

TV



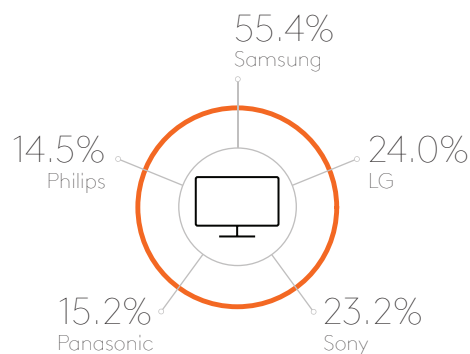
Kantar runs Worldpanel ComTech, an in-depth tracking study of purchasing and usage trends for TVs.

A longitudinal panel of 50,000 households covering EU5 markets (France, Germany, Italy, Spain & UK) and Australia, monitors purchase trends, loyalty and switching over time. Worldpanel ComTech's methodology includes two waves per annum, 100,000 interviews per year, and trended data available from 2017. The service subscription includes online reports and dashboards, and provides ongoing insights showing who, why, what and how consumers buy and use TVs, ultimately informing about what these consumers are likely to buy in the future and how can that decision be influenced.

What can the data be used for?

- Support and define brand and category marketing strategy
- Identify target groups of consumers likely to churn
- Compare factors that influence the purchase decision journey for different brands
- Win new and retain existing customers by understanding the key drivers influencing the path to purchase for TVs
- Develop brand strategies to encourage cross appliance brand loyalty

Loyalty* and churn by brand (%) in EU5



* Previous brand owners that have repurchased the same brand in the last 12 months

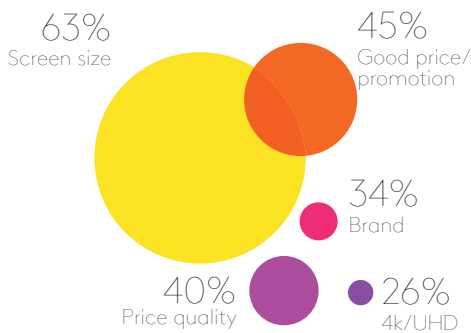
TV survey coverage

- TV ownership and brand shares
- Age of TV/length of ownership
- Spend on TV & intention to spend more/less/why
- Type of TV e.g. OLED/QLED, Quality (HD), Screen Size
- TV Usage e.g. live viewing/streaming/gaming
- Net promoter score and the factors that influence satisfaction/dissatisfaction with TV
- Usage of streaming hardware with TV e.g. Chromecast
- Consumer decision-making journey e.g. research/reviews/word of mouth
- Purchase drivers: brand influencers/feature influences
- Intention to purchase and brands being considered
- Attitudes to technology in the home
- Switching/loyalty metric from previous TV owned

Questions we can answer

- How can I design and optimise my marketing strategy to grow market share?
- Which consumers should we target and what is the size of that consumer base?
- Are consumers loyal to my brand across categories and markets?
- What are my customers levels of satisfaction and what factors are my customers not happy with?
- What do premium customers look like and how can I win them?
- What specification is important to my customers?
- Which brands are my customers likely to churn to next?
- Where do customers search for information prior to purchasing TVs?
- What were the main purchase drivers for my brands and competitive brands?
- For people intending to buy a new TV, will they spend more or less? Why?
- How do customers feel about technology in the home?

Top 5 Importance in EU5



Top 5 Brand Influences in EU5



Food for Thought



Laptop & tablet



Smart speakers



Domestic Appliances



Technology purchase and usage trends