



Are Smart TV Built-In Channels the Real NextGen TV?

Colin Dixon, Founder & Chief Analyst, nScreenMedia

colin@nscreenmedia.com | twitter: @nscreenmedia

Setting up to watch TV used to be so easy!



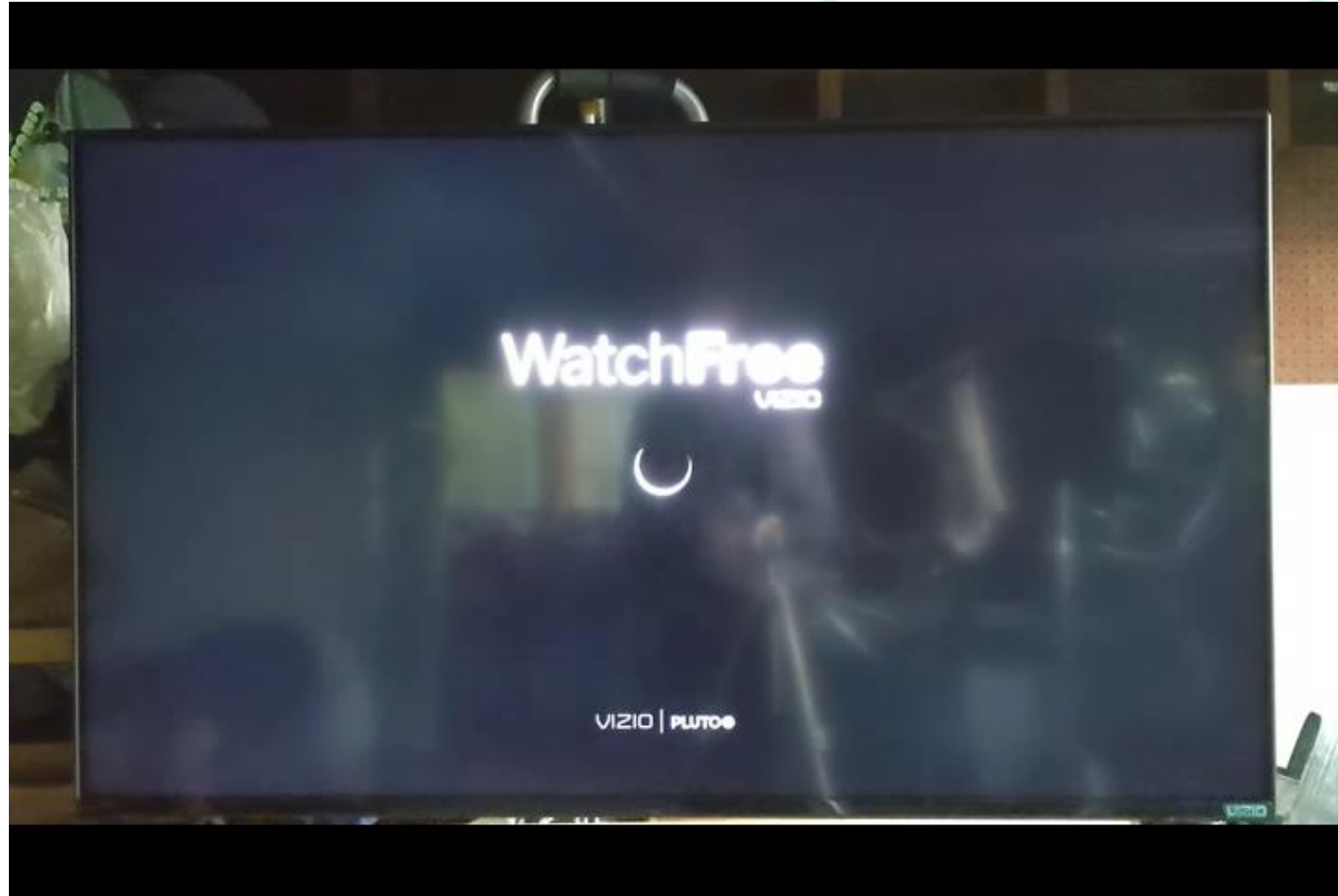
TV life got complicated



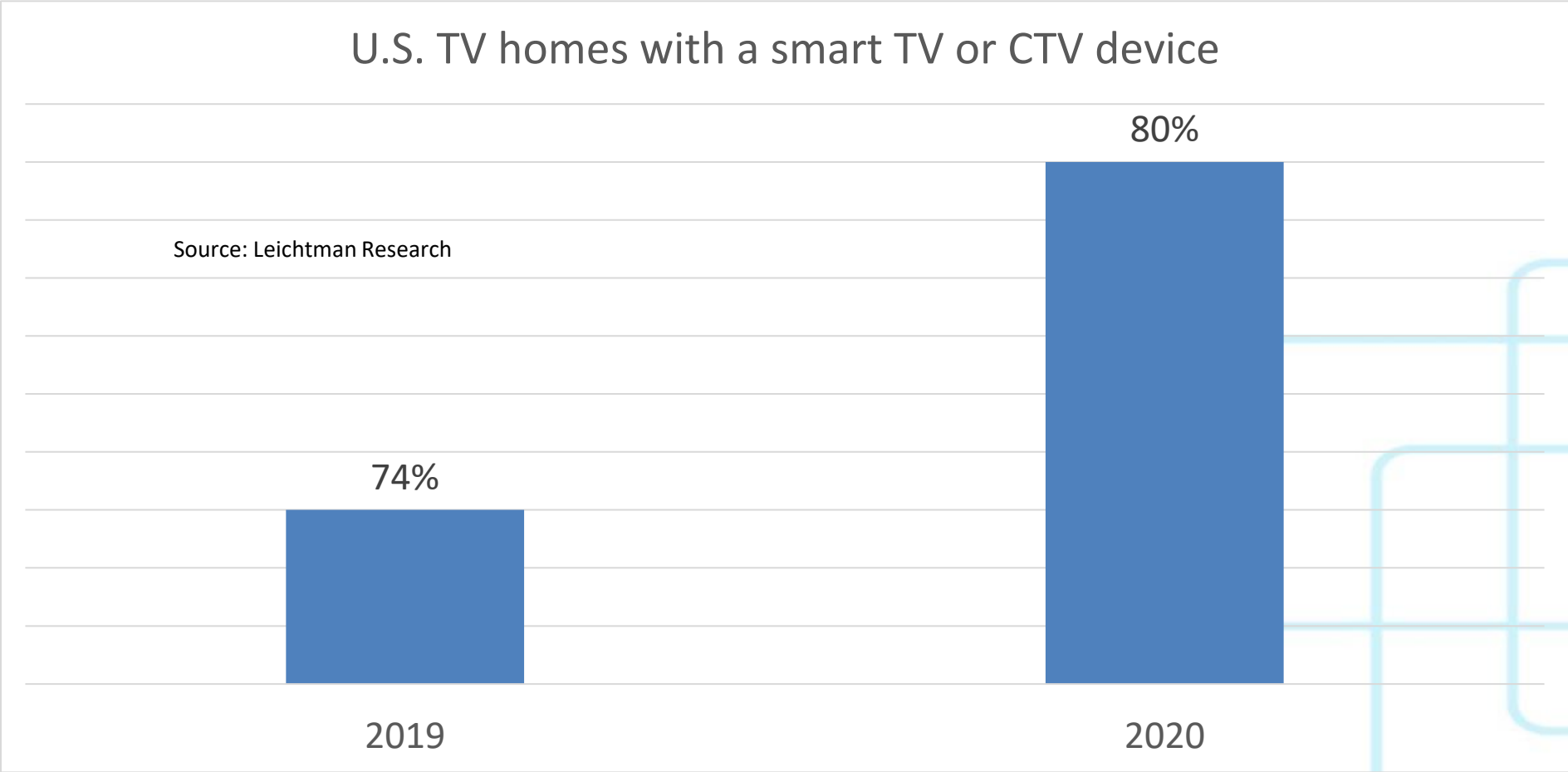
Today, you need just one cable to watch TV



