



EVOLUTION OF THE TV SET

JULY 2019

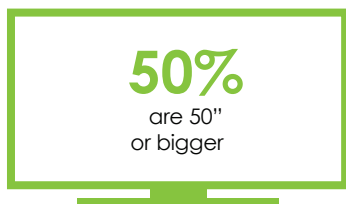
How will new technology and features in TV sets influence consumers' choices about content and providers?



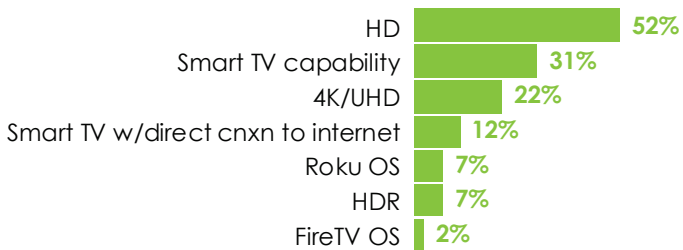
More than half of primary TVs are 50" or bigger, and a third are connected to a dedicated streaming device

Primary household TV sets:

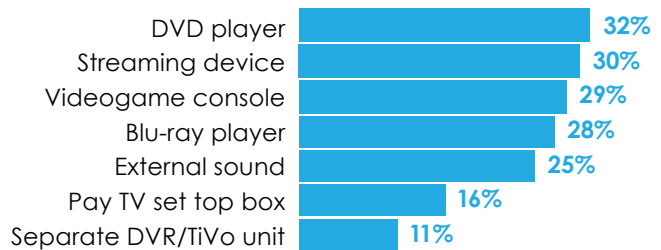
What attributes, features and peripherals do they have?



% of most used TVs with these features:



% of most used TVs connected to:



More than a third of smart TV owners have used their TV to stream music online – 2x the number who have used it to browse the internet

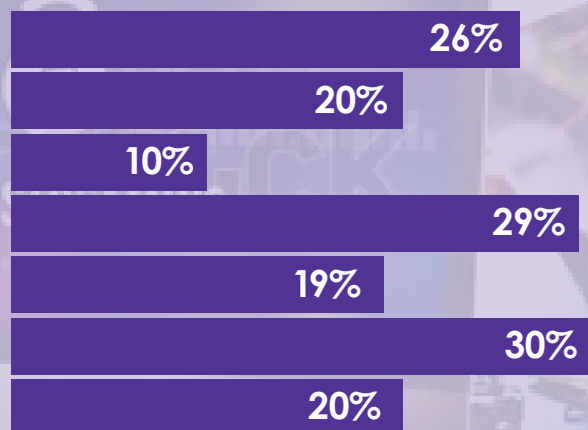
Do you use any of these Smart TV features?

Among those with a Smart TV



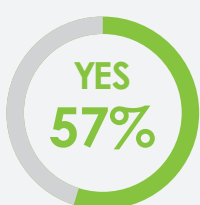
How often do you use that feature?

% users who use "all the time" or "often"



43% of 4K TV owners haven't watched 4K video – most often because they're not sure where to get it

Have you used your 4K TV set to watch 4K/UHD content?

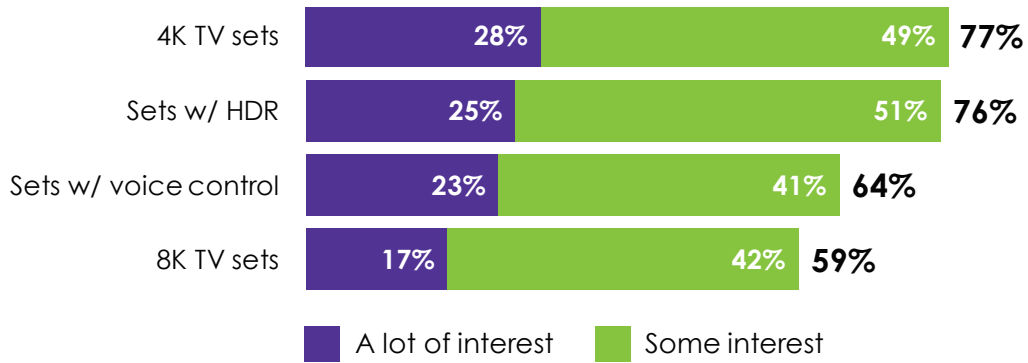


Why Not?



