

New Research from Hub: Smart TVs Reign as Future Entertainment Centers

From [REDACTED]
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Roku and FireTV gain market share as AI brings new hope for content discovery

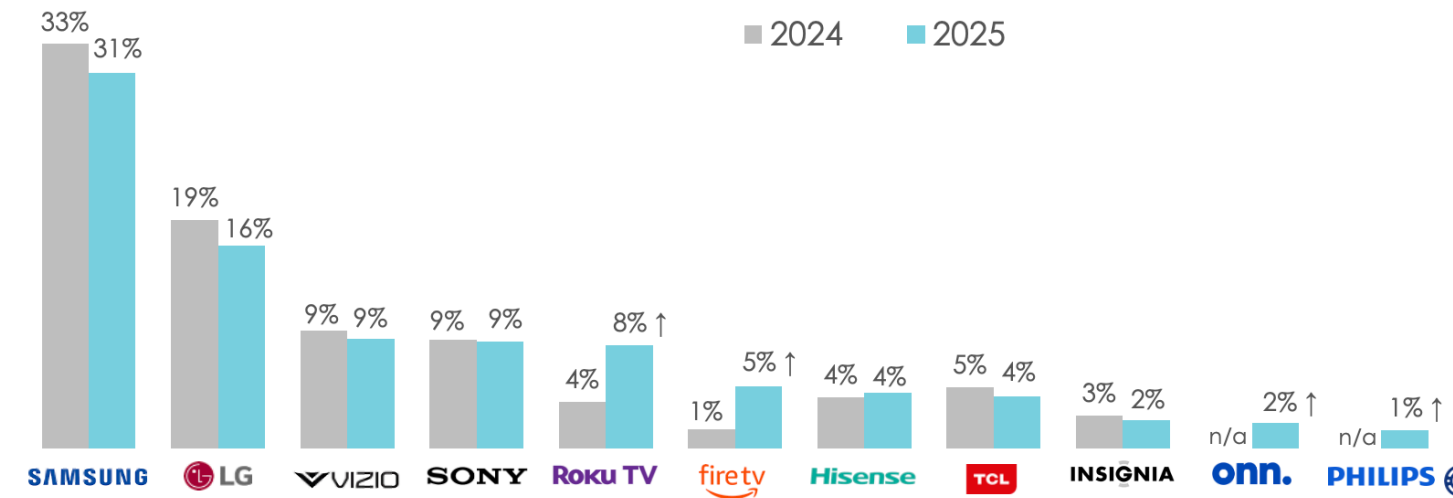
Portsmouth, NH – July 1, 2025: US homes now own an average of two smart TVs – dominated by LG and Samsung – but Roku and FireTV continue to make headway in 2025. How exactly are users leaning into new TV features and content on their "most-used" TV set?

Hub Entertainment Research released its annual "[Evolution of the TV Set](#)" study revealing that the fragmented TV landscape provides opportunities for TV brands to break out with new applications that will win viewers.

Hub Research asked users what TV set they "use most" at home - and Samsung and LG are by far the most popular. But Roku and FireTV are on the rise.

- Samsung and LG continue to be market leaders, with Vizio and Sony a strong second tier.
- But among "most-used TV sets," Roku usage doubled to 8% and FireTVs increased to 5%, significant growth since 2024.

What brand is your most-used TV set?



