

A modern living room with a large TV, a wooden coffee table, and a sofa. The room is dimly lit, with a large window on the left and a potted plant on the right. The TV is mounted on a low wooden console. The coffee table is round and wooden, with a few decorative items on it. The sofa is light-colored and has a blanket draped over it.

Sony in the Connected TV Domain

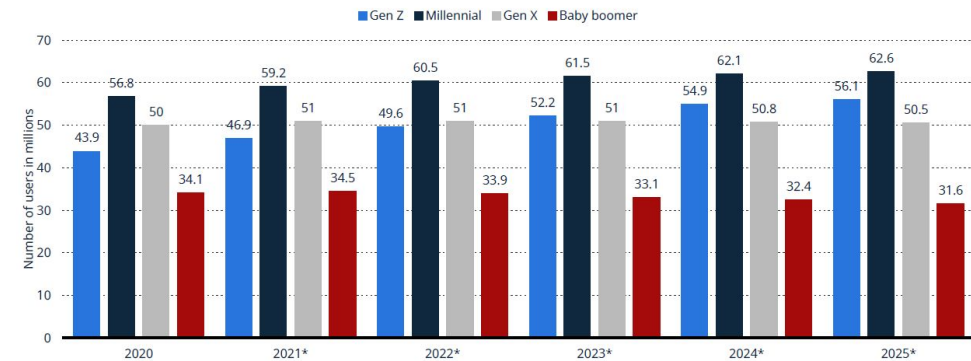
Meriç Karaoğuz

Connected Television (CTV)

- Device that supports streaming video content
 - Smart TVs, Streaming Gadgets, Over-the-top Services
- CTV growth

Number of connected TV users in the United States from 2020 to 2025, by generation (in millions)

Number of connected TV users in the U.S. 2020-2025, by generation



¹ Description: The most recently available data on the number of connected TV users in the United States showed that there were 56.8 million users among millennials, and it was estimated that this figure will hit 62.6 million by 2025. While the number of CTV users among younger generations is constantly increasing, this TV technology is less popular among Gen X and baby boomer generations. [Read more](#)
Notes: United States, 2020: individuals who use the internet through a connected TV at least once per month. Forecast data from September 2021. * Forecast. [Read more](#)
Source: eMarketer

