

BESPOKE SURVEYS

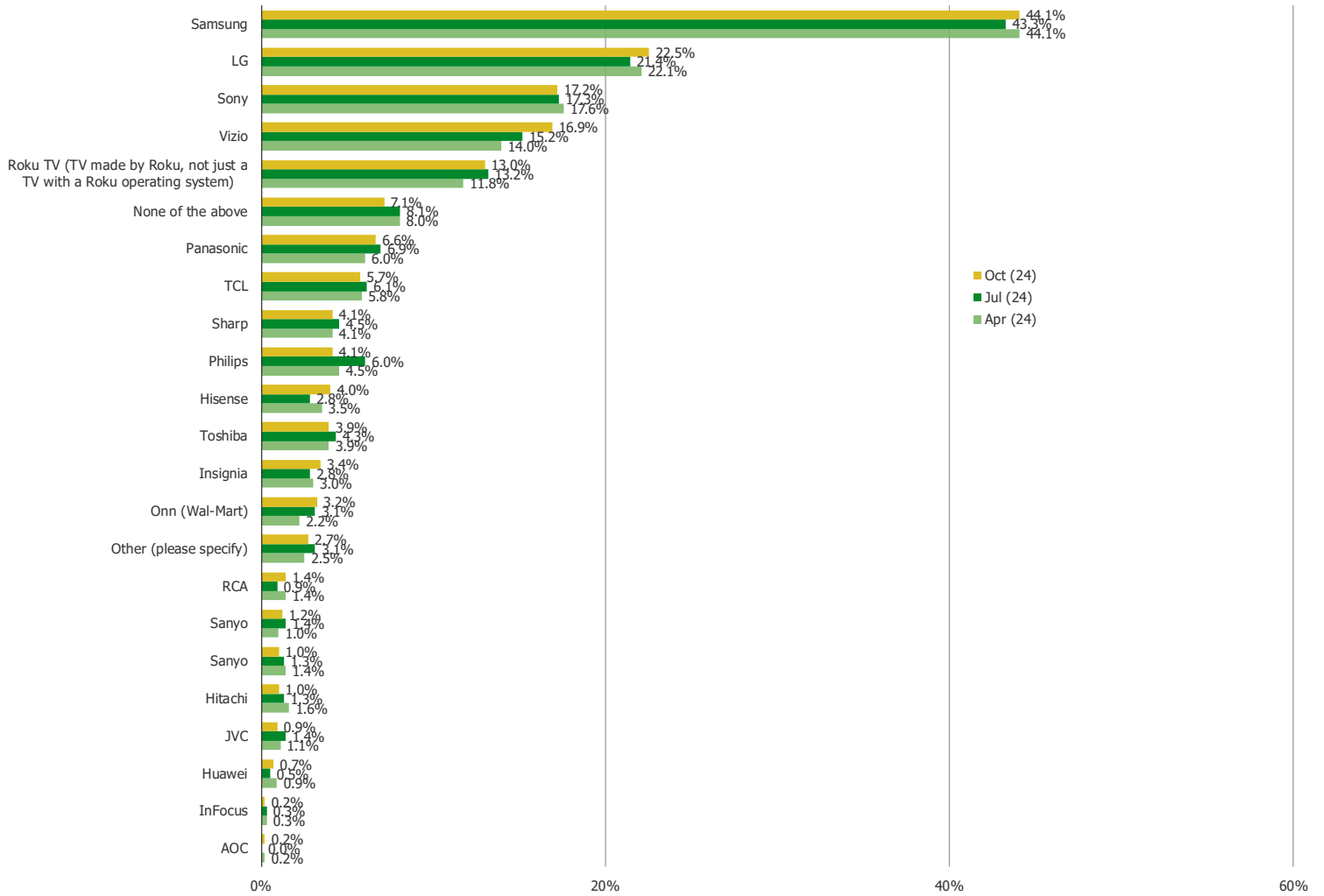
Streaming Players | Volume 16

1000+ Respondents Per Quarter

RECENTLY ADDED QUESTIONS

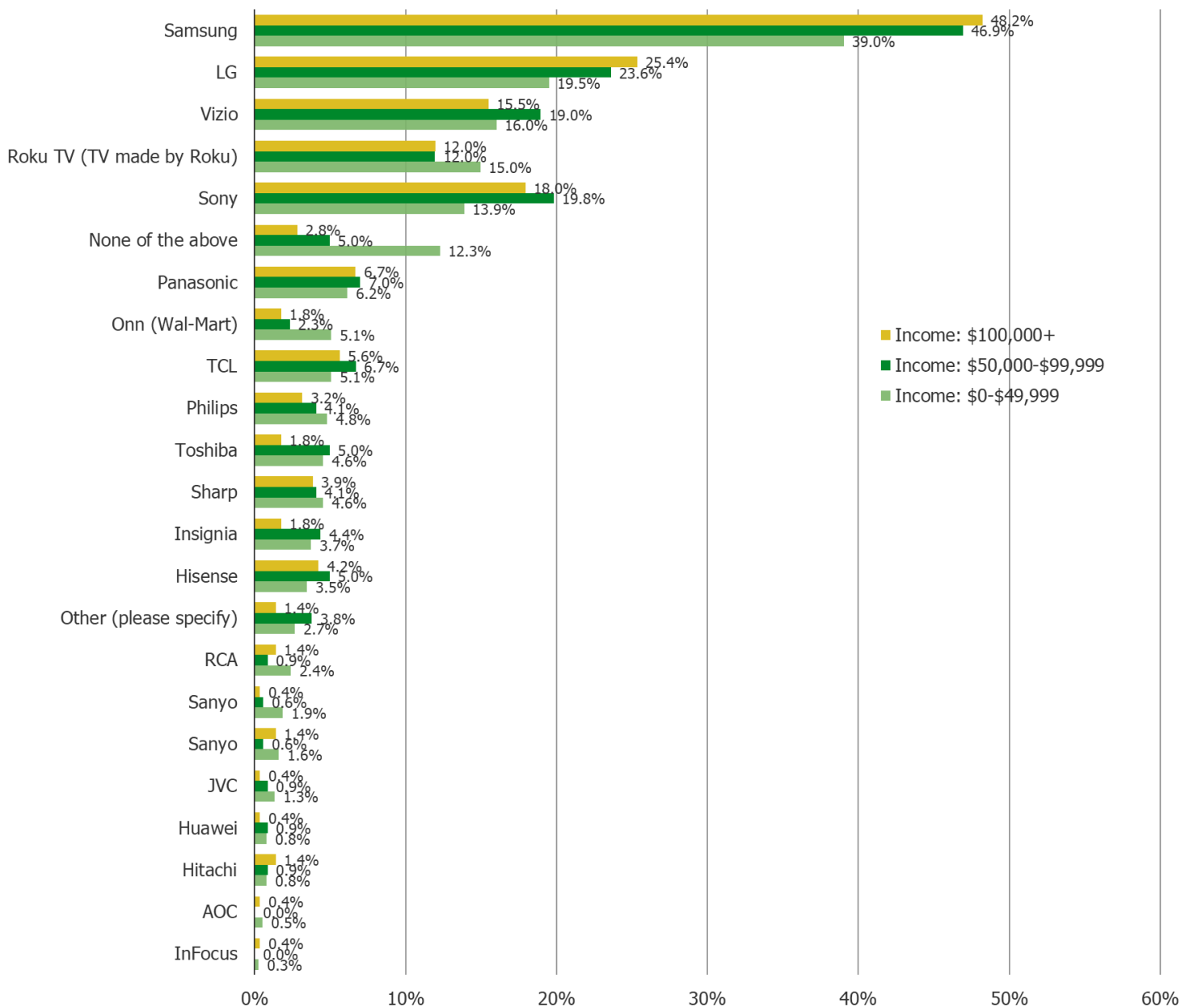
IF YOU WERE BUYING A TV TODAY, WHICH WOULD BE MOST LIKELY TO BUY?

Posed to all respondents.