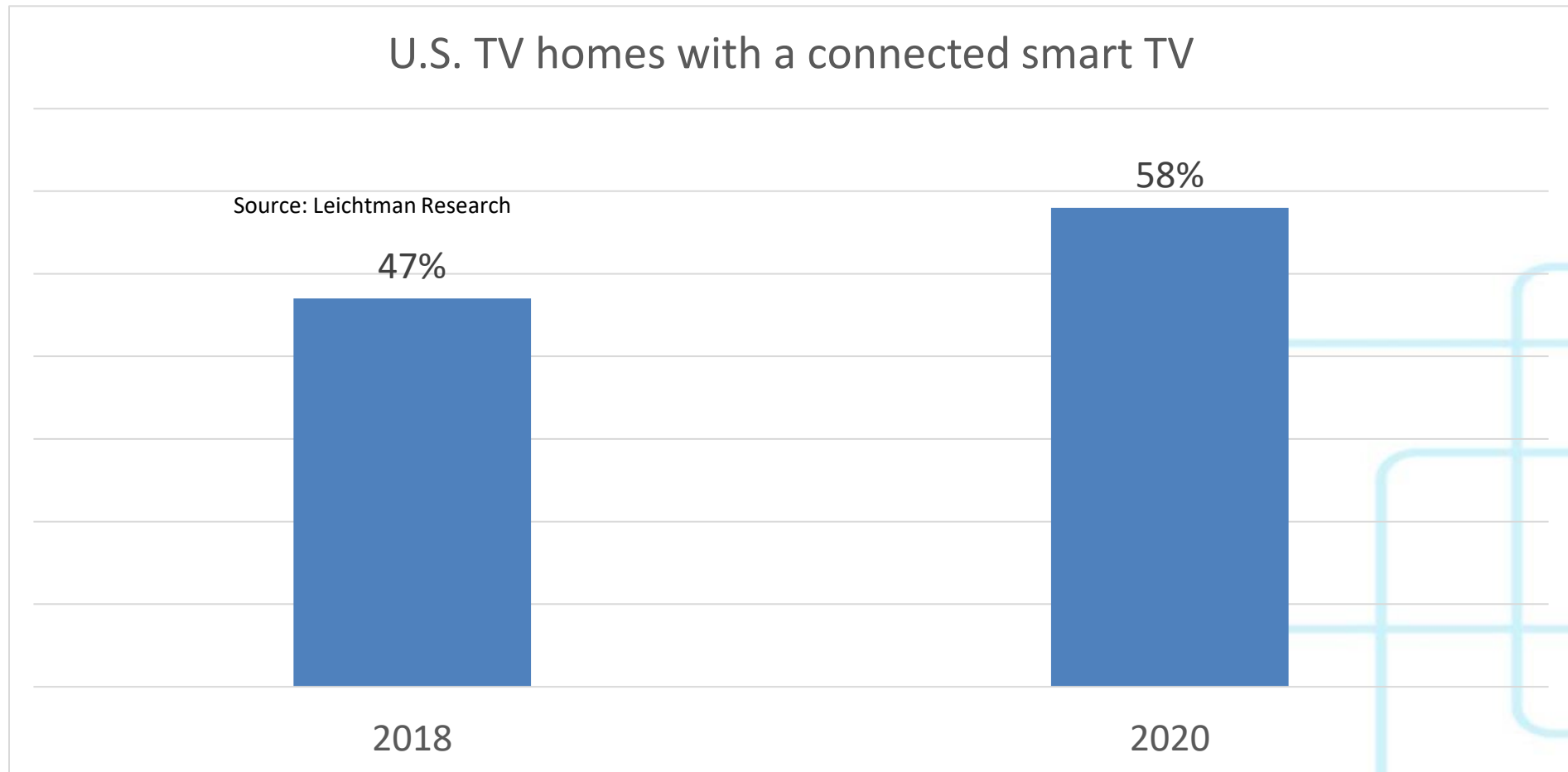
Is this the face of NextGen TV?