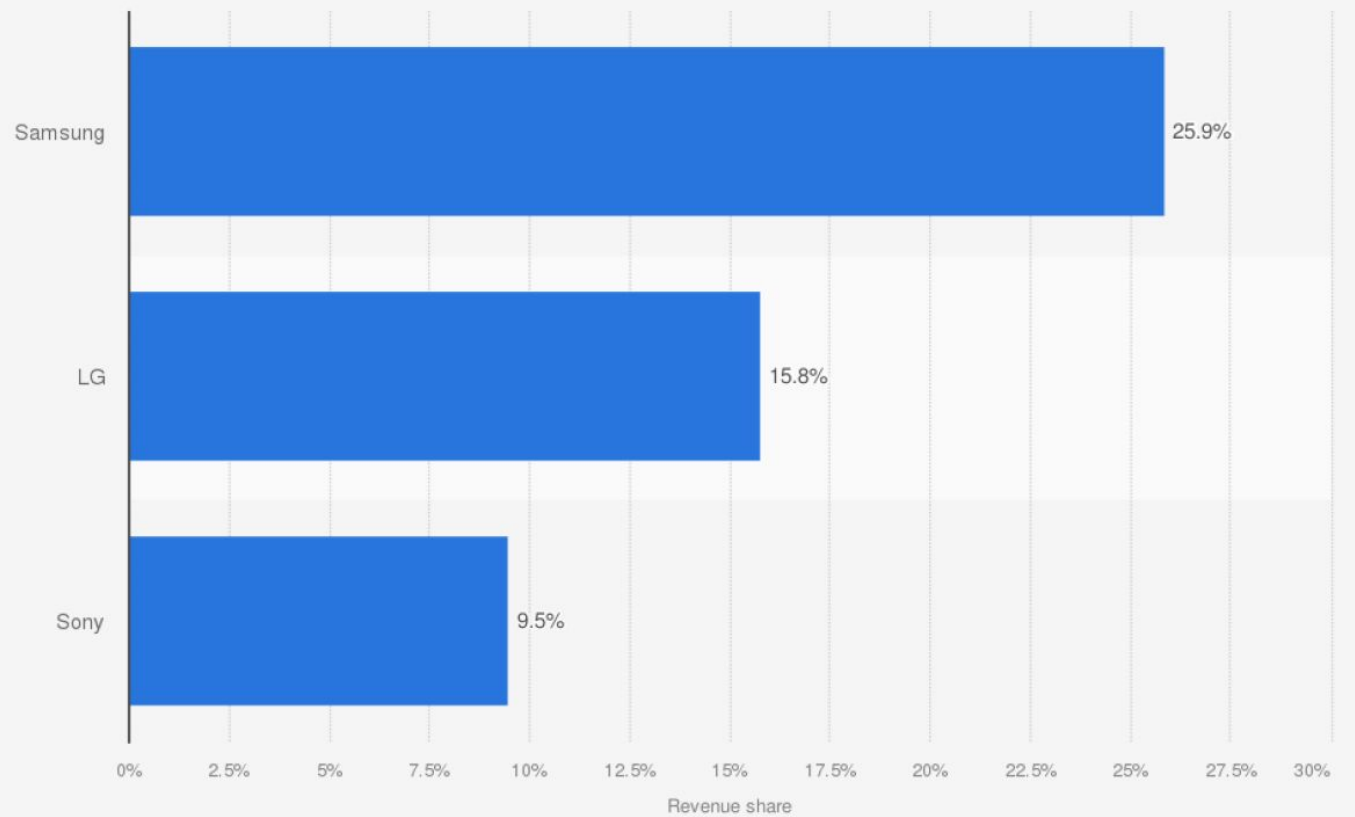
CTV vs Linear Advertising

A modern living room with a large TV, a coffee table, and a sofa, serving as a background for the text. The room is dimly lit, with a warm, ambient glow. The TV is the central focus, and the furniture is minimalist and contemporary. There are several potted plants and decorative objects scattered throughout the room.

- Major advantages in CTV Advertisement
 - Targeting, wider reach, demographic optimization
 - Relevance to consumer

Sony vs Samsung

Share of global TV revenue worldwide in 2021, by brand



Sources
Omdia; FlatpanelsHD
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Additional Information:
Worldwide; Omdia; 2021

Two Research Approaches



- Brand Identity & Recognizability
- Product Quality & Technology

Brand Identity and Recognizability

- Survey
 - Demographics: 18–64-year-olds with income of \$80,000
 - Questions Regarding:
 - TV/CTV ownage & usage
 - Listing technology brands & TV brands
 - Opinions, attitudes, & feelings about CTVs/linear TVs

