

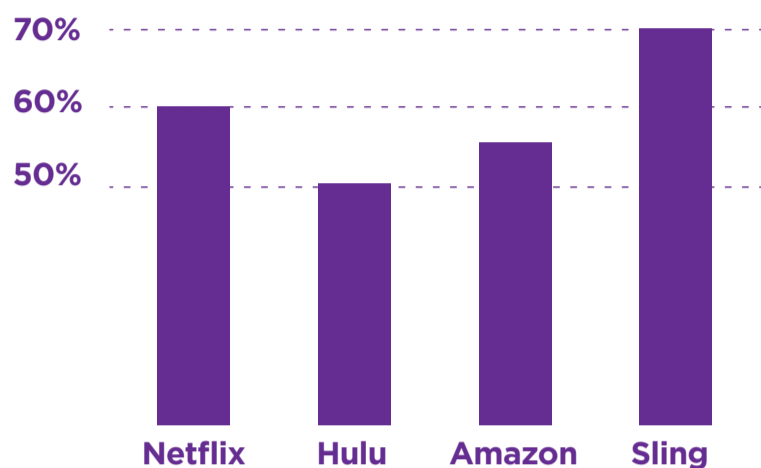
Six TV Trends That Will Accelerate in 2017

1
2017
STREAMING
TRENDS

The TV set will reign supreme for streaming hours

More people will stream more hours to their TV set than any other device. We love watching the action on the biggest screen in the house.

Percentage of hours to the TV set



(Source: RealityMine, Oct 2016.)

2
2017
STREAMING
TRENDS

TV OEMs who license operating systems will win market share

Home grown smart TV solutions will lose share.

Consumer demand for a high-performing and recognizable software that offers a simple user interface to deliver tons of entertainment will win.

TCL grew its market share in the U.S. using the Roku OS to power all of its smart TVs.



(Source: NPD, 2014 - 2016.)

FAST FACT: 13% of smart TVs sold in the U.S. were Roku TVs as of Dec. 2016.

3
2017
STREAMING
TRENDS

Live TV will make streaming more like "traditional" TV

Live and linear programming is increasingly available for streaming and will continue to grow in 2017. The Super Bowl, Olympics, Debates, and Election Night all made their streaming debut in 2016. Live events like these rekindle appointment viewing with streaming audiences.



Events



Nightly News



Sports



Awards

FAST FACT: Roku was the #1 streaming platform for viewing The Rio Olympics—more than all Android devices, iPads, iPhones and other streaming players. (Source: Sandvine, 2016.)

4
2017
STREAMING
TRENDS

Ad-supported streaming is skyrocketing

Brands will invest more in OTT video advertising. Targeted video ads offers brands the performance of digital with the beauty of TV.



Over 37 million U.S. households watched ad-supported shows on connected TVs over the past year.

(Source: Modi Media, 2016.)

FAST FACT: 50% of top 250 channels on the Roku platform are AVOD.

5
2017
STREAMING
TRENDS

Self-serve tools will lower the barrier to publishing streaming channels

New tools like Direct Publisher from Roku make it faster and easier to publish streaming channels and improve discovery and monetization.



70% of new channels on the Roku platform were created simply by using a feed with Direct Publisher.

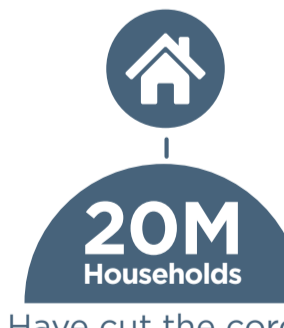
FAST FACT: Connected TV viewing overall jumped 65% over the past year and now accounts for 8.1% of total TV viewing for adults in the U.S. (Source: Pivotal TV, 2016.)

6
2017
STREAMING
TRENDS

New multi-channel bundles will proliferate

More bundled services are expected to emerge in 2017.

These services typically have no contract and offer a wider choice of package options. Slings TV, PlayStation Vue, DIRECTV NOW, Comcast Xfinity Stream TV, and Charter Spectrum TV Stream are in the marketplace today, and more are in the works.



These new services are aimed at winning back cord cutters, cord nevers and enlarging the pay TV ecosystem.

FAST FACT: PlayStation Vue and Slings soared to the top 15 channels on the Roku platform shortly after launch.

(Source: AT&T, 2016.)

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