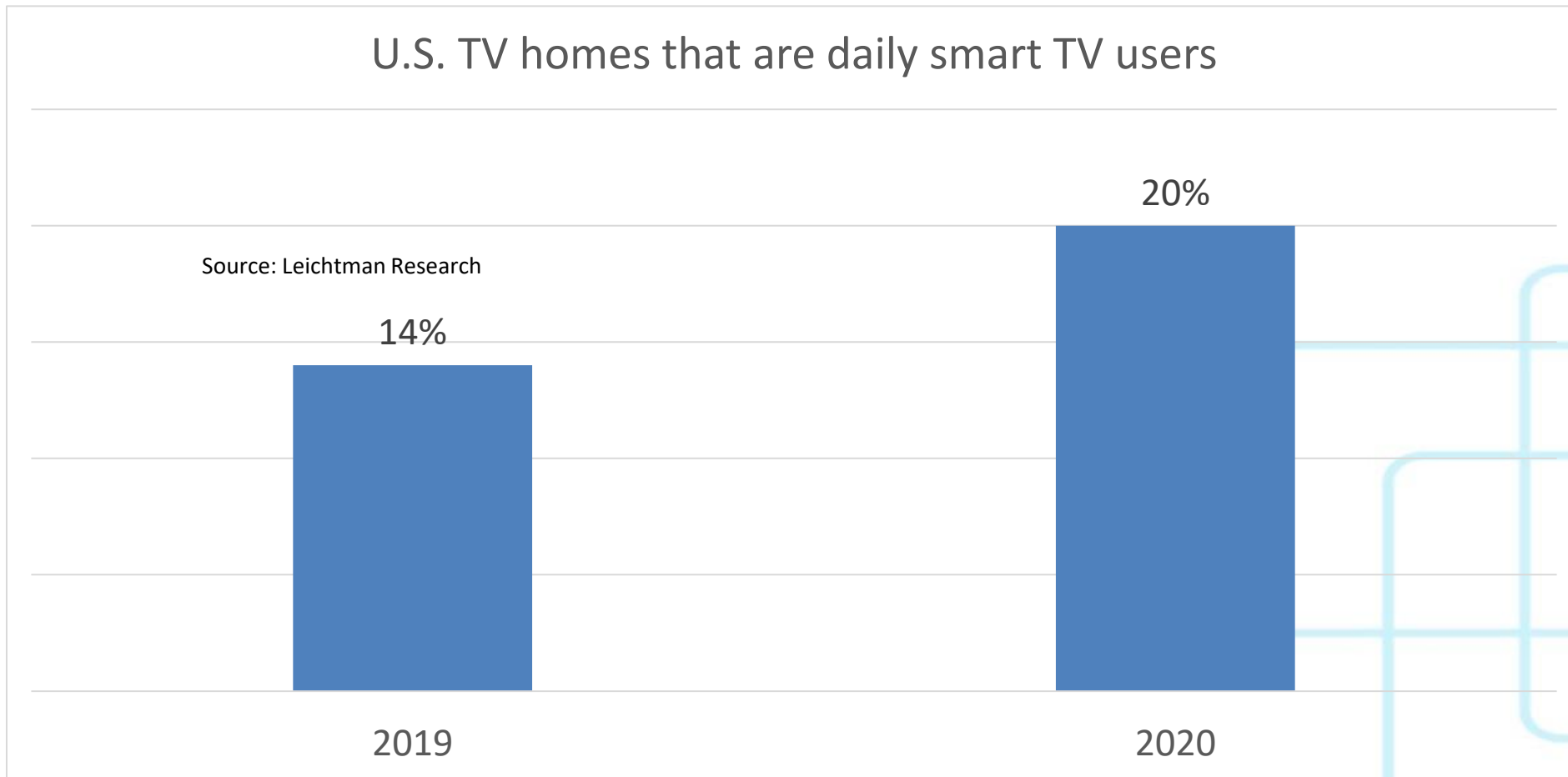
Homes passed – the potential market



Users – the actual market today



Daily smart TV users



Virtual linear users

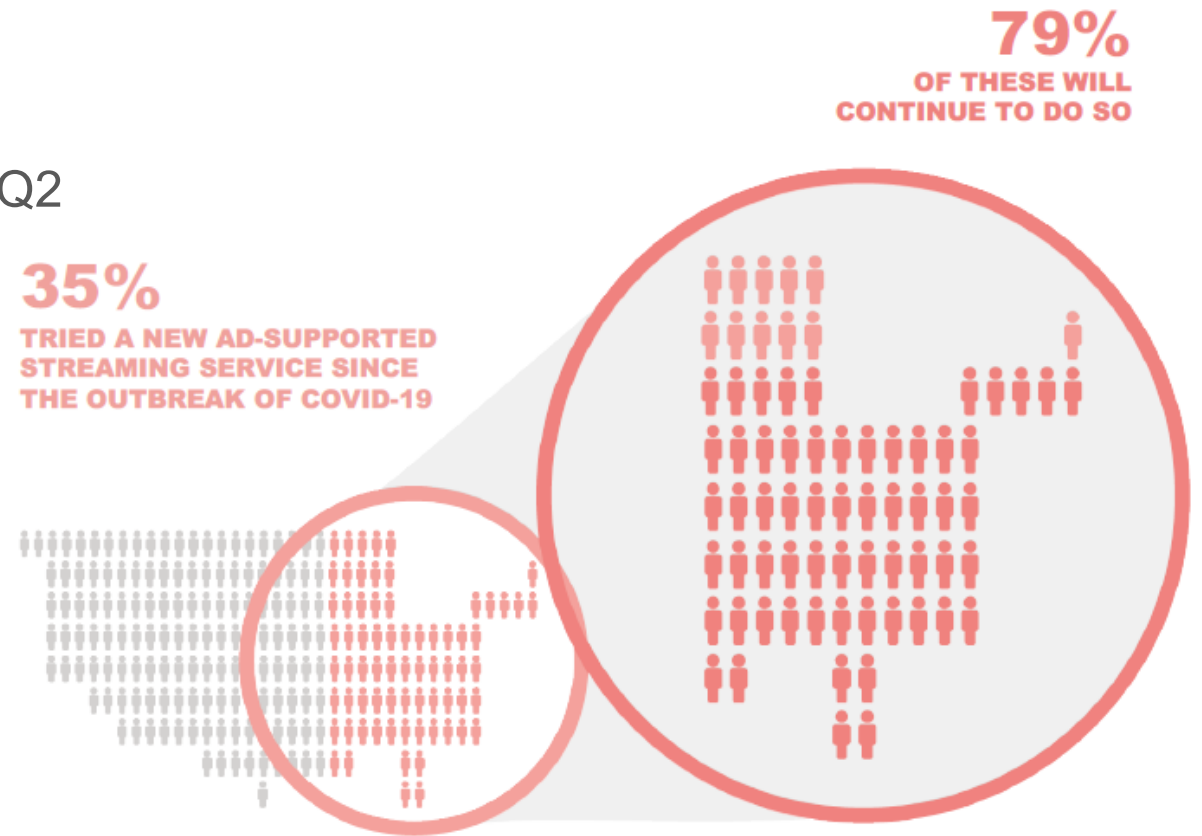
Smart TV vLinear providers

- Pluto TV – 26.5 million active users
- The Roku Channel “reached” 43 million in Q2 2020
- Xumo -5.5 million active users

There 16.2 million over-the-air households

C-19 has given vLinear a big boost

- 35% tried an AVOD service since March
- 4-in-5 of them will keep using



% of people who have tried a new free, ad-supported streaming service since the outbreak of COVID-19

