

HbbTv Symposium Preview: Smart TV

May 2021

Paul Gray
Senior Research Manager
paul.gray@omdia.com

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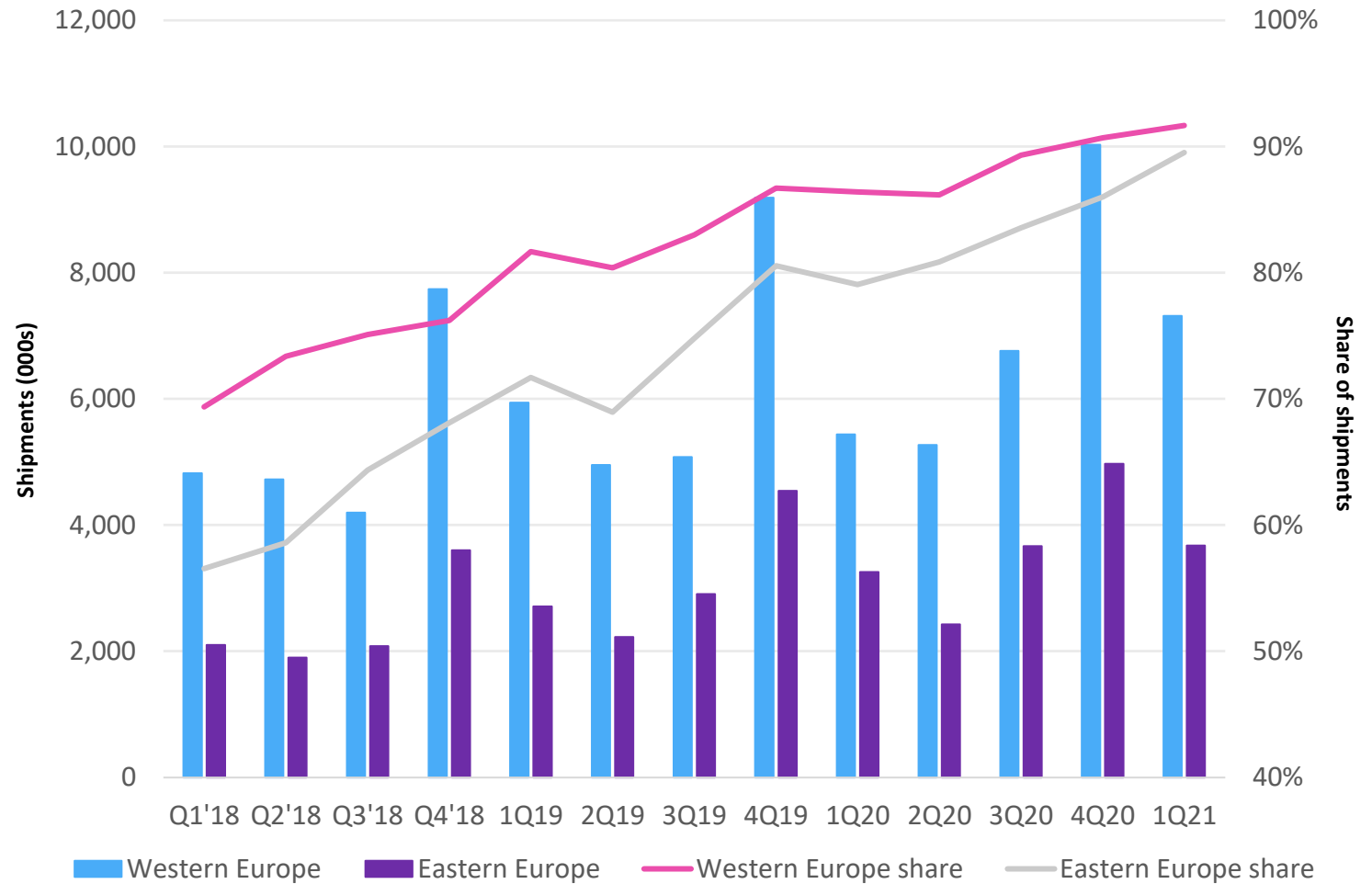
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Smart TV shipment trend

- TV shipments surged with pandemic lockdowns across the developed world
 - Home entertainment more important to consumers
- Share of smart TVs (and HbbTV) continues to grow steadily
 - Over 90% in both Western and Eastern Europe for 1Q21.

