



Magid

THE FUTURE OF TELEVISION HAS ARRIVED



PHOENIX MODEL MARKET
A TEST BED FOR NEXT GENERATION TV SERVICES

Marketing Campaign Insights

May 2021

Methodology



Online interviews were conducted with **1,600** adults (18-54 year-old) who are decision makers or have influence on purchasing decisions in household and own a TV. **400 completes in each of the following markets: Tampa, Las Vegas, Portland and Detroit.**

Additionally, a sample of **400 Hispanic consumers** who speak Spanish (18-54) who are decision makers or have influence on purchasing decisions in household and own a TV in the **Phoenix DMA** were also contacted.



Interviews were conducted in February 2021.

THE BIG PICTURE

01 VALUE DIFFERENTIATOR

The NextGen TV concept and spots resonate strongly with consumers. Its upgradeability and audio features are **differentiators that functionally and emotionally connect** to consumers, can **influence purchase decisions** and make them **feel good about the brands** who endorse NextGen TV technology.

02 UNIQUE OPPORTUNITY

The campaign tested strong and has the potential to influence purchase decisions in a big way. **With more than half of consumers likely to purchase in the next year**, launching an aggressive campaign that **leans into the core differentiators** and messaging best practices is critical to **maximize NextGen TV's potential**.



Connected Home



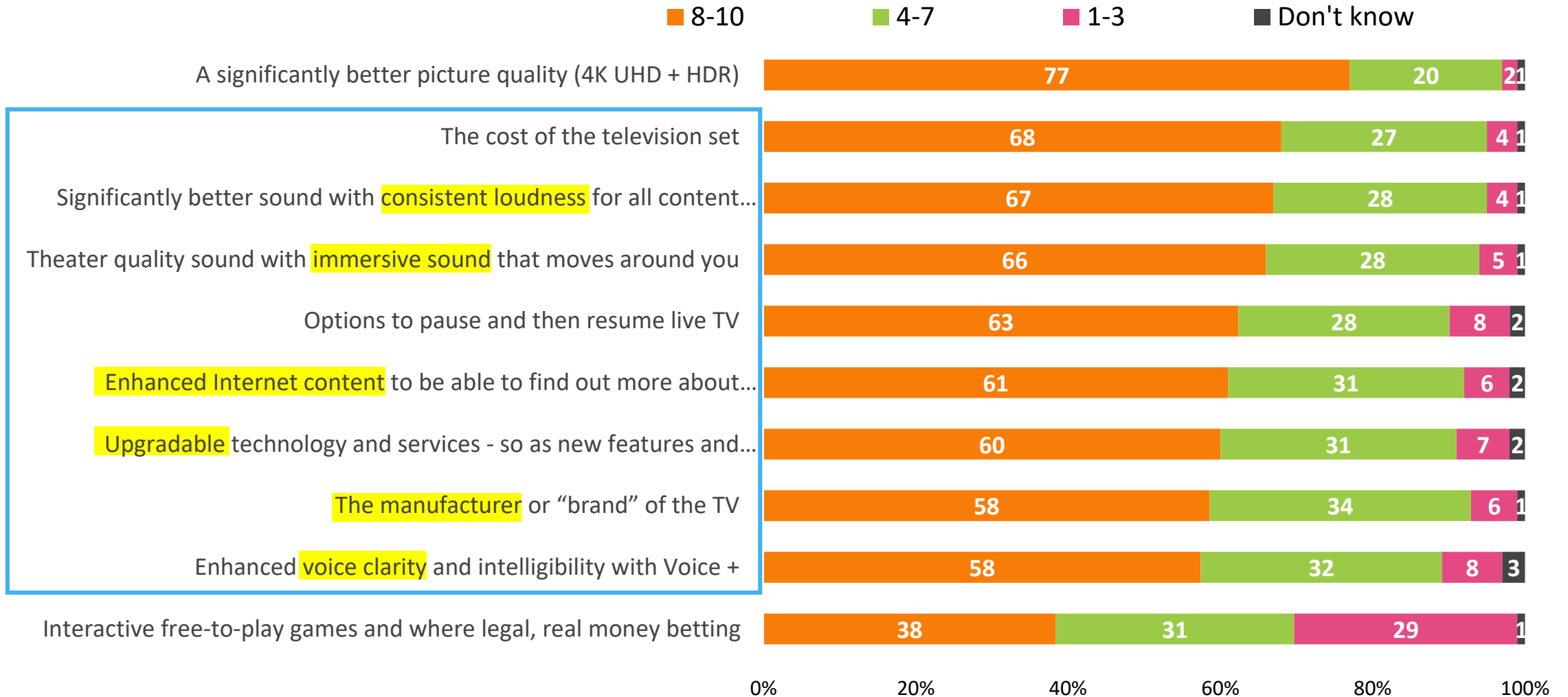
59%

of sample say they are at least somewhat likely to buy a new TV in the next year – 68% say this will replace their primary TV

How likely are you to buy a new TV set in the next year? Would this new TV replace your primary TV, the one your watch most often, or another TV in your house?

Scale: 5= Very likely, 1= Not at all likely

Drivers that influence TV purchase decisions align with NextGen TV features



10=Very important. 1=Not at all important.

Now I want you to think about what would be important to you if you bought a new TV set. Using a scale of 1 to 10 where "1" is "not at all important" and "10" is "very important," how important are the following in a decision to buy a new TV?



The Ripple Effect



60%

of respondents say they are likely to purchase a TV that has NextGen TV technology **within the next year**

After seeing the ads for the Next Gen TV service, when would you be likely to purchase a TV that has Next Gen TV?