Product Quality & Technology

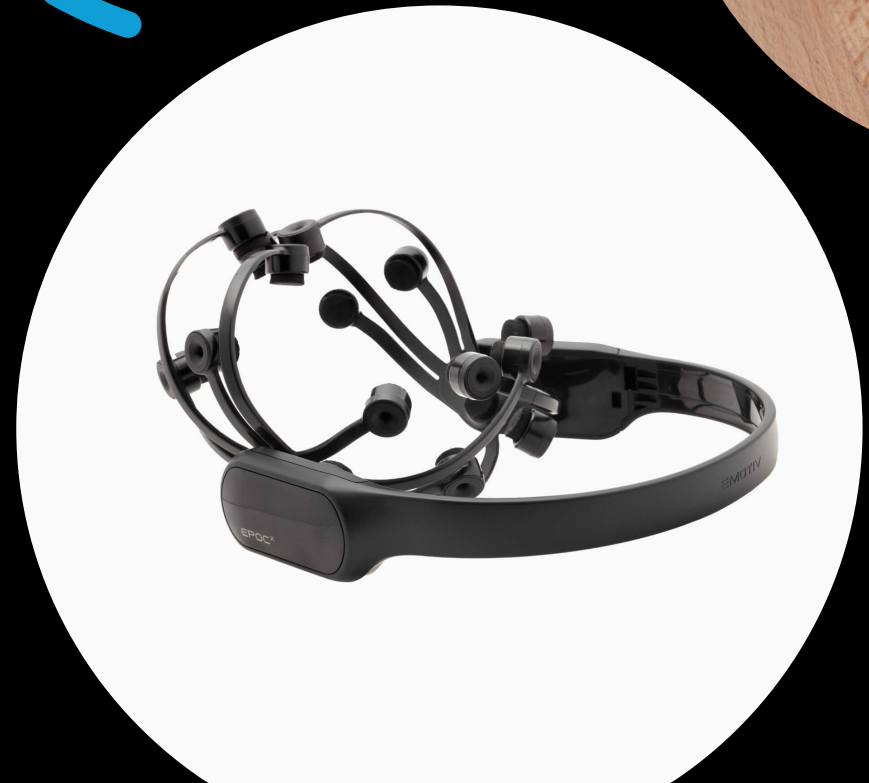
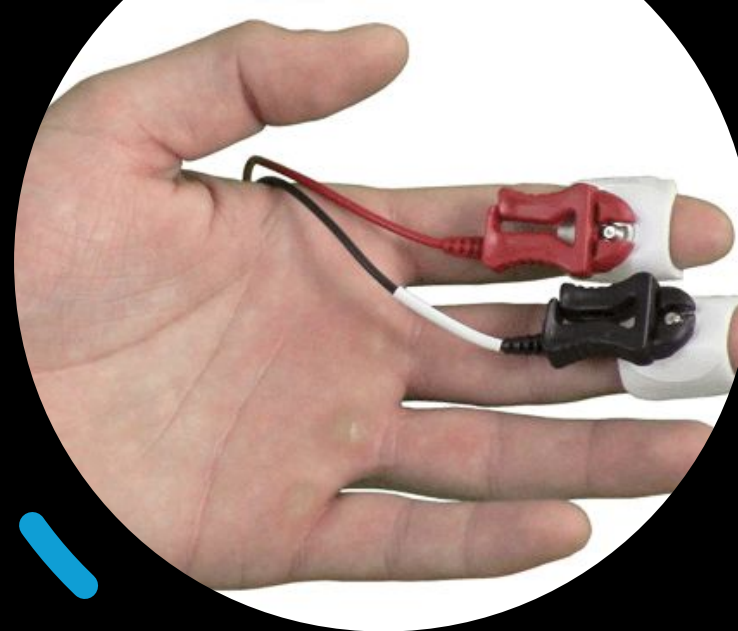
- Controlled lab experiments
 - Use & watch Samsung/Sony TVs
 - Collect Data Through:
 - HR monitor, EDA sensors, Eye-Tracking, & EEG
 - Body language analysis, facial expression analysis, & post-session survey

Data Analysis

- Surveys – Qualitative
 - Regression & Correlation for Listed Brands, Owning TV/CTV, & Owned Brand
 - Thematic Analysis for Open Ended Questions
 - Creating categories from responses to various questions/groups of questions
 - i.e., favorite function, why linear TV vs CTV
 - Likert Scale Questions
 - Correlation analysis
- Crowdsourcing?

Data Analysis

- Lab Experiment – Qualitative & Quantitative
 - Similar Procedure for Post-Session Surveys
 - Body Language & Facial Expression Analysis
 - Code data for further analysis
 - Biodata
 - Multiple regression





Thank you!

Questions?
Comments?

Citations

Statista. (n.d.). *Number of connected TV users in the United States from 2014 to 2025 (in millions)*. Retrieved from

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