



## Advertisers – Now Would be a Good Time to Adjust your Set

Posted on October 25, 2011 by Jeff Siegel

In April of this year we launched the Rovi Smart TV Field Trial, a program for exploring new and emerging advertising opportunities on connected TVs. Working in collaboration with Smart TV makers like Samsung and Sony, we provided a platform for leading brands to learn firsthand about changes in consumer behavior in the living room, as well as test and measure a range of interactive advertising campaigns.



In addition to delivering real-time ad metrics, Rovi also commissioned Nielsen to conduct a two-part study on connected device owners. The first phase of the study, which is now available for download, looks at device awareness and usage. The second phase, to be released in early November, will be the first of its kind and will look at the effectiveness of specific interactive campaigns.

The results of phase one of the study serve as an exclamation point to the positive findings and bullish forecasts already released. For brands, the study reinforces the viability of connected devices as a unique vehicle to truly engage their customers. Here are a few of the findings:

### Connected TV Platform Usage

- 83% of connected TV owners have used the connected platform, with 33% accessing it frequently
- More than 90% would recommend the Smart TV Platform to others
- 1/3 of users are watching more TV as a result of having access to the connected TV platform
- Consumers use the platform to find and discover content:
  - When I don't know exactly what I want to watch (49%)
  - When I am looking for a specific program but don't know exactly where to find it (43%)
- The top three reasons consumers use the connected TV platform are:
  1. It's easy to use and navigate
  2. They like the convenience of accessing apps and widgets without needing a separate device like a tablet or smart-phone
  3. Good for watching television on my own time

### Consumer Awareness of Advertising

- 80% of users noticed the presence of ads on the connected TV platform
- About 1/3 of those who noticed the ad, clicked on it
- Overall click-through rates were between 10-17%

Stay tuned for the results of phase two, where we will be looking in detail at ad effectiveness for both entertainment and conventional brands.

For more information, please go to: [www.roviadvertising.com](http://www.roviadvertising.com)