Six TV Trends That Will Accelerate in 2017

1. **The TV set will reign supreme for streaming hours**
   - More people will stream more hours to their TV set than any other device. We love watching the action on the biggest screen in the house.
   - **Percentage of hours to the TV set**
     - 70%
     - 60%
     - 50%
     - Netflix
     - Hulu
     - Amazon
     - Sling
   - (Source: RealityMine, Oct 2016.)

2. **TV OEMs who license operating systems will win market share**
   - Home-grown smart TV solutions will lose share. Consumer demand for a high-performing and recognizable software that offers a simple user interface to deliver tons of entertainment will win.
   - TCL grew its market share in the U.S. using the Roku OS to power all of its smart TVs.
   - **Fast Fact:** 13% of smart TVs sold in the U.S. were Roku TVs as of Dec. 2016.

3. **Live TV will make streaming more like “traditional” TV**
   - Live and linear programming is increasingly available for streaming and will continue to grow in 2017. The Super Bowl, Olympics, Debates, and Election Night all made their streaming debut in 2016. Live events like these rekindle appointment viewing with streaming audiences.
   - **Fast Fact:** Roku was the #1 streaming platform for viewing The Rio Olympics—more than all Android devices, iPads, iPhones and other streaming players. (Source: Sandvine, 2016.)

4. **Ad-supported streaming is skyrocketing**
   - Over 37 million U.S. households watched ad-supported shows on connected TVs over the past year.
   - **Fast Fact:** 50% of top 250 channels on the Roku platform are AVOD.

5. **Self-serve tools will lower the barrier to publishing streaming channels**
   - New tools like Direct Publisher from Roku make it faster and easier to publish streaming channels and improve discovery and monetization.
   - **Fast Fact:** Connected TV viewing overall jumped 65% over the past year and now accounts for 8.1% of total TV viewing for adults in the U.S. (Source: Pivotal TV, 2016.)

6. **New multi-channel bundles will proliferate**
   - More bundled services are expected to emerge in 2017. These services typically have no contract and offer a wider choice of package options. sling TV, PlayStation Vue, DIRECTV NOW, Comcast Xfinity Stream TV, and Charter Spectrum TV Stream are in the marketplace today, and more are in the works.
   - **Fast Fact:** PlayStation Vue and Sling soared to the top 15 channels on the Roku platform shortly after launch. (Source: AT&T, 2016.)