Smart TV shipments and share

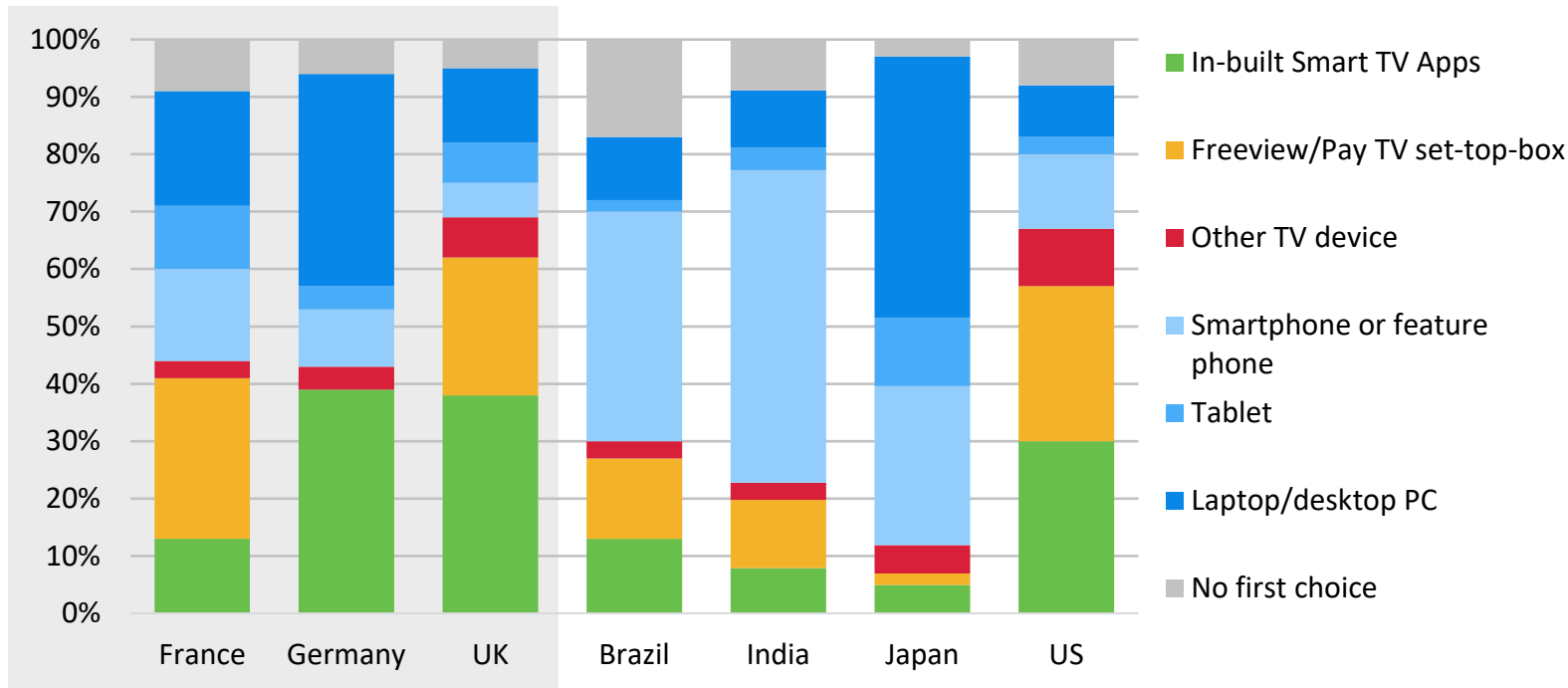


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Regional differences in free AVOD device preferences

First choice device for AVOD services



Notes: Percentage of consumers that select an AVOD service as their first choice, excludes YouTube

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- Nearly a quarter of consumers turning to free AVOD service first go to smart TV apps; further 23% turning to other TV devices.
- TV device preference driven by the US and Western Europe
- Smart TV apps lead in UK (38%)
- STBs lead in France at 28%.
- In Germany, smart TV apps second to PCs at 39%.
- Except India and Japan, consumers turning to subscription online video services first use smart TV apps.