TV Providers

5.2 Content Owners and Rights Holders

5.3 Third Parties

## **6 CURRENT ISSUES AND TRENDS**

6.1 Authentication, Rights, and Licensing

6.2 Cross-Platform Integration and App Certification

6.3 Business Models

6.3.1 Paid

6.3.2 Advertising

6.3.3 Indirect

6.3.4 Freemium

## **7 FORECAST**

7.1 Methodology and Assumptions

7.2 Smartphones

7.3 Tablets

## **8 GLOSSARY AND INDEX**

8.1 GLOSSARY

## **INDEX**

## List Of Figures

### LIST OF FIGURES

Entertainment Application Usage  
Monthly Use of TV Smartphone Apps by Age  
Monthly Use of TV Tablet Apps by Age  
Smartphone & Tablet Adoption (2009-2013)  
Smartphone Ownership  
Percentage of Broadband Households Connecting CE Devices to TV & the Internet  
Use of Connected Game Consoles  
Select Pay-TV Providers with Smart TV Apps  
Reason to Watch Free Online TV Programs  
Percentage of Mobile Device Owners Using Show/Channel Apps to Look up Information  
Scenarios While Watching Live TV  
Percentage of Mobile Device Owners  
Select Pay-TV Provider Control Functions  
Comparison of App Functions  
Select Pay-TV Provider App Models  
TV App Forecast Model  
Forecast: Smartphone TV App Users  
Forecast: Percentage of Total Population Using TV Apps on Smartphones  
Forecast: Tablet TV App Users  
Forecast: Percentage of Total Population Using TV Apps on Tablets

## I would like to order

Product name: TV Apps: Strategies and Trends 4Q 2013

Product link: <https://marketpublishers.com/r/TD795A8C978EN.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/TD795A8C978EN.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