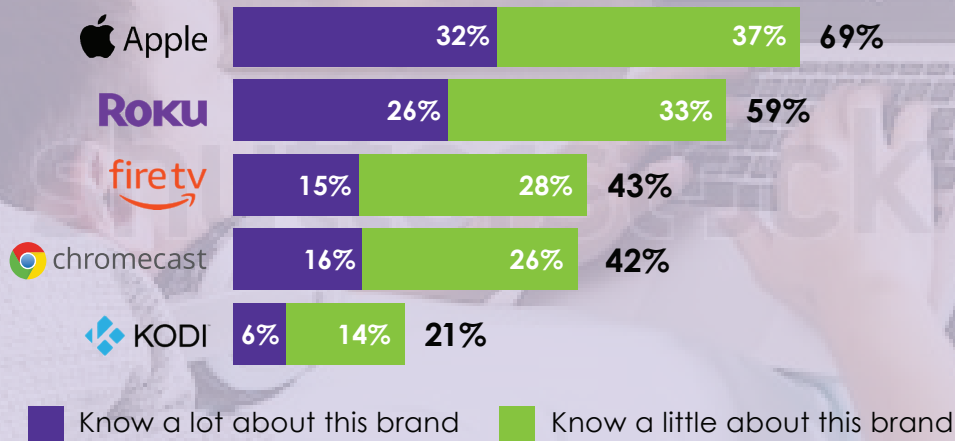
3/4 of consumers are interested in TVs with 4K and/or HDR, and two-thirds are interested in sets with built in voice control

How interested are you in these new TV technologies?

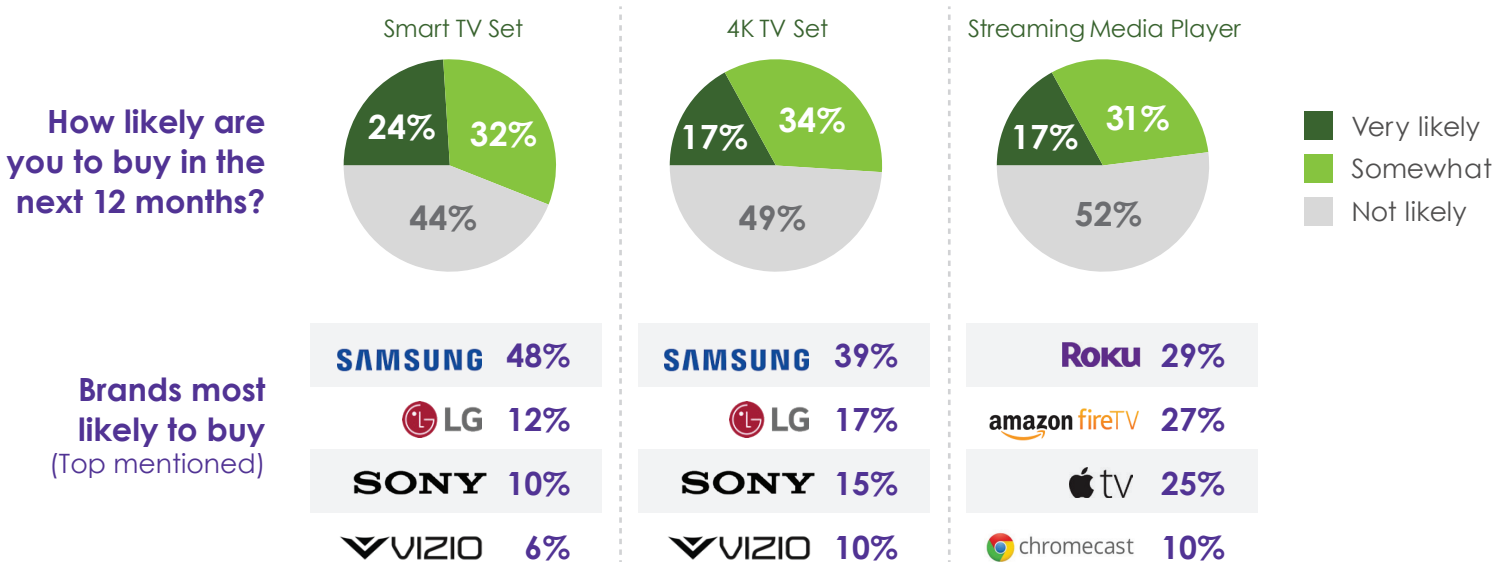


Apple's brand familiarity carries over into TV. Among brands that offer smart TV operating systems, Roku's ranks the highest

How familiar are you with specific brands associated with new types of TV tech and devices?



More than half of respondents are likely to buy a Smart TV in next 12 months – including consumers who already own one



A survey of 2,517 U.S. consumers
Age 16-74
Weighted to US census data

Download an excerpt of this study at
www.hubresearchllc.com

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