



CONNECTED HOME 2023

How emerging media technologies are impacting consumers' homes

MAR
2023

hub10 YEARS
ENTERTAINMENT RESEARCH

EXCERPT OF FINDINGS



1 | INTRODUCTION





**Innovation in media devices keeps coming,
but do consumers want to keep pace?**

Consumers see 8K TV sets on sale before they ever watch 4K on their 4K sets.

They are bombarded with ads for 5G phones and service, and don't yet understand what 4G is.

Simple choices about what to watch have now turned into a game of "Where's Waldo": Is that app on my smart TV? On my Roku? Which app is that series even on?

BUT: consumers are still investing in new tech, even if they may not understand it all





“The Connected Home” measures which entertainment technology and devices today’s consumers are using

- Which devices do they own?
- Which technologies are they using to consume, discover or control media?
- Which technologies are growing in ownership, usage, or both?
- What opportunities do these trends create for media stakeholders?



WE SURVEYED 5,026 U.S. CONSUMERS

- Respondents were age 16-74
- Weighted to U.S. Census data,
 - Including age, gender, ethnicity, income, and HH size
- Data collection completed in February 2023
- All interviews conducted in English



A woman with dark hair in a ponytail is seen from the side, sitting on a couch and looking at a large television. The TV screen is filled with a dense grid of many small, colorful video feeds, suggesting a virtual meeting or a social media feed. The room is dimly lit, with a lamp on a side table and a coffee table in the foreground. The overall mood is contemplative and focused.

2 | KEY FINDINGS



SMART TVS ARE THE NORM, ACCOUNTING FOR MOST TV SETS

- **3 in 4** TV households now own a smart TV – up from 7 in 10 in 2021
- **6 in 10** TV homes stream on a smart TV at least weekly – up from 5 in 10 in 2021
- **6 in 10** of all TVs are now smart TVs – up from half in 2021
- **Implication:** Strong increases in ownership – along with more frequent use – has created rapid growth in smart TV viewing, impacting the CTV “4 D’s” of Discovery, Decision, Delivery, and Data





4K-CAPABLE SETS & VIDEO CONTINUE TO GROW

- **More than half of TV HHs** have a 4K-capable set (4K, UHD, or 8K)
- **2 in 3** 4K set owners have actually watched 4K content (up from half in 2019)
- And there's some interest in even higher resolution: **1 in 20** claim to own an 8K set, and **1 in 9** say they are “very likely” to buy an 8K set this year
- **Implication:** While 4K is a standard feature for most larger (50”+) TV sets, increased viewership will begin to drive differentiation of content based on 4K availability



HALF OF HOMES NOW HAVE A TV REMOTE WITH VOICE CONTROL



- **Half** of TV households have at least one remote with voice control, up from **one third** in 2019
- **4 in 10** homes with a voice remote say they use it “all the time” or “often”, similar to most previous waves
- **Implication:** Presence of voice remotes will continue to increase as new TVs and streaming devices are purchased, adding another layer to the Discovery and Decision process





HOW MUCH SMARTER WILL HOUSEHOLDS GET?

- Over the past two years, ownership of smart speakers plateaued at **just over half of households**, after a period of rapid adoption
- Net ownership of all other smart home devices continues growth, from **1 in 3 homes** in 2019 to **half of homes** this year
- **Implication:** Have smart speakers already met market demand? Tablets also peaked at around 50% ownership. If so, then we may start to see the de-linking of smart home devices from smart speakers



VIRTUAL REALITY CONTINUES TO LOOK FOR TRACTION OUTSIDE GAMING



- Overall, **1 in 8** homes this year report owning a VR device, up a small – but significant – amount since 2019
- **Videogaming** (8 in 10 VR users) continues to be the predominant reason for using a VR headset, and is increasing
- **Implication:** The high-profile launch of Oculus Quest 2 drove it to be the most popular headset but the “metaverse” bandwagon is quickly emptying (e.g., Disney & Microsoft closing their metaverse units)



5G HAS BROAD AWARENESS AND INTEREST



- Awareness of the term “5G” is nearly universal, with awareness at least **85%** in 6 of past 7 quarterly waves
- **Half** of consumers are “very interested” in 5G phone service, and 4 in 10 are very interested in 5G home internet service, levels similar to last year
- **Implication:** 5G is ingrained into consumer awareness at least as a term, with a substantial proportion of consumers having strong interest despite consumer confusion about its benefits



A hand is raised in the air, palm facing forward, with fingers slightly spread. The hand is wearing a watch with a dark strap and a metal case. The background is a blurred crowd of people at an event, with warm, out-of-focus lights creating a bokeh effect. A vertical white line is positioned to the left of the contact information.

QUESTIONS?

DAVID TICE

CONSULTANT/STUDY DIRECTOR
DAVIDT@HUBRESEARCHLLC.COM

JON GIEGENGACK

PRINCIPAL/HUB RESEARCH
JONG@HUBRESEARCHLLC.COM