Source: Unruly, 2020

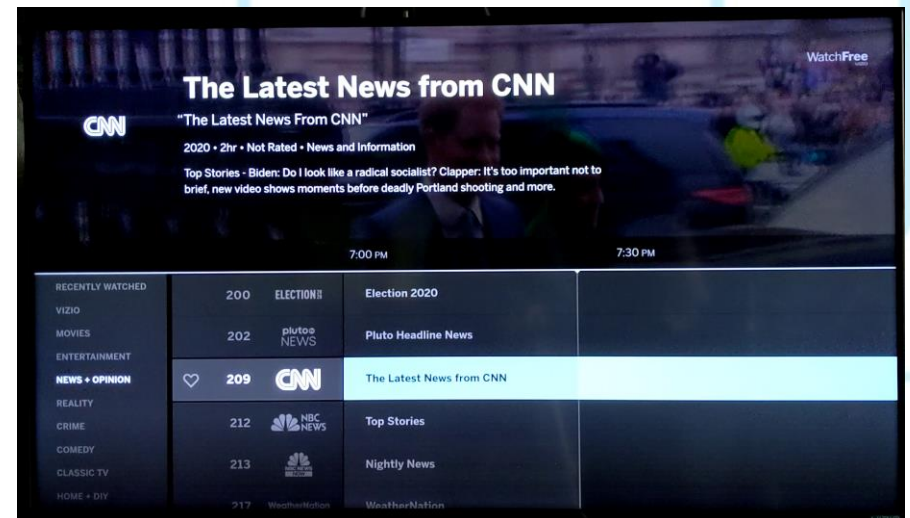
Programmers are not waiting for NextGen TV

ViacomCBS bought Pluto TV

Comcast bought Xumo

Programmers are leveraging vLinear

- CBS – Picard, The Hills channel
- Endemol Shine – Deal No Deal on Vizio
- Live news
 - **NBC news, Fox News, CBSN**



Big takeaway

Kasia Jablonska, Head of Digital and Monetisation at Endemol Shine Group

“It’s a major change in viewing habits, and I think the industry needs to catch up with this.”

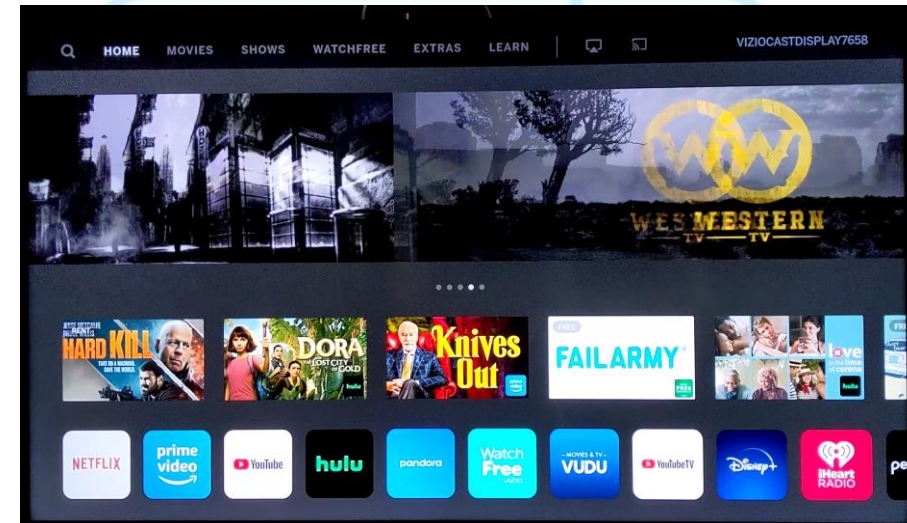


ATSC 3.0 NextGen TV is coming

- But will take years to build a sizable audience

Smart TV vLinear is here now, with a large growing audience

- Simply the easiest way to watch TV
- Providing new monetization opportunities
- Can you afford to wait?



About nScreenMedia

nScreenMedia is a resource to the Digital Media Industry as it transitions to the new infrastructure for multi-screen delivery. Through a mix of informed opinion, news, information and research nScreenMedia helps you make sense of multi-screen media.

www.nscreenmedia.com

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