

NEXTGEN TV concept and new marketing campaign resonate strongly with consumers

Latest research also shows key features like upgradeability, audio enhancements and interactive content are strong differentiators for manufacturers and retailers

Research conducted by Magid to test the new marketing campaign with ads that debuted in late 2020 on local television stations found:



respondents were aware of a new service called NEXTGEN TV



of respondents reacted positively to the TV spots with virtually no negative reaction



of consumers who viewed the ads are likely to purchase a TV that has NEXTGEN TV technology within the next year

Four elements stand out as strong differentiators for NEXTGEN TV

- 1. Enhanced voice** – intelligibility and clarity that lets you hear every voice clearly
- 2. Consistent volume** from channel to channel
- 3. Upgradable** as new services are rolled out over time
- 4. Interactive content** that lets you get the most out of news, sports and events



Key insights for marketing moving forward

- NextGen TV is a valuable differentiator from what consumers have today
- The upgradeability, audio enhancements, and interactive features are seen as unique
- Marketing that clearly communicates the value can have significant impact on awareness and interest, and the spots tested are highly effective in doing so
- A strong, coordinated marketing effort has the potential to influence purchase decisions in a big way for the 60% of consumers likely to purchase a new TV in the next year