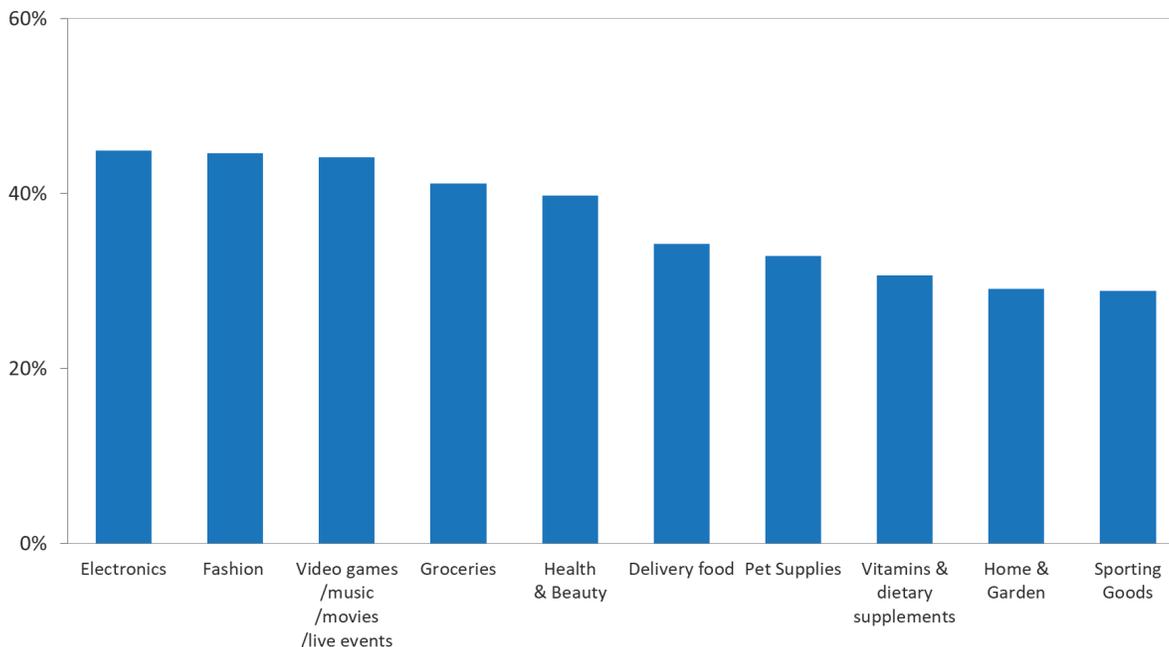


Top Types of Products Consumer would want to Purchase through TV



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SYNOPSIS

This research study explores the potential of T-commerce, or buying goods and services through the television, to generate additional revenues for video services providers and be an effective means of brand advertising and sales. The study assesses consumer openness to T-commerce offerings, including the types of products and services most likely to generate sales. It explores preferred T-commerce providers, user interfaces, and payment methods, and identifies top barriers to T-commerce activity.

ANALYST INSIGHT

“Streaming services and connected TV platforms seek valuable advertising revenue; players across the video ecosystem have an opportunity to build a new revenue stream by creating commerce experiences that link content and ads to purchases.”

—John Barrett, *Director, Consumer Analytics, Parks Associates*

Number of Slides: 58



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- #1 Barrier & #1 Incentive
- % Likely to Use at Least One Tested T-Commerce Feature
- Preferred Method of Purchasing Through TV
- Preferred TV Purchase Provider Type

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- Penetration of Traditional vs. OTT Video Services
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- Major OTT Subscription Service Adoption

eCommerce Behavior: Online Purchasing by Platform

- Shop Online Monthly via Phone, Tablet, or PC
- Frequency of Purchasing Goods Online Through Different Devices
- Average # Online Purchases per Month by Age
- Average # Online Purchases per Month by Residential Area

- Average # Online Purchases per Month by Number of Children at Home
- Average # Online Purchases per Month by Children's Age
- Commerce Activities Conducted Through TV
- Commerce Activities Conducted through TV or SMP by Age
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T-Commerce Concept Appeal

- Likely T-Commerce Users
- Likelihood of Using Feature to Purchase Items Through TV
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Appendix

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