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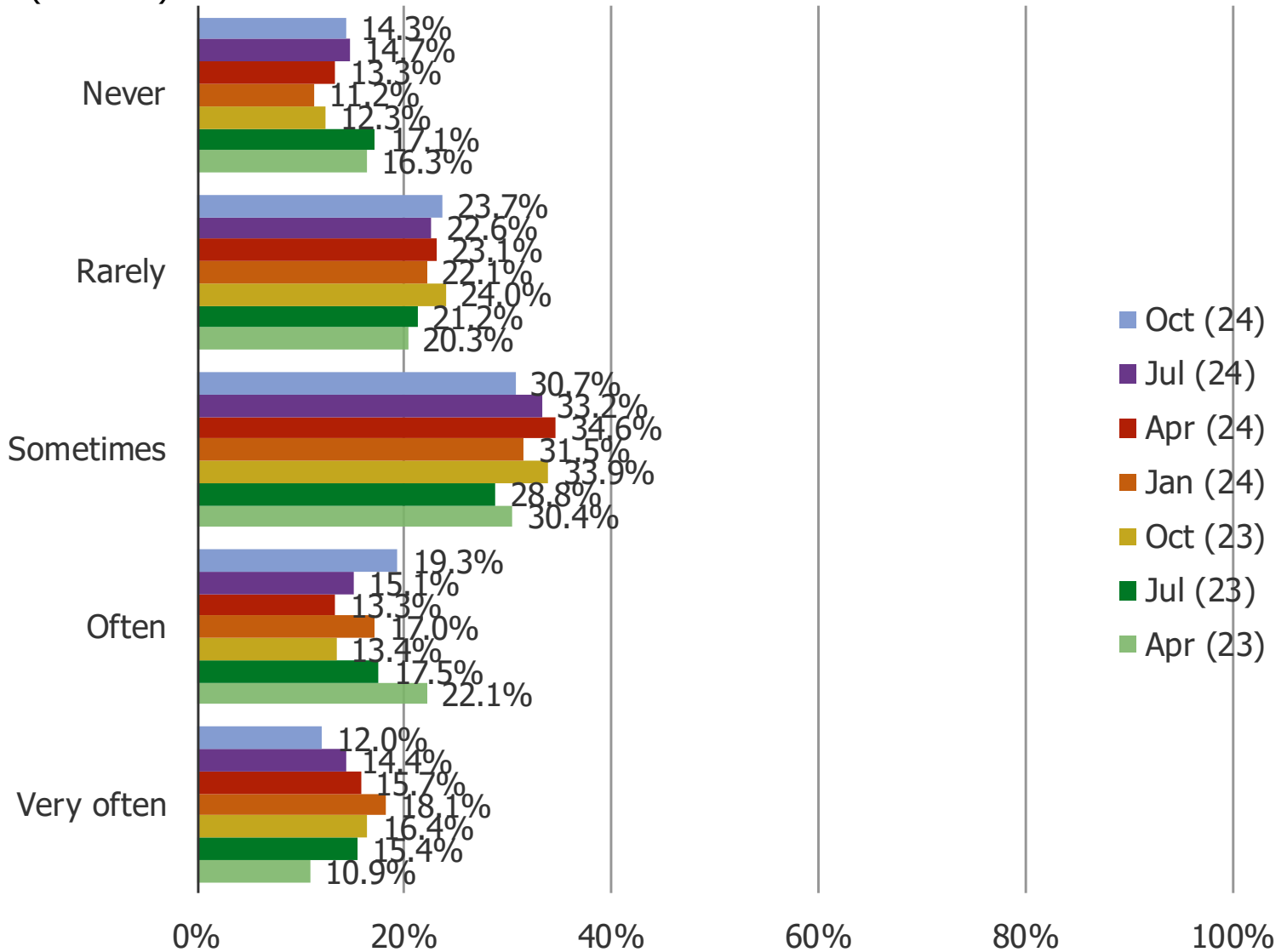
Posed to all respondents, cross-tabbed by income.



ROKU CHANNEL AND A TV MANUFACTURED BY ROKU

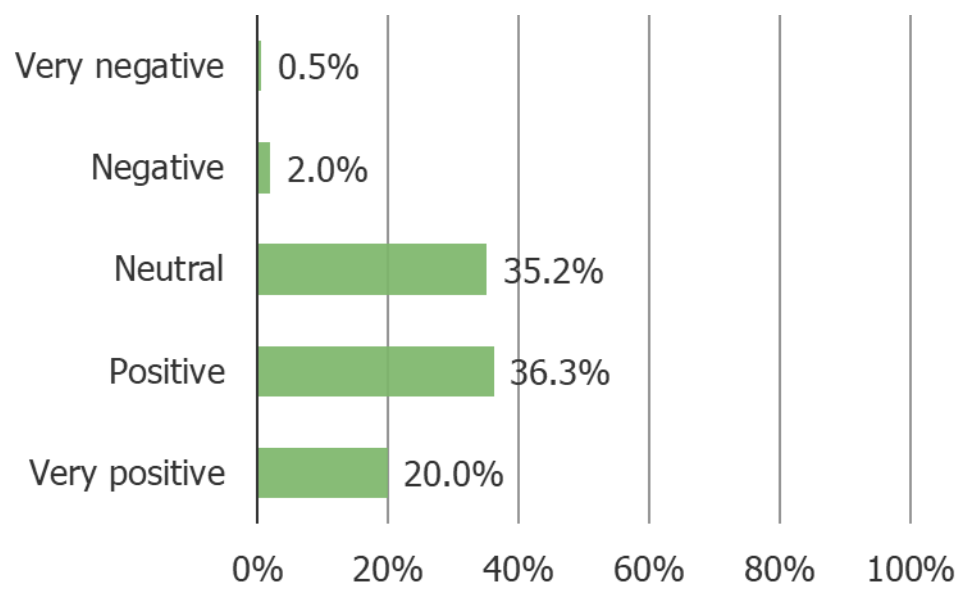
HOW OFTEN DO YOU WATCH THE ROKU CHANNEL?

Posed to respondents who have a TV that uses the Roku OS or owns a Roku streaming player (N = 300).



WHAT IS YOUR OPINION OF THE ROKU CHANNEL?

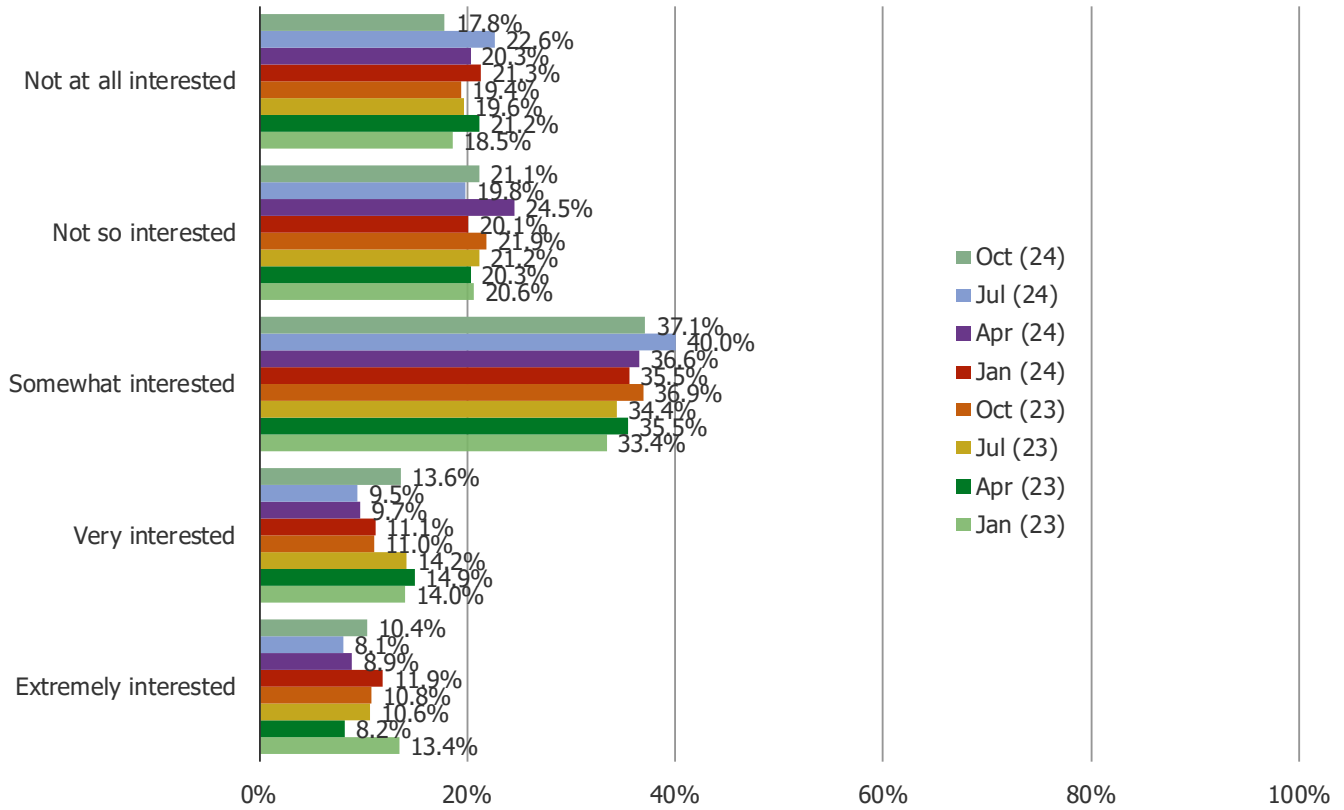
Posed to Roku users who watch the Roku Channel sometimes, often, or very often.



Combining historical waves to reach a larger N Size (N = 2025)

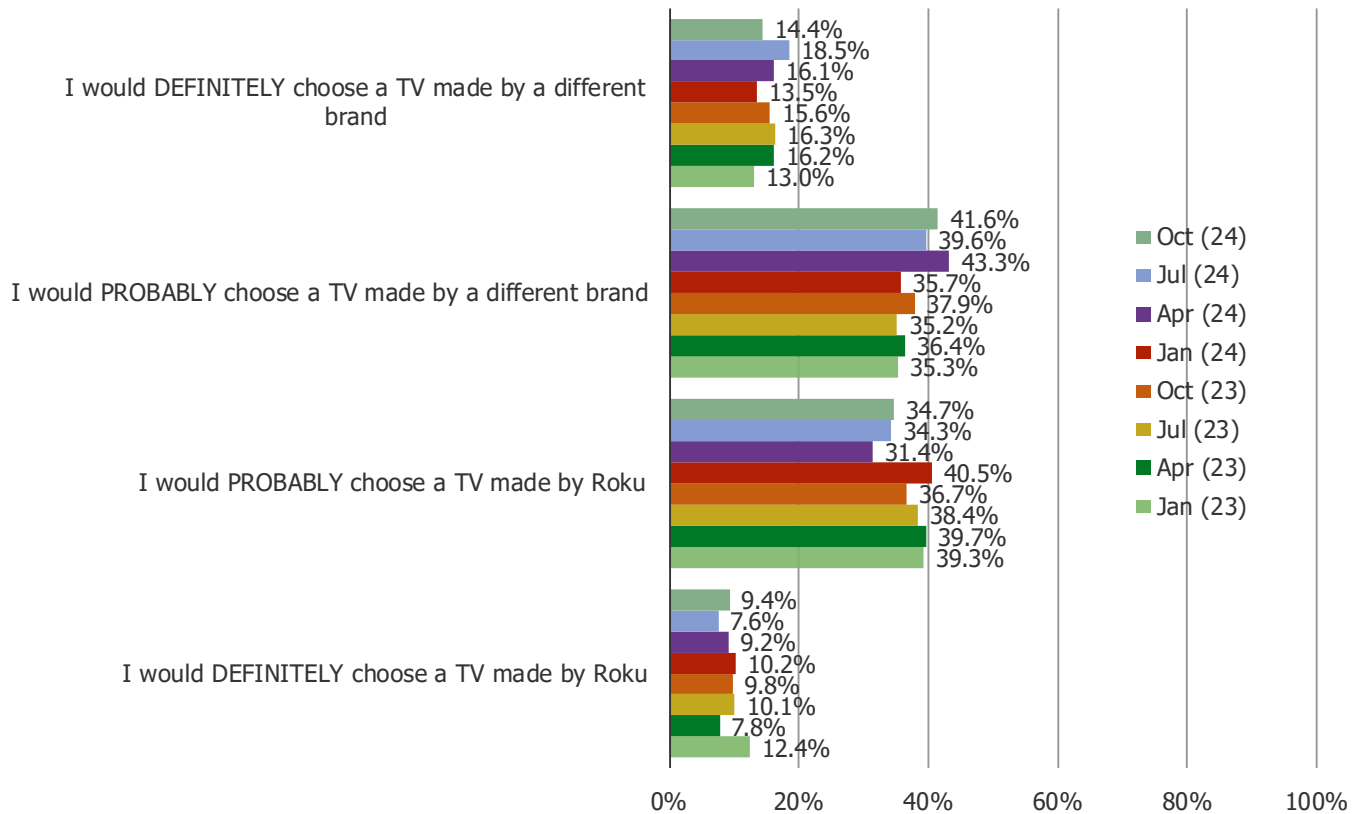
HOW INTERESTED WOULD YOU BE IN GETTING A TV THAT WAS ACTUALLY MANUFACTURED BY ROKU?

