Trends in Electronic Program Guide Development 1Q 11

Description: Trends in Electronic Program Guide Development examines the evolution of the TV interface and the future of this important application. This report examines operator and CE manufacturer developments in the program guide and the technologies affecting the changing TV interface, including metadata, search and recommendation solutions, remote control and input devices, and software solutions for interactive program guides (IPGs). The report addresses key trends, such as increasing interactivity, sources of content, multiscreen initiatives, hybrid STBs, social networking, personalization, and efforts to use the guide to drive additional revenues. The report includes a global forecast for CE devices capable of supporting an interactive program guide.

“The television user interface has become a critical differentiating feature for pay-TV providers and CE manufacturers,” said Brett Sappington, a senior analyst. “The consumer television experience is grounded in the viewer's ability to quickly and easily find interesting, relevant content. Those services and systems that can deliver the right content to the right viewer will win the minds and pocketbooks of the TV-viewing world.”

Contents:

The Bottom Line

1.0 Report Summary
1.1 Purpose and Scope of Report
1.2 Data Sources
1.3 Definition of Global Regions
1.4 Glossary of Terms

2.0 Market Analysis
2.1 Who Owns the Interface
2.1.1 Operators
2.1.2 CE Manufacturers
2.2 Content Discovery
2.2.1 Programming Guides
2.2.2 Search and Recommendation
2.2.3 Metadata
2.2.4 Remotes and Human Input
2.3 Related Systems
2.3.1 Middleware
2.3.2 Interaction among CE Devices

3.0 Technology and Trends
3.1 Minimizing Viewing Interruptions
3.2 Interactivity
3.3 Common Interface across Multiple Screens
3.4 Addressing Multiple Sources of Content
3.5 The Growth of the Hybrid Set-top Box
3.6 Social Networking
3.7 Personalization
3.8 3D Guides
3.9 Monetizing the Programming Guide

4.0 Forecasts
4.1 Annual TAM for IPG Devices

5.0 Conclusions and Recommendations
5.1 Service Providers
5.2 CE Manufacturers
5.3 Solution Providers
Appendix 1: Sample Metadata

List of Figures:

Companies Interviewed for the Report
Global Forecast Regions
Growth of Global TV Households
Ratings of Pay TV Features
EPG Ratings by US Pay TV Customers
Recent EPG Introductions / Changes
XBox 360 Video Marketplace Interface
Samsung TV Apps
AT&T Linear TV Program Guide
Selected EPG Software Vendors
Search/Recommendation Indexing Criteria
Selected Search/Recommendation Solution Providers
Appeal of Social Recommendation Features
Video Metadata Categories and Examples
Additional Metadata Information in the Verizon FiOS Guide
Video Metadata Providers
Remote Controls from Pay TV Providers
Set-Top Box Architecture and Applications
Selected Middleware Vendors
Examples of EPG Options for Viewing Content and Guide
Iskon.TV Online EPG
Multiscreen EPG Initiatives
Sources of Content
Netflix Profiling Interface
Example 3D Interface
Comcast IPG Banner Ad
Annual TAM for IPG Devices
Trends and the Future of the EPG
Trends and Hurdles for EPGs


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Trends in Electronic Program Guide Development 1Q 11
Web Address: http://www.researchandmarkets.com/reports/1530437/
Office Code: SCISGP5V

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>✔️</td>
<td>USD 7500</td>
</tr>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>✔️</td>
<td>USD 3200</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: __________________________ Last Name: __________________________
Email Address: * __________________________
Job Title: __________________________
Organisation: __________________________
Address: __________________________
City: __________________________
Postal / Zip Code: __________________________
Country: __________________________
Phone Number: __________________________
Fax Number: __________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
- Account number: 833 130 83
- Sort code: 98-53-30
- Swift code: ULSBIE2D
- IBAN number: IE78ULSB98533083313083
- Bank Address: Ulster Bank,
  27-35 Main Street,
  Blackrock,
  Co. Dublin,
  Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World