

According to Strategy Analytics early adopters give the thumbs-down to smart TVs as users appear to prefer getting their connected entertainment fix through the use of smartphones, tablets and other connected devices.



The study covers 8 advanced user households, with half of the sample having acquired a smart TV over the past 3 years.

"The smart TV is limited in apps and doesn't allow you to easily search," one survey participant says. "I had a battle between the Playstation 3 and the smart TV in which one to use, and the PS3 won."

Meanwhile the early adopter sample lacking a smart TV expresses concern over whether smart TVs are ready to deliver an adequate experience-- and decide to stick to other connected devices, at least for the time being.

"OEMs and app developers are failing to provide smart TV users with apps and services that enhance the TV experience," Strategy Analytics says. "Furthermore, an intuitive remote that works fluidly with the UI and provides ease of text input with an integrated touchscreen is imperative to consumers finding the apps and services functional on a TV."

## Strategy Analytics: Mobile Devices Outflank Smart TVs

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Do smart TVs have a place in the living room, then? Judging from the study... perhaps not, at least not with major improvements. Traditional TV will retain its place as the big display of living room choice, but personal devices and OTT TV/video services will support other entertainment needs.

Go [Smart TVs Outflanked by Tablets and Smartphones Say Early Adopters \(Strategy Analytics\)](#)