Posed to all respondents.



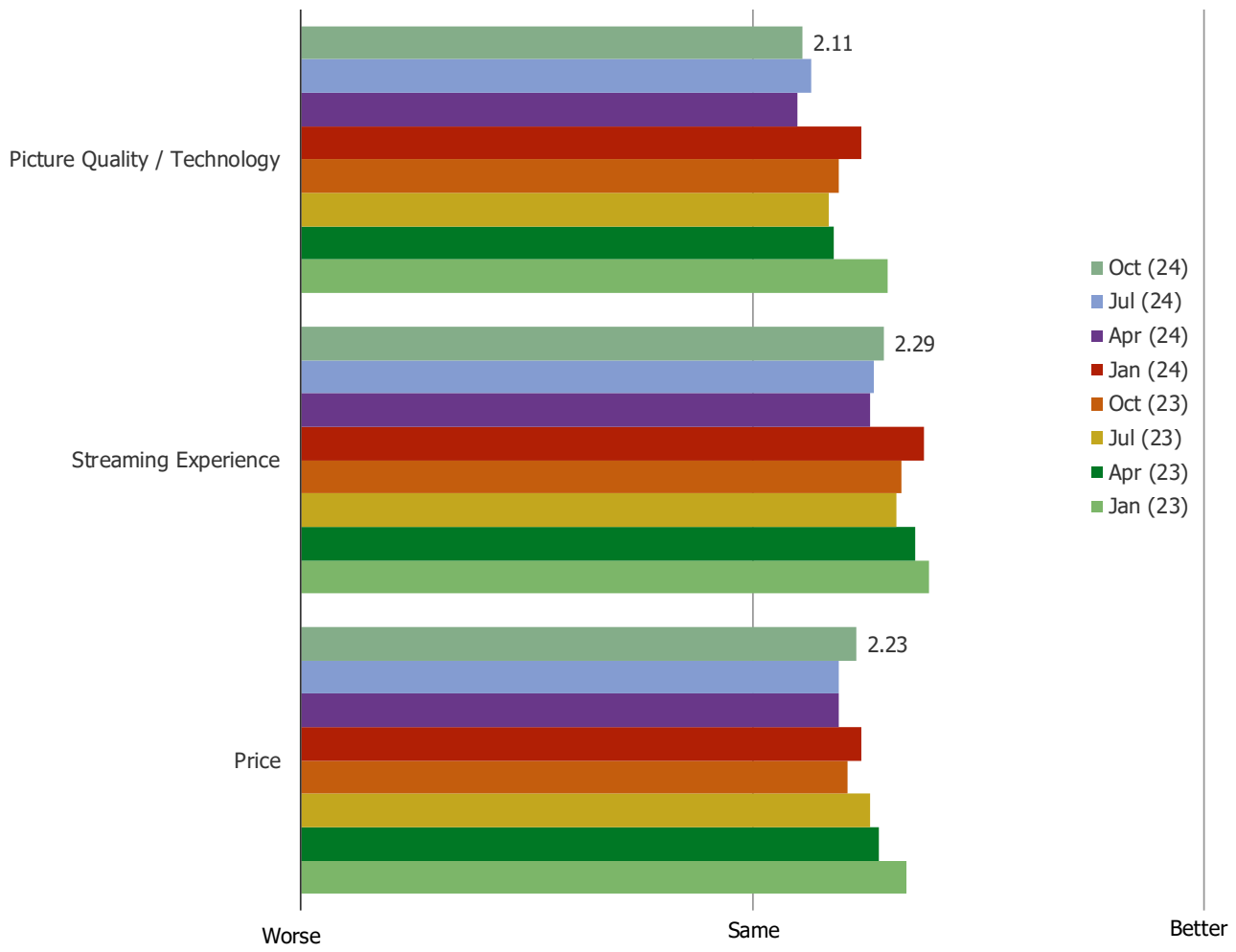
HOW LIKELY WOULD YOU BE TO BUY A TV THAT WAS MANUFACTURED BY ROKU WHEN YOU ARE BUYING YOUR NEXT TV?

Posed to all respondents.



WOULD YOU EXPECT A TV MANUFACTURED BY ROKU TO BE BETTER OR WORSE THAN WHAT YOU HAVE NOW WHEN IT COMES TO...

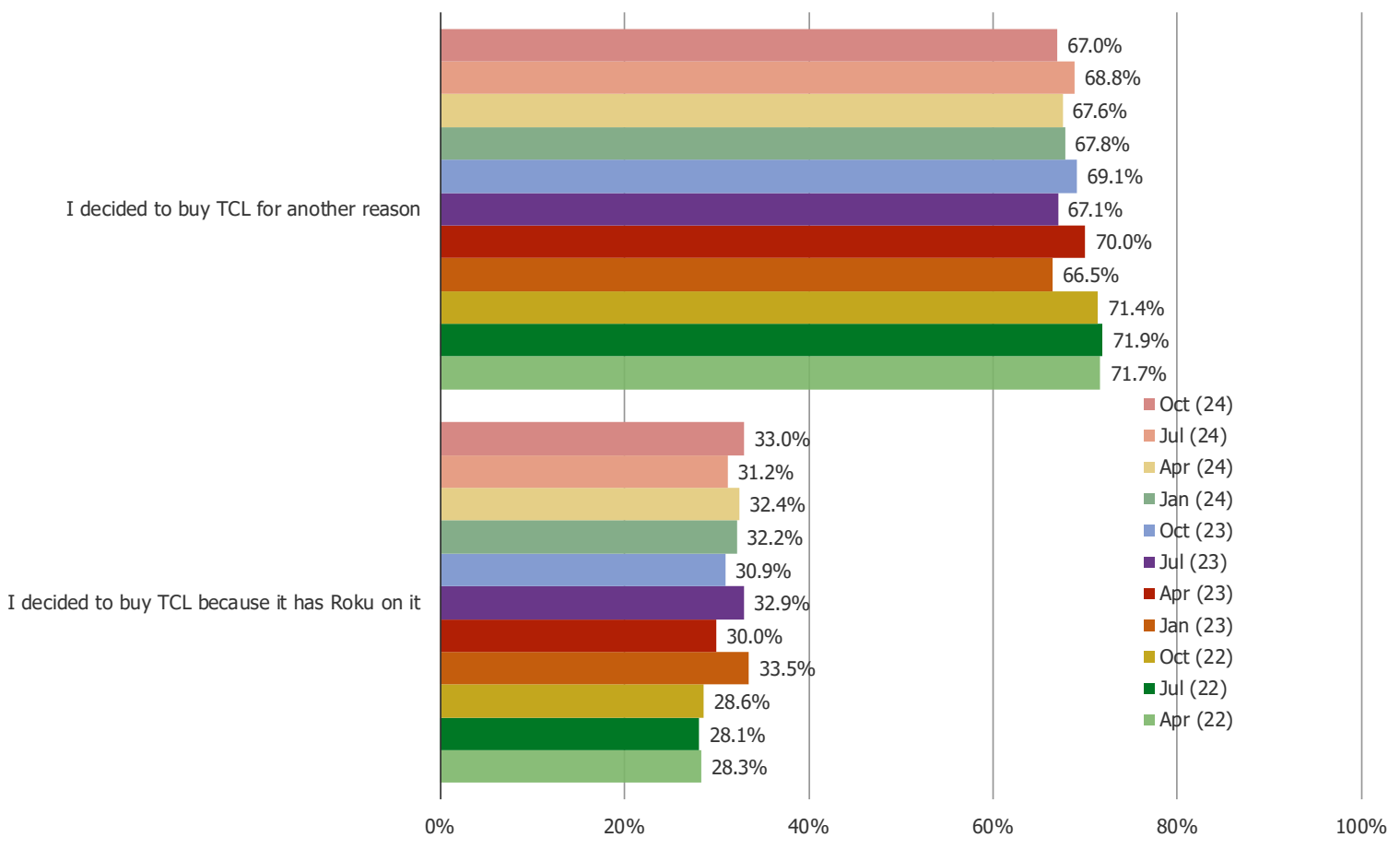
Posed to all respondents.



