



**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



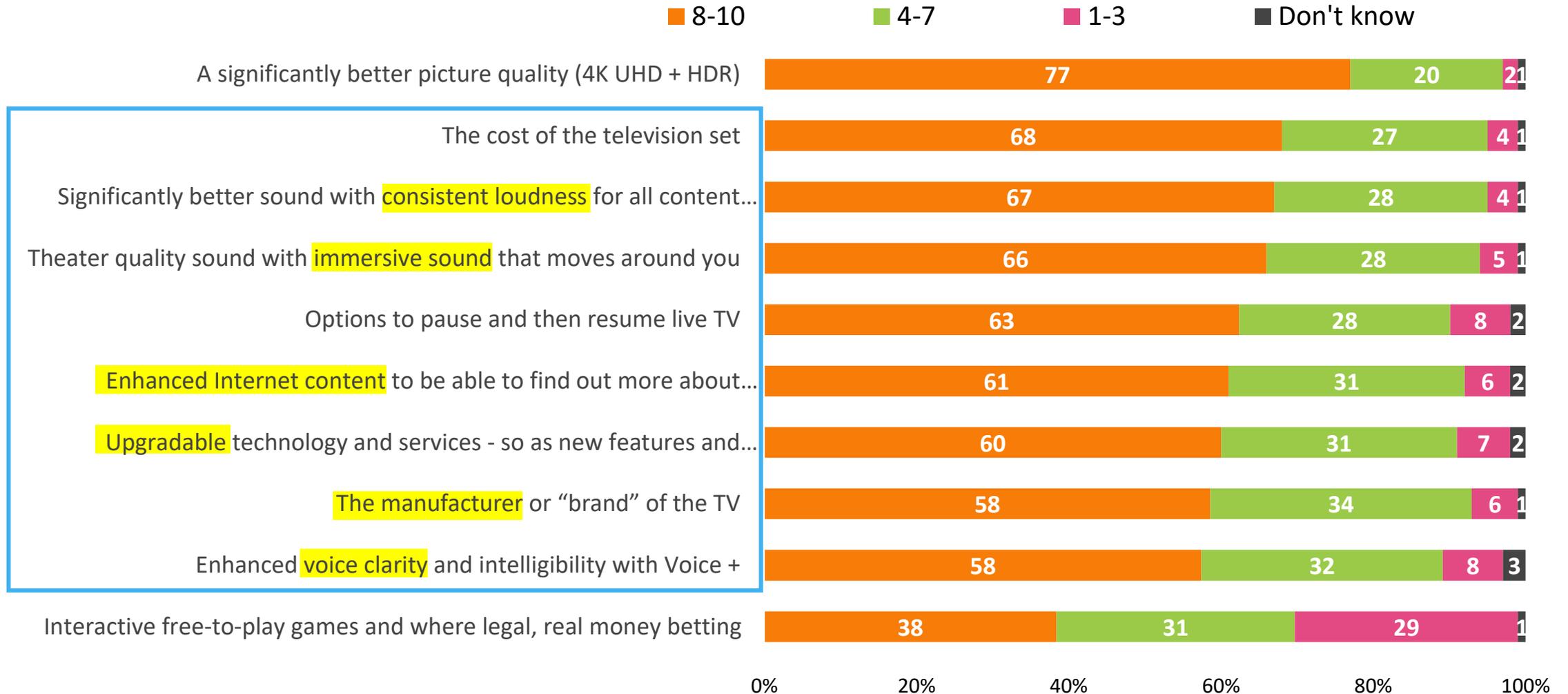
# 59%

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?

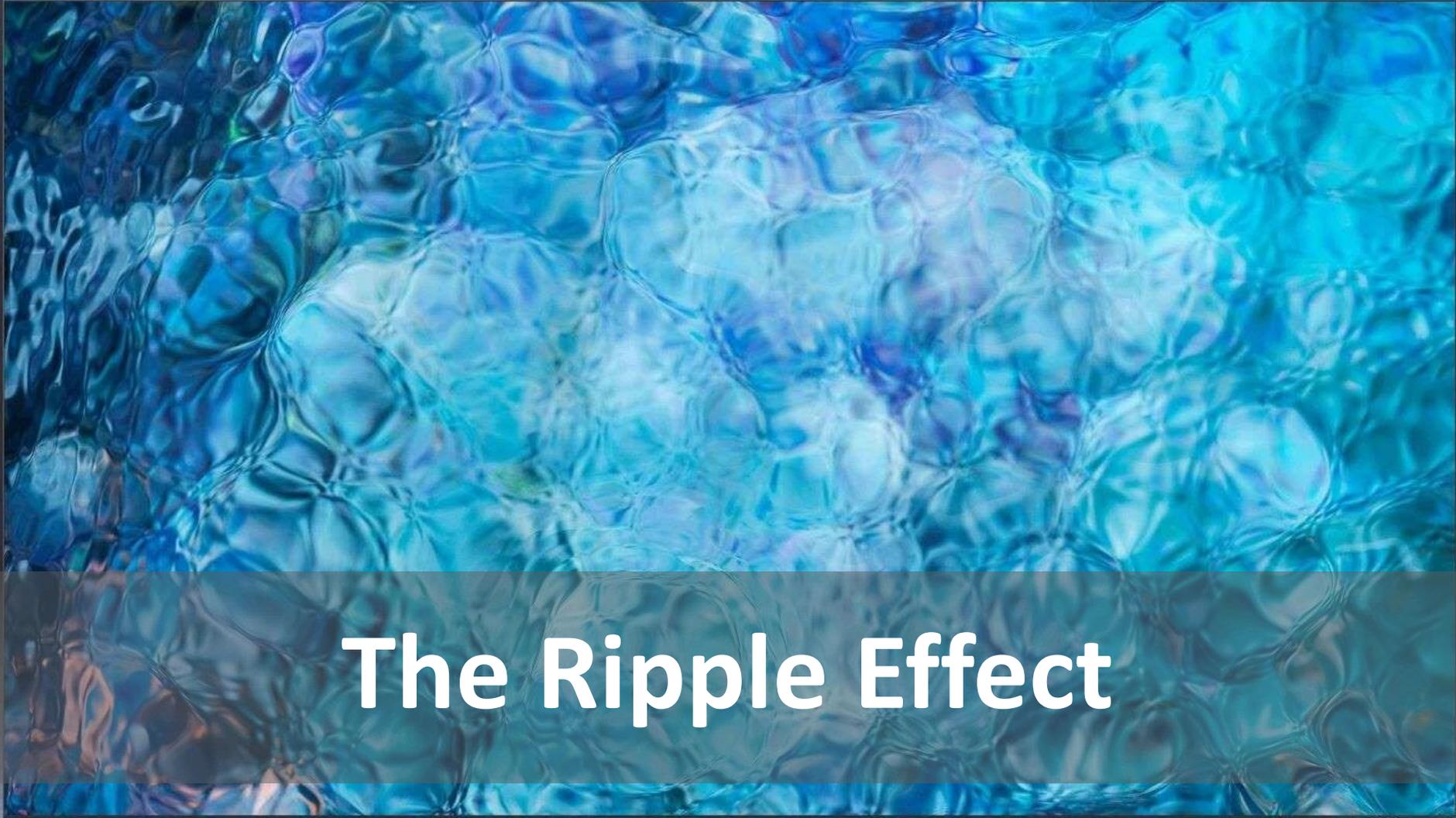
Scale: 5= Very likely, 1= Not at all likely

# 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?