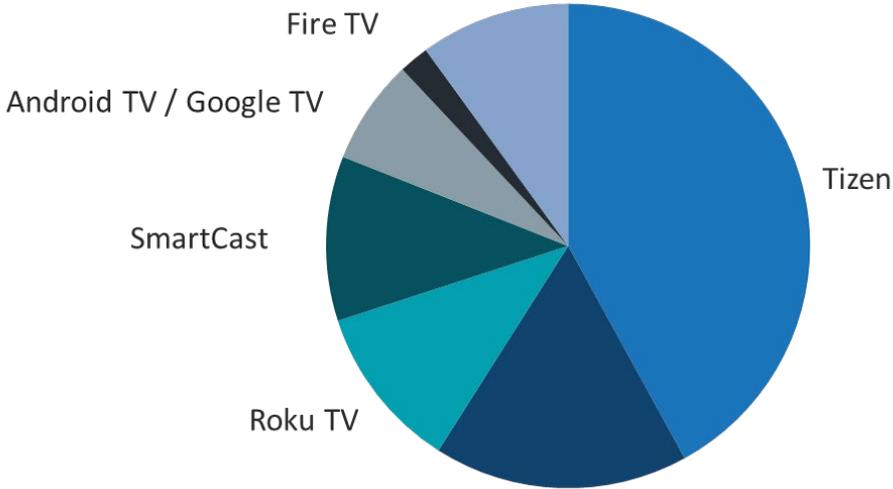


By Paul Erickson, Senior Analyst, Parks Associates

<p><b>Synopsis</b></p> <p>TV manufacturers have steadily worked to improve their smart TV user interfaces and reliability. They have been rewarded by a growing number of consumers using the TV as their primary streaming interface. This report investigates changing consumer preferences for streaming devices, as well as the implications for streaming video services and advertisers. It investigates use and competitiveness of streaming video platforms such as Tizen TV, LG WebOS, Vizio SmartCast, Roku OS, Android TV/Google TV, Fire TV OS, and Comcast's X1 platform.</p>	<p style="text-align: center;"><b>Consumers' Favored TV Platforms</b></p> <p style="text-align: center;"><b>Primary Smart TV Platform</b></p>  <p style="text-align: right;">© Parks Associate</p>
<p><b>Publish Date:</b> 1Q 22</p>	<p>“Smart TVs are now the most important point of aggregation, control, and data collection in the home – shifting power to the platform owners,” said Paul Erickson, Senior Analyst, Parks Associates.</p>
<p><b>Key Questions</b></p>	<ul style="list-style-type: none"> <li>What is the state of the smart TV market today, and how has the market evolved?</li> <li>Has the balance of power shifted away from TV manufacturers and towards platform owners?</li> <li>What are the most significant smart TV platform players in the US market, and how do their strategies differ?</li> <li>How has advertising become an essential element of the smart TV business today?</li> <li>What is the market potential for smart TVs over the next few years?</li> </ul>
<p><b>Contents</b></p>	<p><b>Bottom Line</b></p> <p><b>State of the Market</b> Key Trends, Market Drivers, and Barriers</p>

	<p><b>Smart TV Platform Competitive Landscape</b>          Profiles of the Major US Smart TV Platforms            Samsung Tizen            LG WebOS            Roku TV            Vizio SmartCast            Google Android TV / Google TV            Amazon Fire TV Edition            Others – River OS, Vewd OS, VIDAA, XClass TV</p> <p>Smart TV Platform Summary Comparison</p> <p><b>Market Forecast</b>          Smart TV OS / Platform Vendors          Smart TV Manufacturers          Streaming Services and Content Owners          Traditional Pay TV Operators</p> <p><b>Glossary</b></p> <p><b>Appendix</b></p> <p><b>Citations</b></p> <p><b>Attribution</b></p>																
<b>Figures</b>	<p>Consumers' Primary Streaming Video Products 2018-2021          Subscription OTT Service Adoption in US, 2017-2021          Streaming Video Product Adoption in US Broadband Households, 2016-2021          Smart TV Platform Share          Type of OTT Content Consumption by Device          Smart TV Platform Summary Comparison          US Smart TV Installed Base Forecast</p>																
<b>List of Companies</b>	<table border="0"> <tr> <td>24i</td> <td>Pearl TV</td> </tr> <tr> <td>3SS</td> <td>Roku</td> </tr> <tr> <td>Amazon</td> <td>Samsung</td> </tr> <tr> <td>Comcast</td> <td>Sony</td> </tr> <tr> <td>Google</td> <td>TCL</td> </tr> <tr> <td>Hisense</td> <td>Vewd</td> </tr> <tr> <td>LG</td> <td>VIDAA</td> </tr> <tr> <td>Mediakind</td> <td>Vizio</td> </tr> </table>	24i	Pearl TV	3SS	Roku	Amazon	Samsung	Comcast	Sony	Google	TCL	Hisense	Vewd	LG	VIDAA	Mediakind	Vizio
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Attributes	
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