MORE ROKU AND TV QUESTIONS

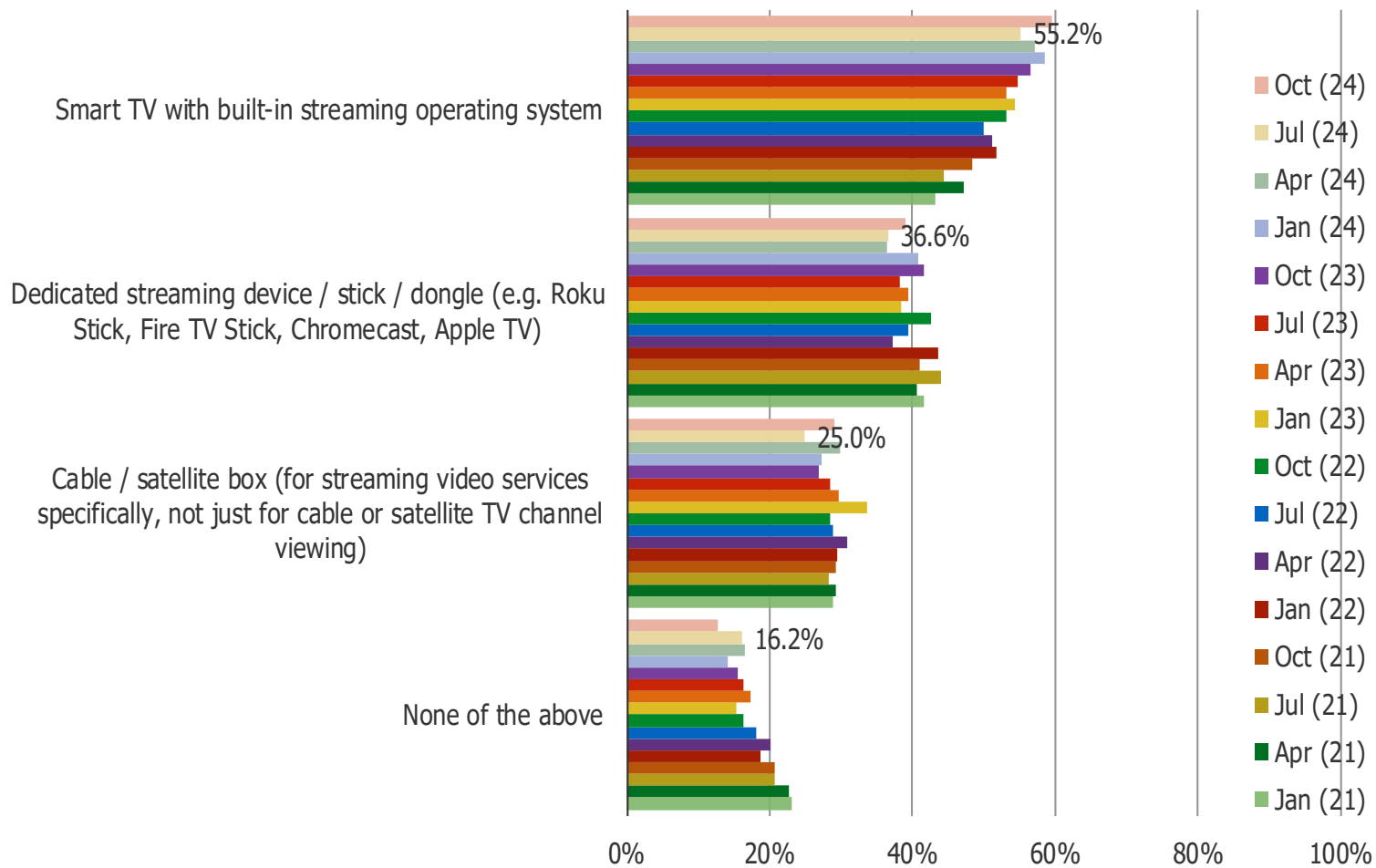
THINKING ABOUT YOUR TCL TV, WHICH OF THE FOLLOWING DESCRIBES YOU...

Posed to all respondents who have a TCL TV.



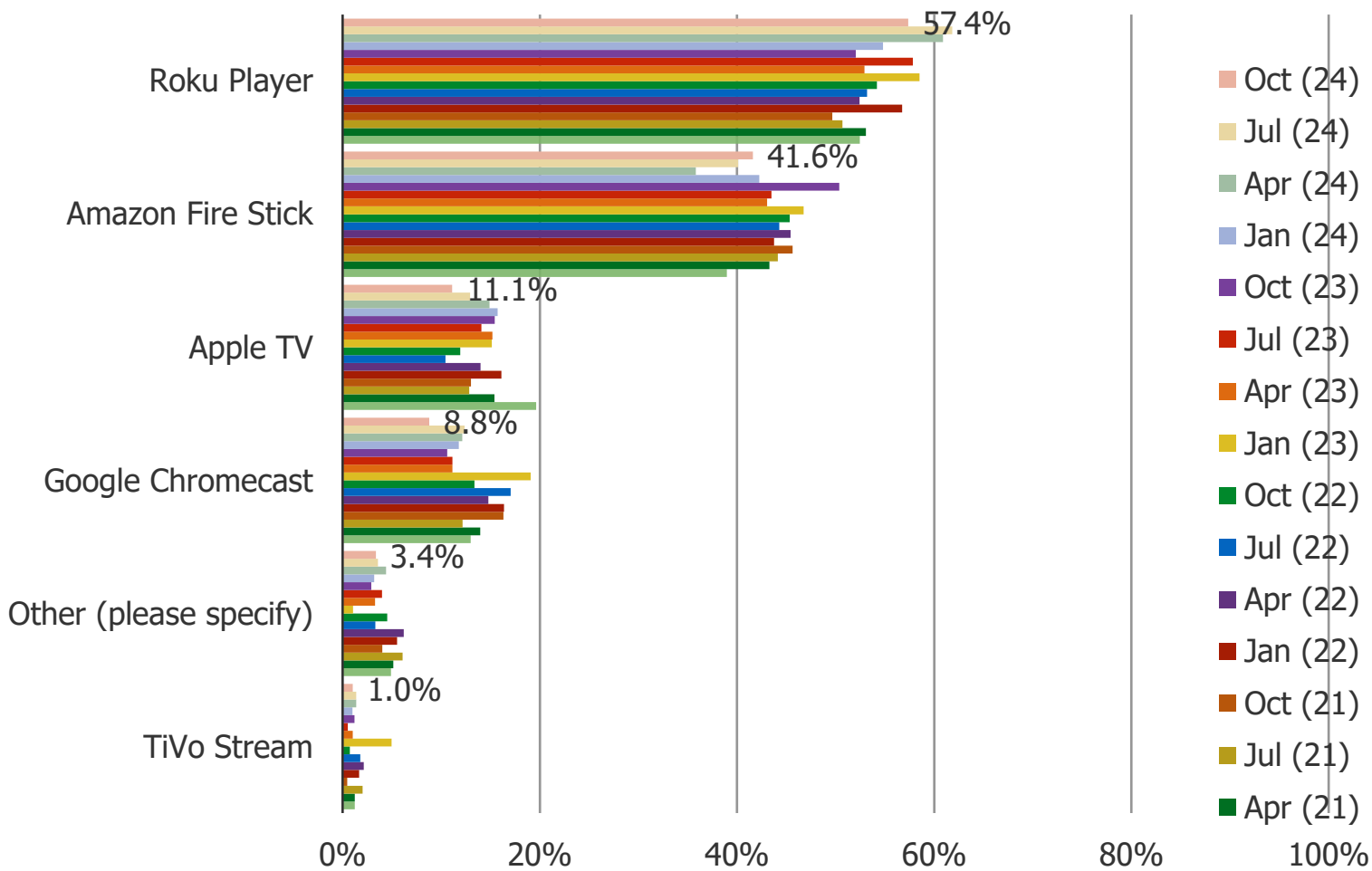
WHAT HARDWARE DO YOU USE TO WATCH STREAMING VIDEO ON YOUR TV? (SELECT ALL THAT APPLY)

Posed to all respondents.



WHICH OF THE FOLLOWING DEDICATED STREAMING DEVICES DO YOU USE? (SELECT ALL THAT YOU CURRENTLY USE)

