Smart & Connected TVs: Massive Potential & Favourability

Contributed by Skopos
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Amongst non-rejectors of internet technology, 58% are positive, 10% own.

Following on from recent announcements at the Connected Summit 2012, SKOPOS release the following research data and insights.

According to Wikipediaâ€¦ Smart TV, which is also sometimes referred to as "Connected TV" or "Hybrid TV", (not to be confused with IPTV, Internet TV, or with Web TV), is the phrase used to describe the current trend of integration of the internet and Web 2.0 features into modern television sets and set-top boxes, as well as the technological convergence between computers and these television sets / set-top boxes.

These new devices most often also have a much higher focus on online interactive media, Internet TV, over-the-top content, as well as on-demand streaming media, and less focus on traditional broadcast media like previous generations of television sets and set-top boxes always have had.

SKOPOS monitors UK digital activity and multi-screen technology via its MTrackâ„¢ study, and the latest wave has uncovered a high level of favourability towards these new types of advanced television.

In terms of overall opinions and attitudes to Smart TVâ€™s amongst the UK Digital Society (non rejectors of the internet or mobile phones), we have found 58% positively inclined:

â€¢ 10% already own a Smart TV
â€¢ 30% are in the market for one
â€¢ 18% are interested to know more (could be in the market)

On the other hand a combined 42% are less positiveâ€¦
â€¢ 22% are happy with the TV they have now
â€¢ 20% are not interested or just donâ€™t see the point in them

OWNERS: A third (32%) of those already owning Connected TVs are families with older kids (over 5), so having a family can be seen as a key driver. Similarly, owners are also more likely to be aged 31-40.

Owners are also more into their Technology in general, with 86% owning web-enabled (connected) mobile phones, and 26% owning a (connected) tablet device.

Conversely, Rejectors of Smart TVs tend to be older (35% of those rejecting are over 50) and/or with grown up kids (27%). Interestingly, this older group are also the heaviest TV viewers (a result of their age and lifestage).

Darren Mark Noyce, SKOPOS Chief Consultant saysâ€¦
"Smart and Connected television is the future. Yes, some frustrations exist in terms of TV internet speed and choice of apps, and for some many questions remain about usefulness, but there is an obvious appetite. Current ownership or rejection looks like itâ€™s been primarily driven by lifestage and technology affinity, but as time goes on and TVs are replaced, the penetration will clearly grow and eventually become 100%, I would say within a decade.â€•

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