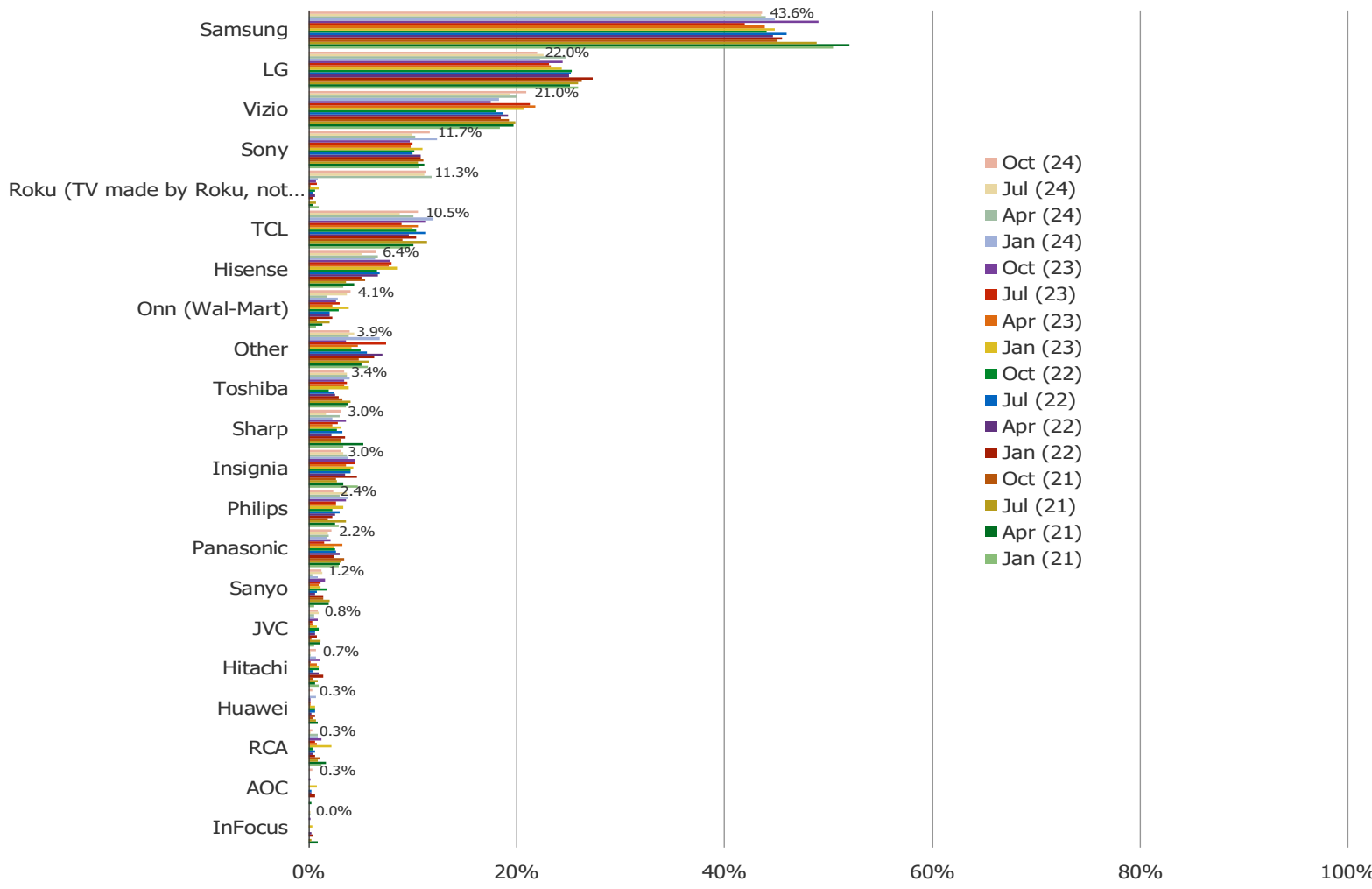
Posed to all respondents who use streaming devices.



N = 387

WHICH BRAND OF SMART TV DO YOU HAVE? (SELECT ALL THAT APPLY)

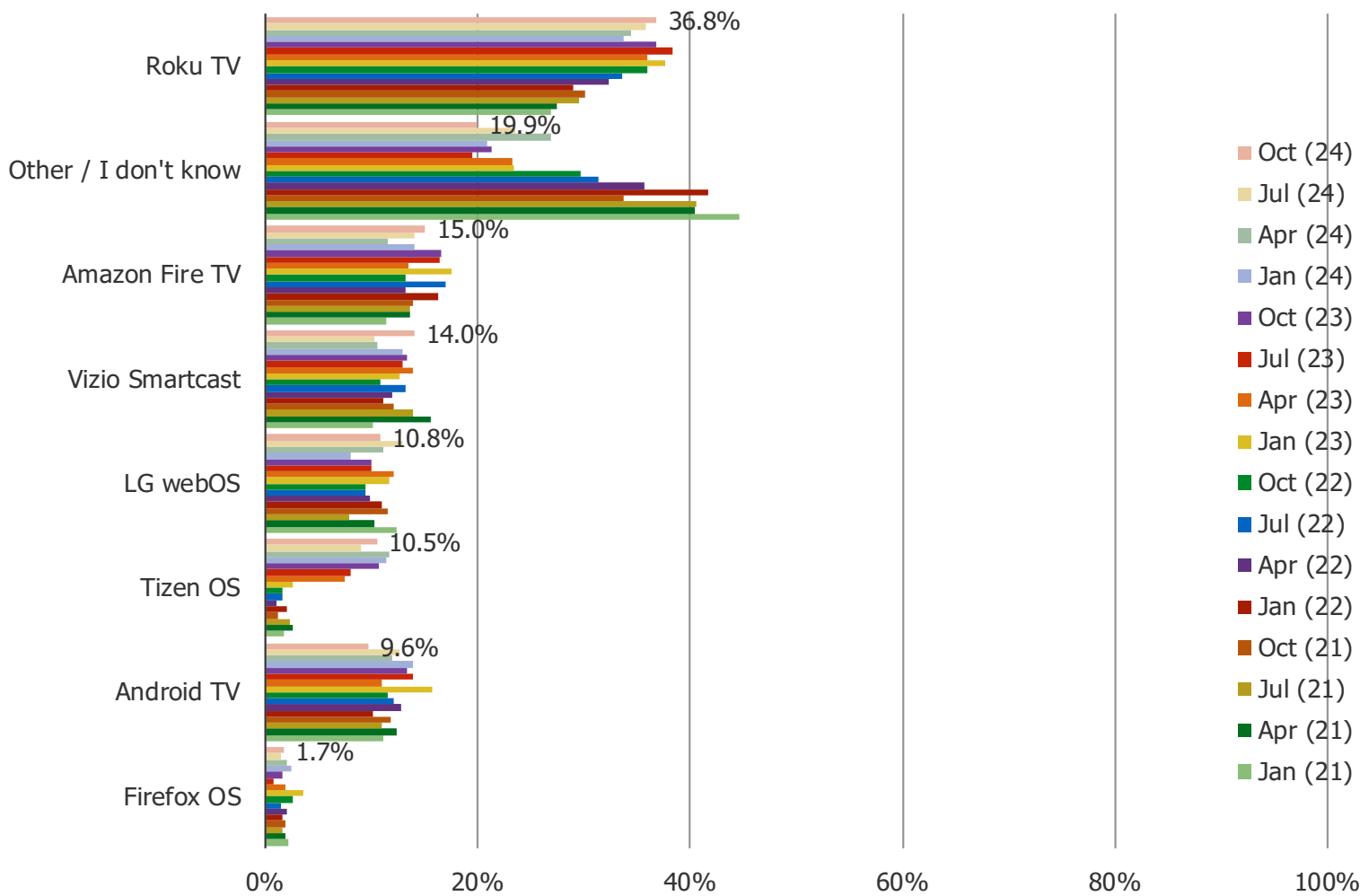
Posed to all respondents who own a smart TV.



N = 592

WHICH BUILT-IN OPERATING SYSTEM DOES YOUR SMART TV RUN? (SELECT ALL THAT APPLY ACROSS ALL THE TVS YOU OWN)

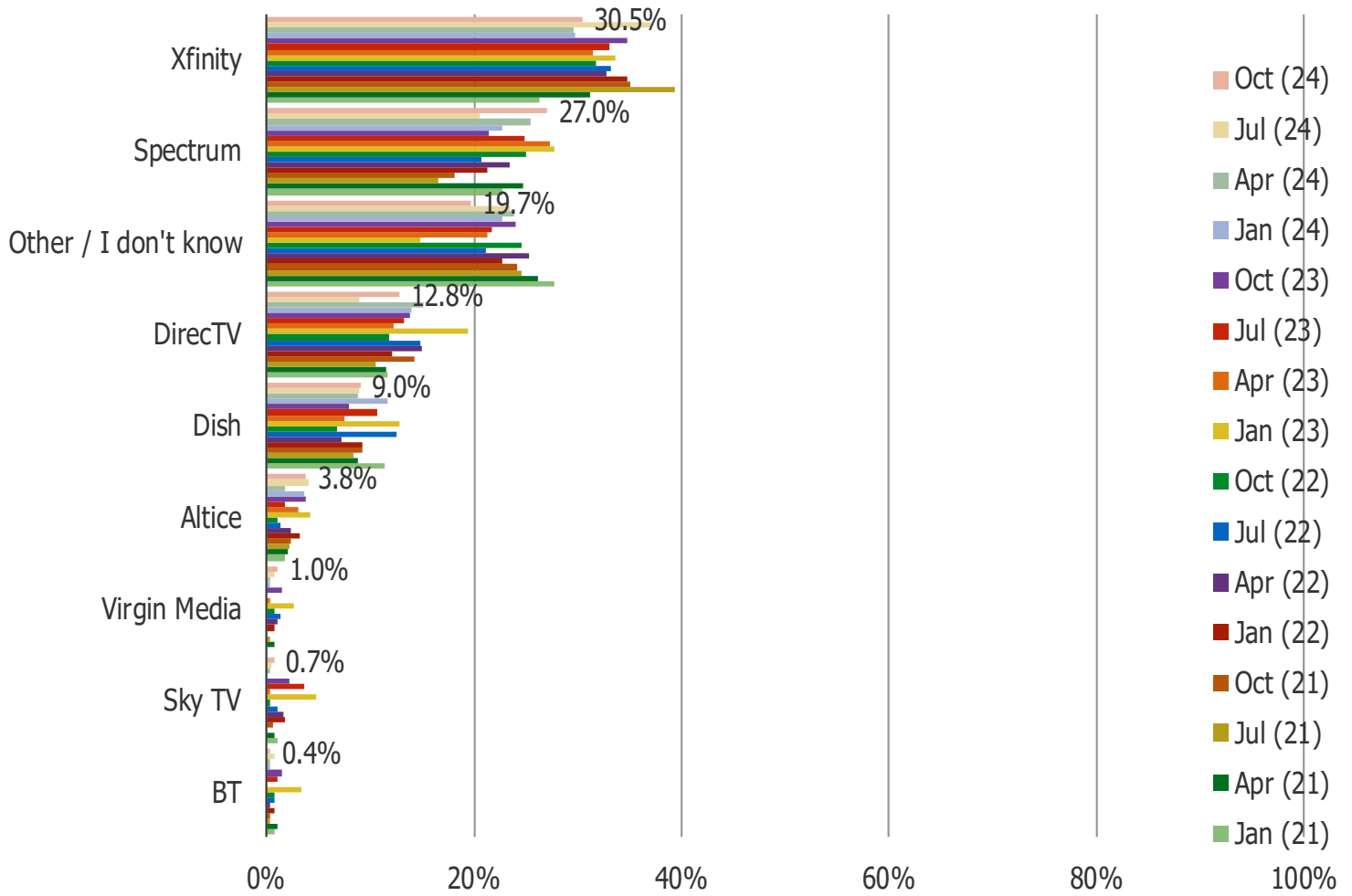
Posed to all respondents who own a smart TV.



N = 592

WHAT TYPE OF CABLE/SATELLITE SET TOP BOX DO YOU USE TO WATCH STREAMING VIDEO? (SELECT ALL THAT APPLY)

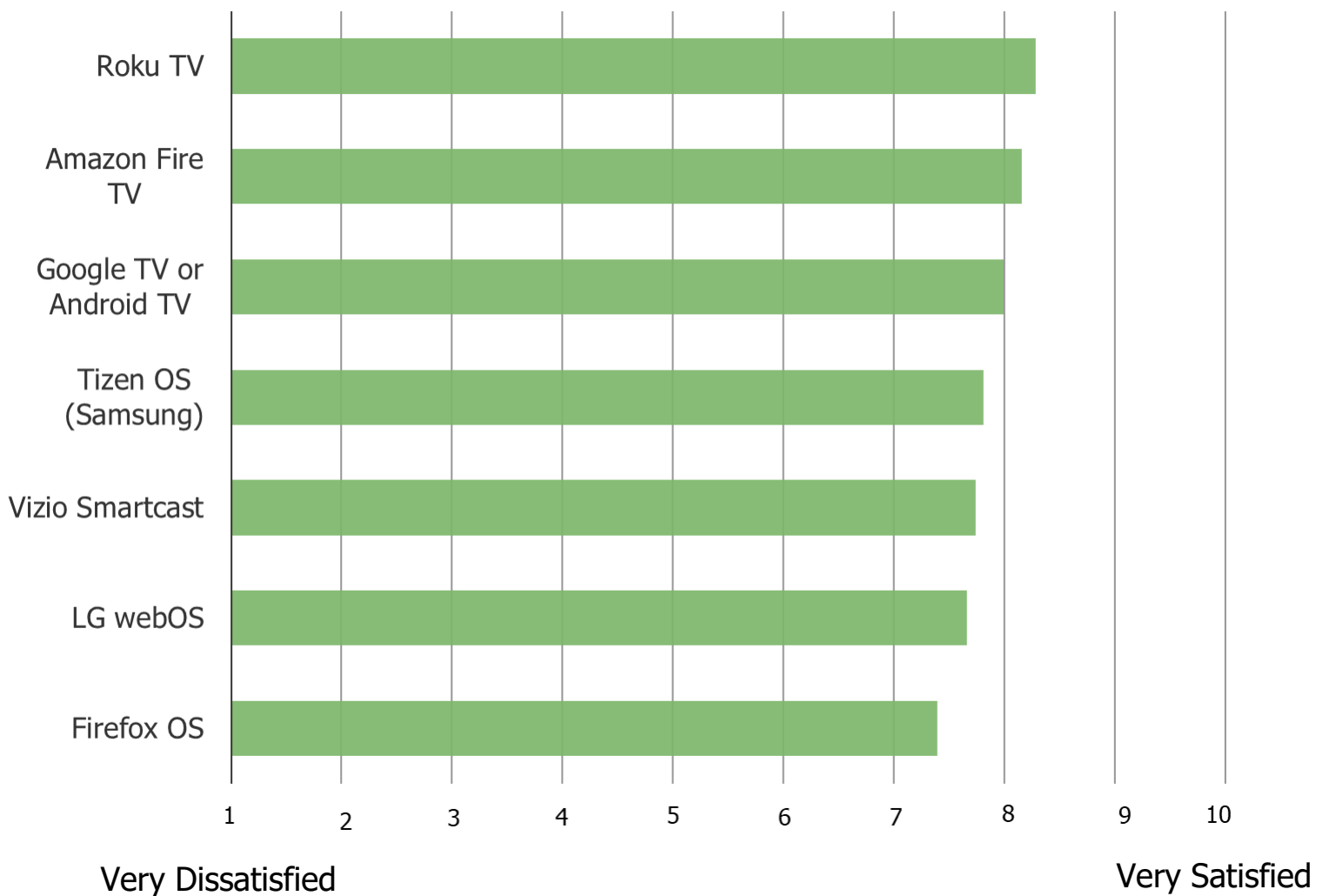
Posed to all respondents who use streaming devices.



N = 289

ON A SCALE FROM 1-10, HOW SATISFIED ARE YOU WITH THE SOFTWARE INTERFACE ON YOUR SMART TV?

Posed to all respondents who own a smart TV and use each of the following.

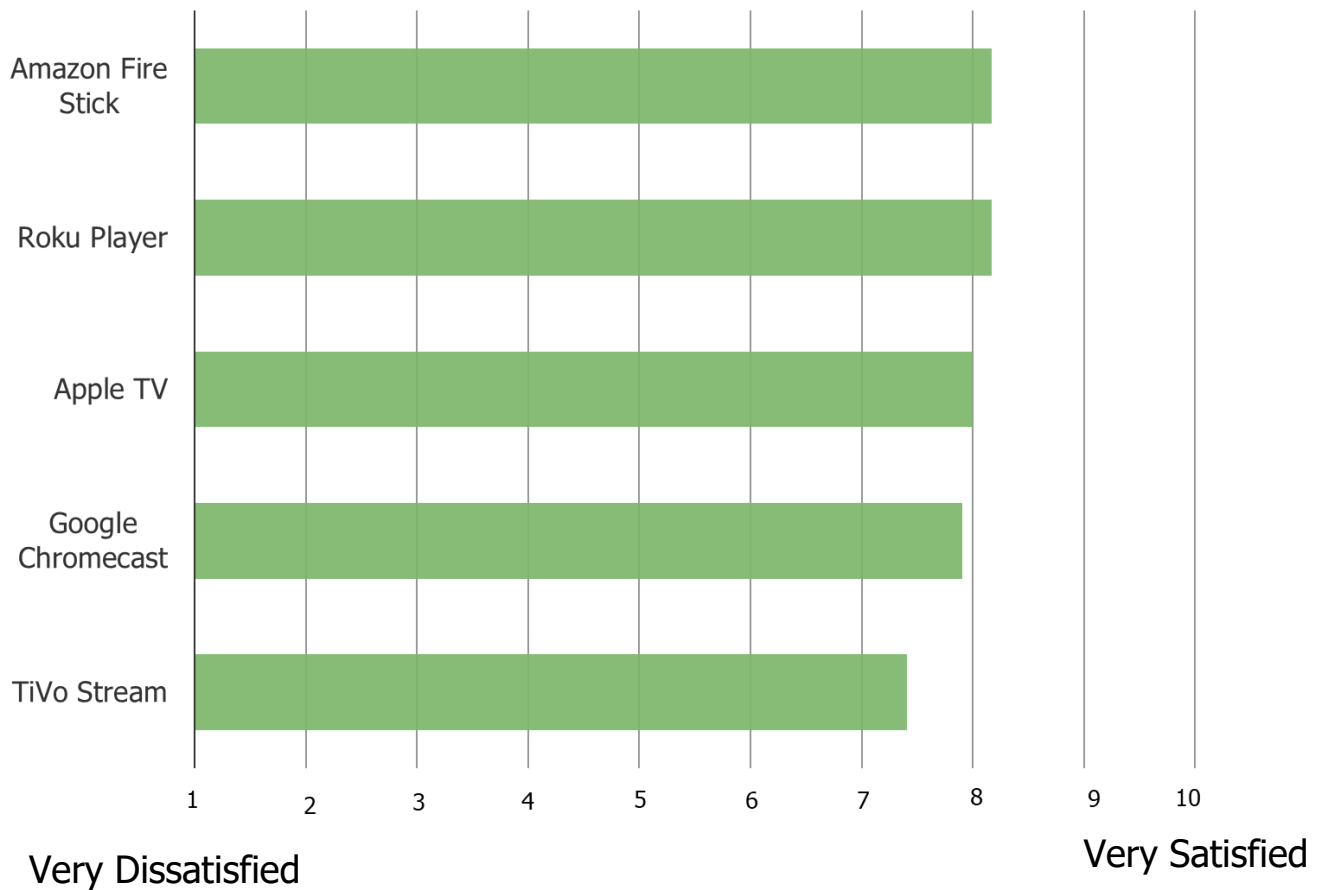


	N=
Firefox OS	184
LG webOS	986
Vizio Smartcast	1161
Tizen OS (Samsung)	491
Google TV or Android TV	1152
Amazon Fire TV	1358
Roku TV	3161

*Combining all prior waves to achieve a larger N.

ON A SCALE OF 1-10 (10 BEING EASIEST, 1 BEING DIFFICULT) HOW SATISFIED ARE YOU WITH THE SOFTWARE INTERFACE ON YOUR STREAMING DEVICE?

Posed to all respondents who own a smart TV and use each of the following.

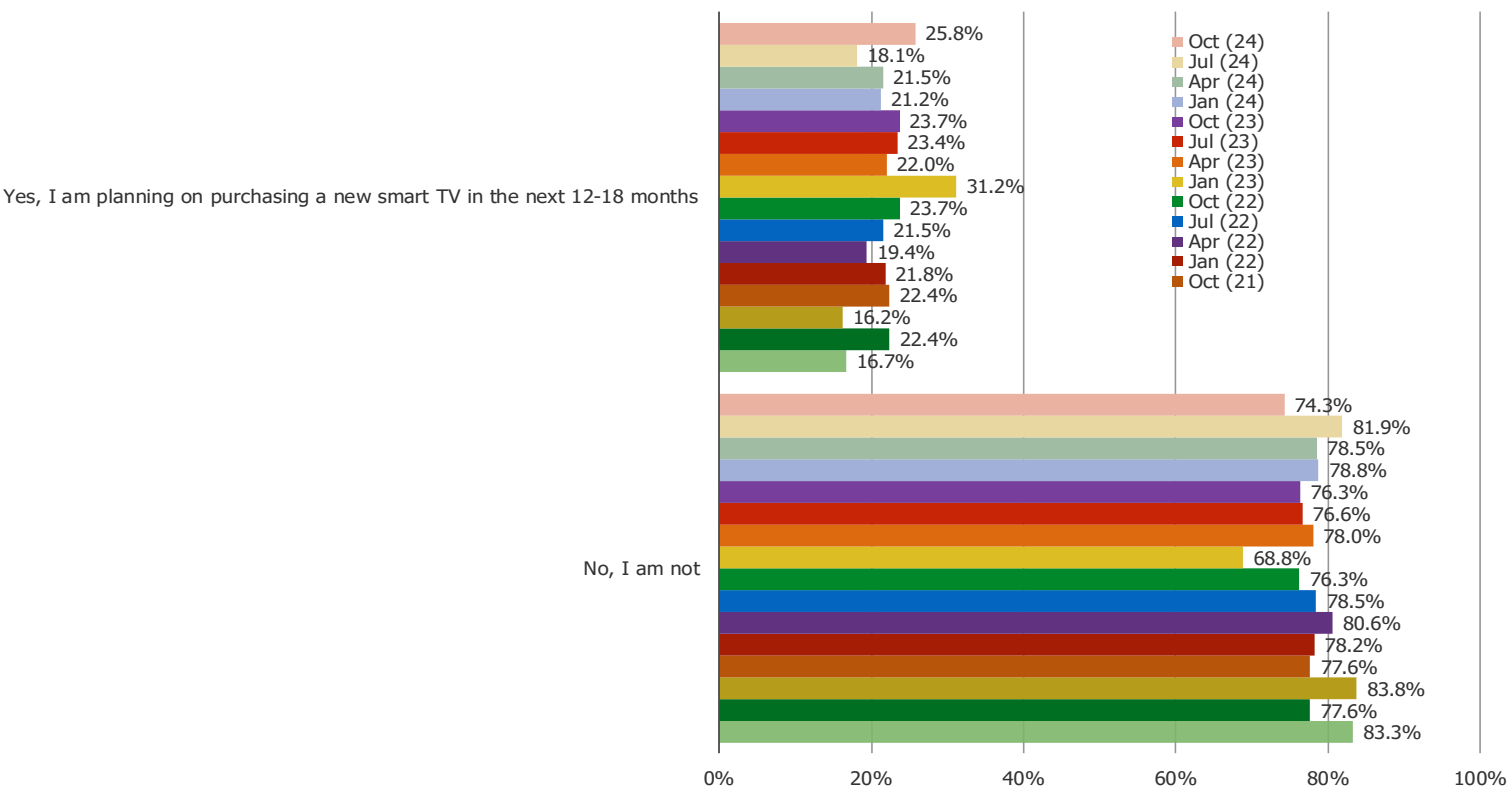


	N=
TiVo Stream	111
Google Chromecast	976
Apple TV	1039
Roku Player	3915
Amazon Fire Stick	3120

*Combining all prior waves to achieve a larger N.

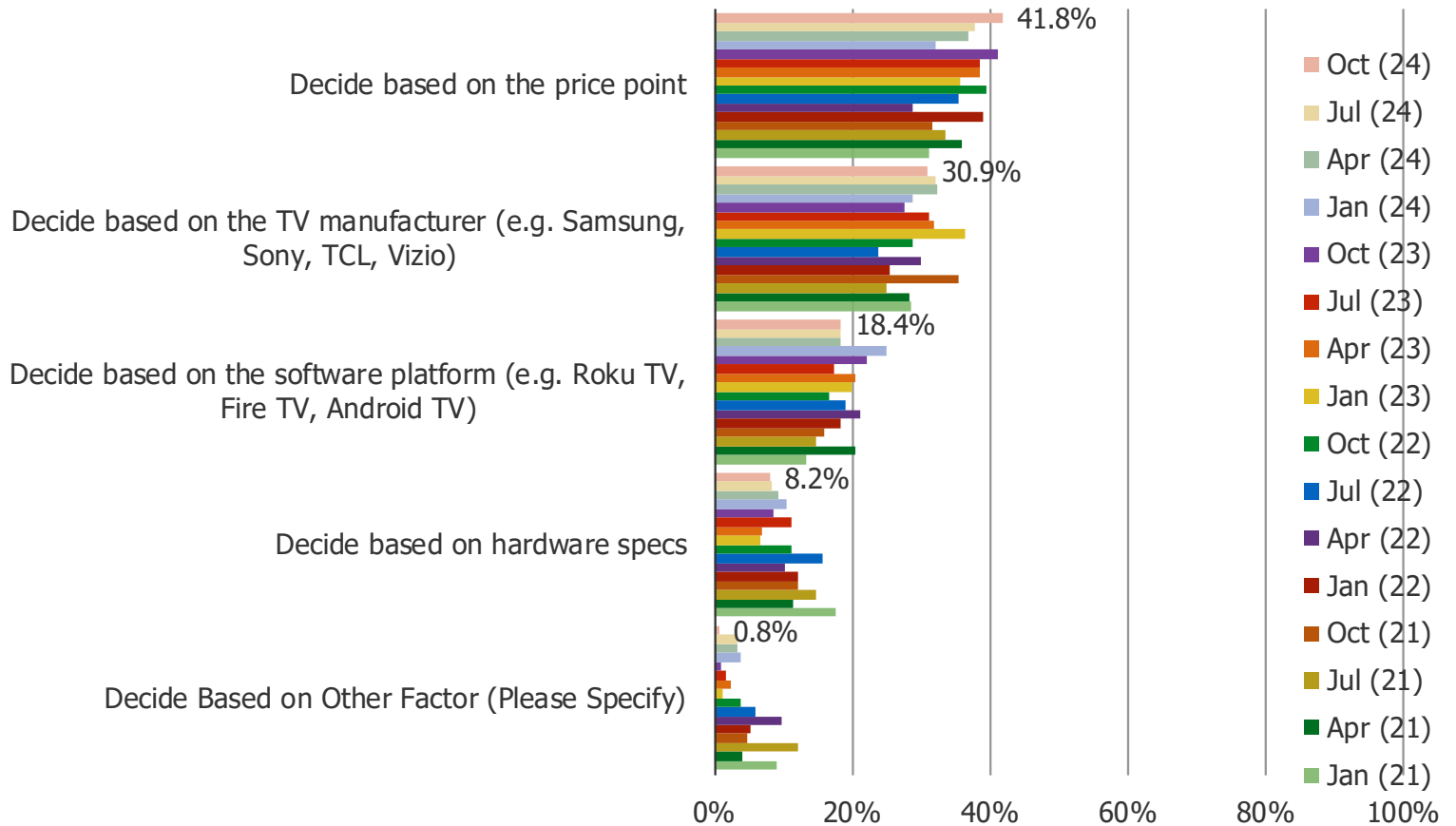
ARE YOU PLANNING ON PURCHASING A NEW SMART TV IN THE NEXT 12-18 MONTHS?

Posed to all respondents.



WHAT IS THE PRIMARY FACTOR THAT WILL DETERMINE WHICH TV YOU BUY?

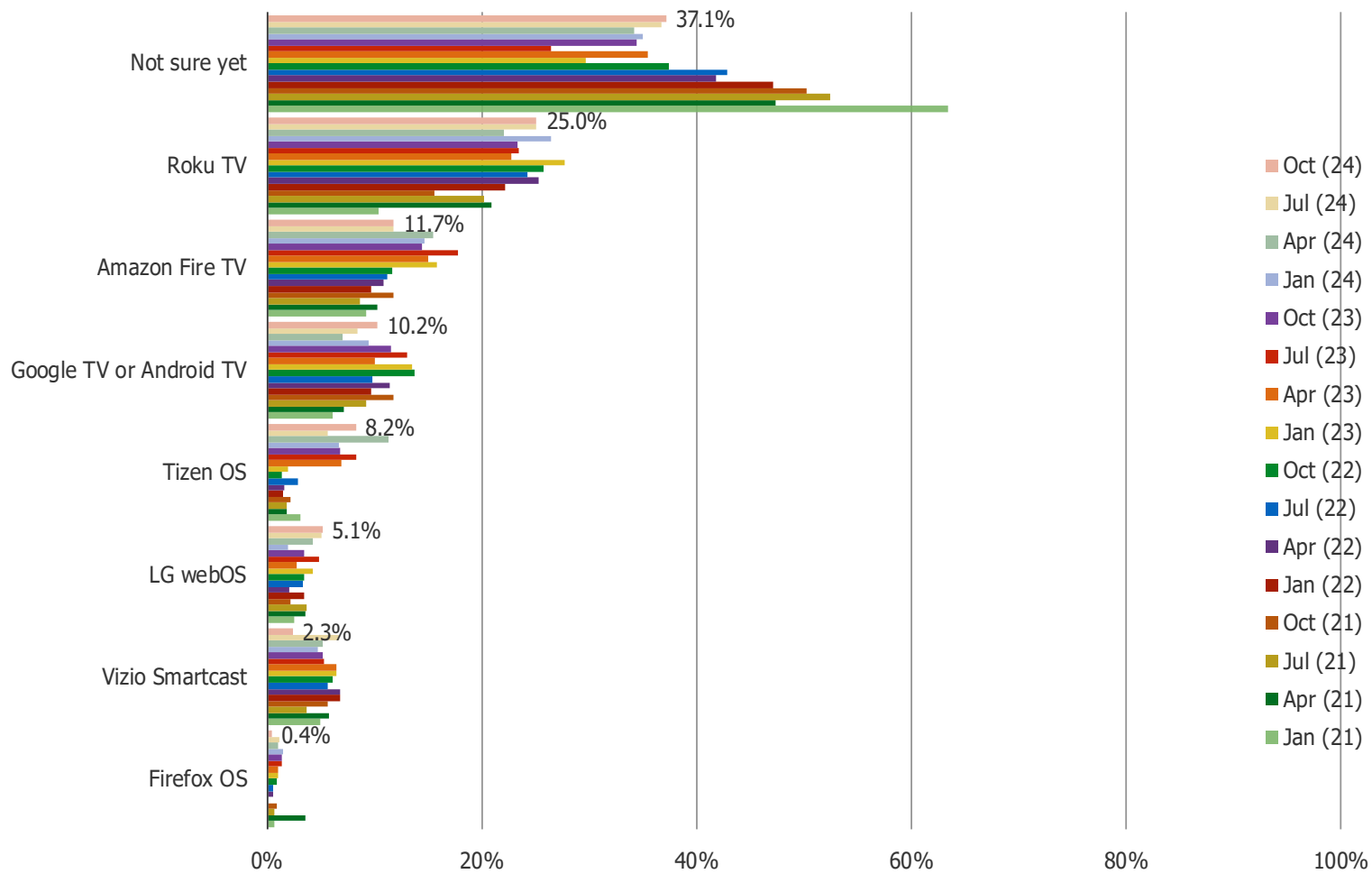
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 256

WHICH SOFTWARE PLATFORM ARE YOU PLANNING TO GET?

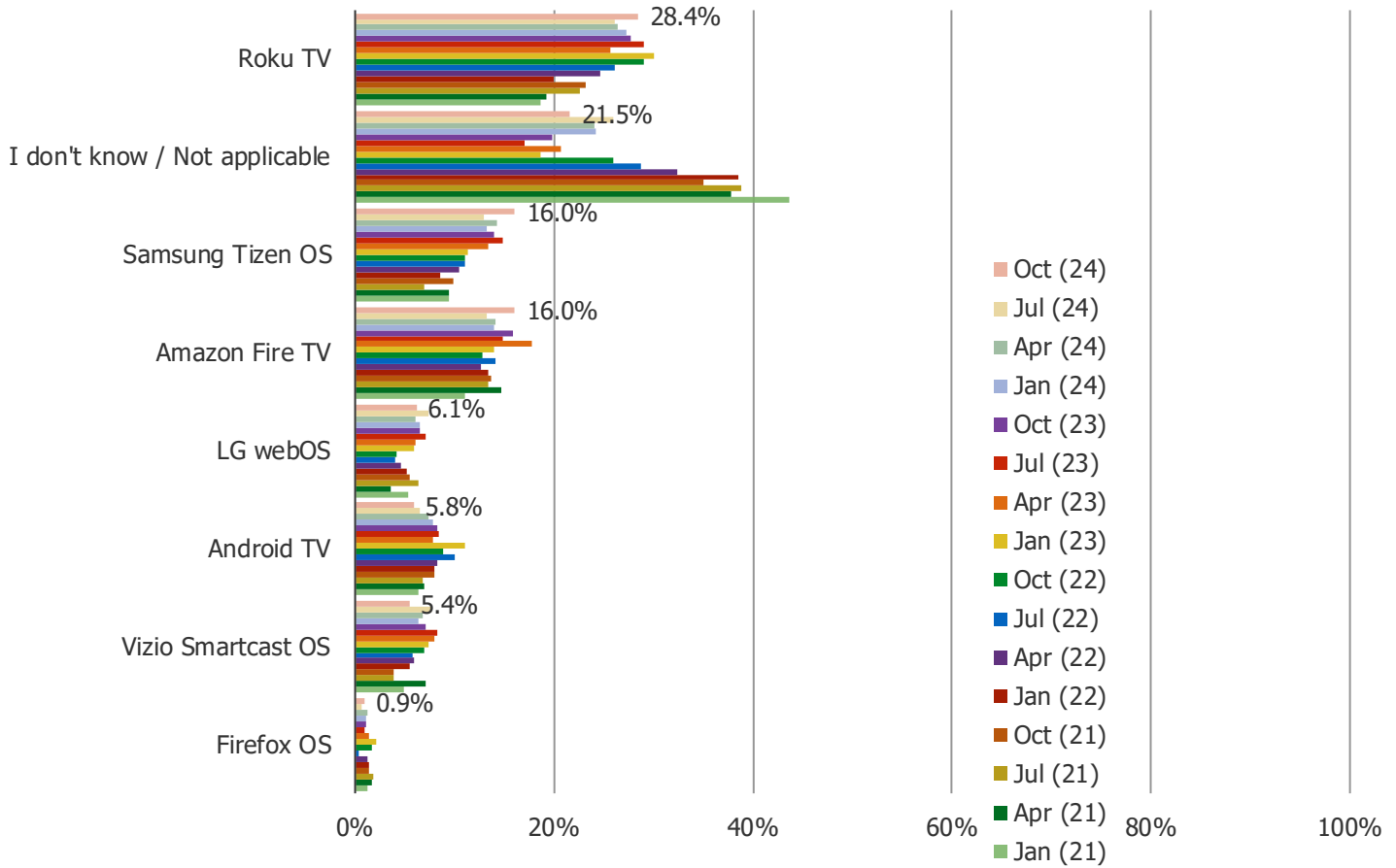
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 256

IF YOU HAD TO PICK ONE OF THE FOLLOWING SMART TV SOFTWARE PLATFORMS, WHICH WOULD YOU CHOOSE?

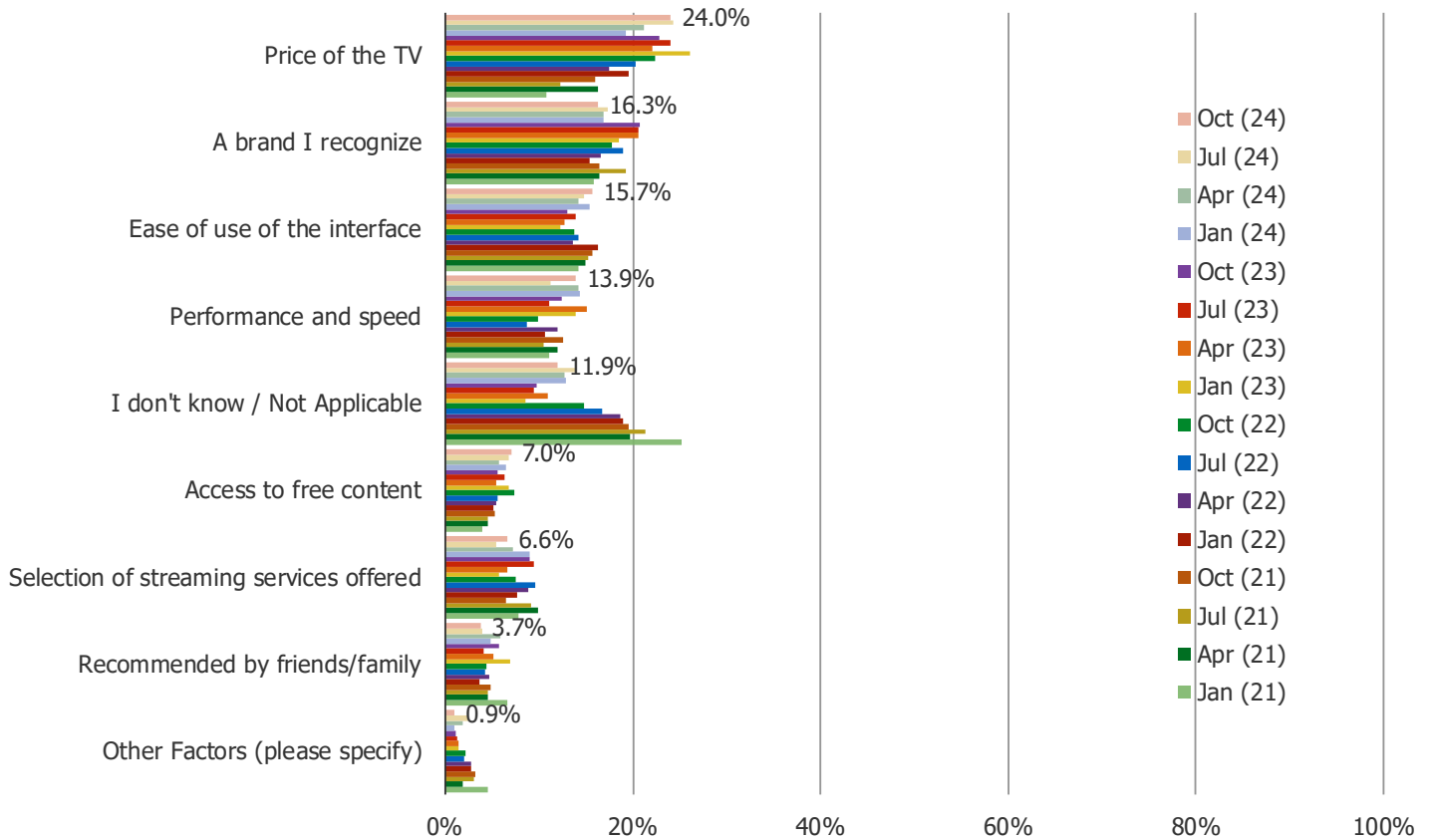
Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 670

THINKING ABOUT THE QUESTION ABOVE (CHART ON PRIOR PAGE), WHICH OF THE FOLLOWING FACTORS MOST DETERMINED YOUR PREFERENCE?

Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 670