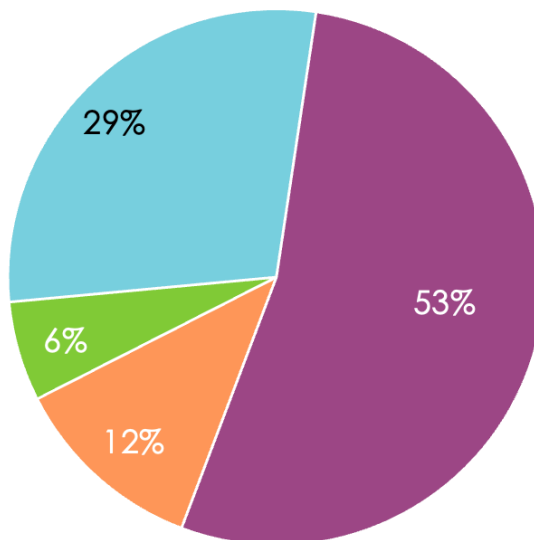
TVs, more than ever, are for more than just TV viewing.
At the center of living rooms everywhere, smart TVs are positioned to deliver more than just TV viewing.

- More than a third of users say they keep their TVs on whether or not they are sitting in front of it. Non-TV features like music-listening (done by nearly half of users) and smart device connectivity like video calls and doorbell monitoring continue to be big growth opportunities for users.

How often is your most-used TV on vs. off?

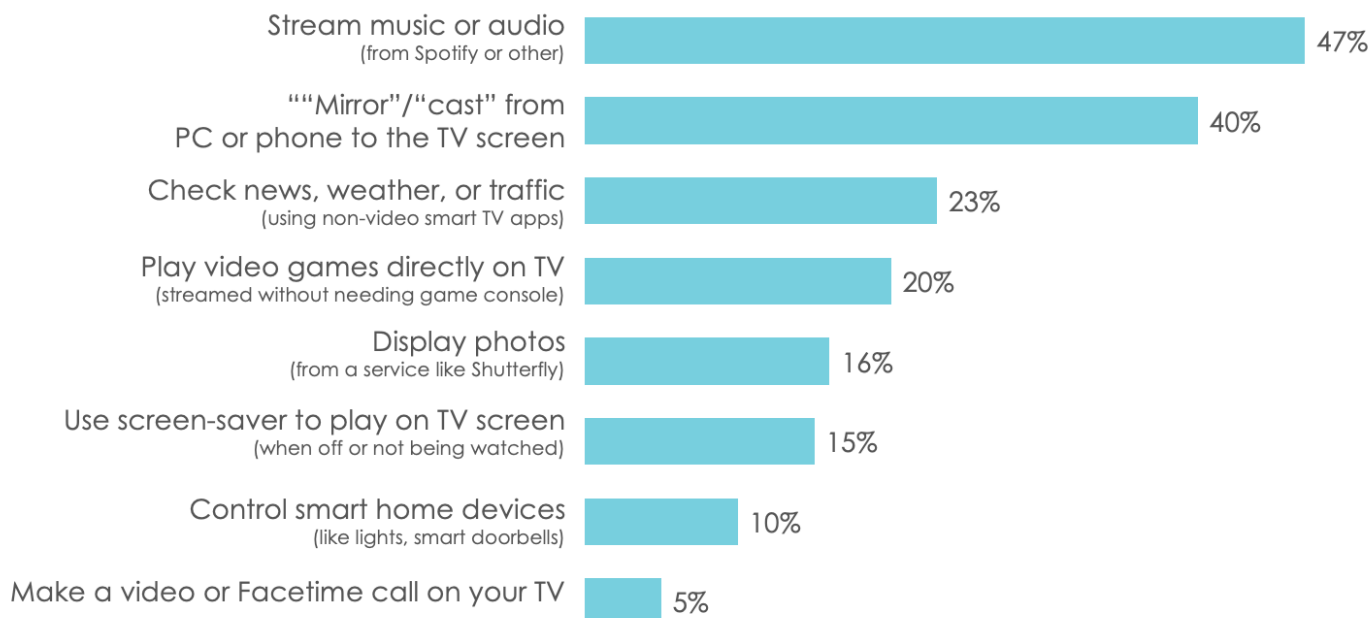
- TV HH -

- On all the time
- Sometimes on when no one is sitting in front of it
- Only on when someone is sitting in front of it
- Mostly off



Which features have you used on your smart TV?

- Smart TV HH -



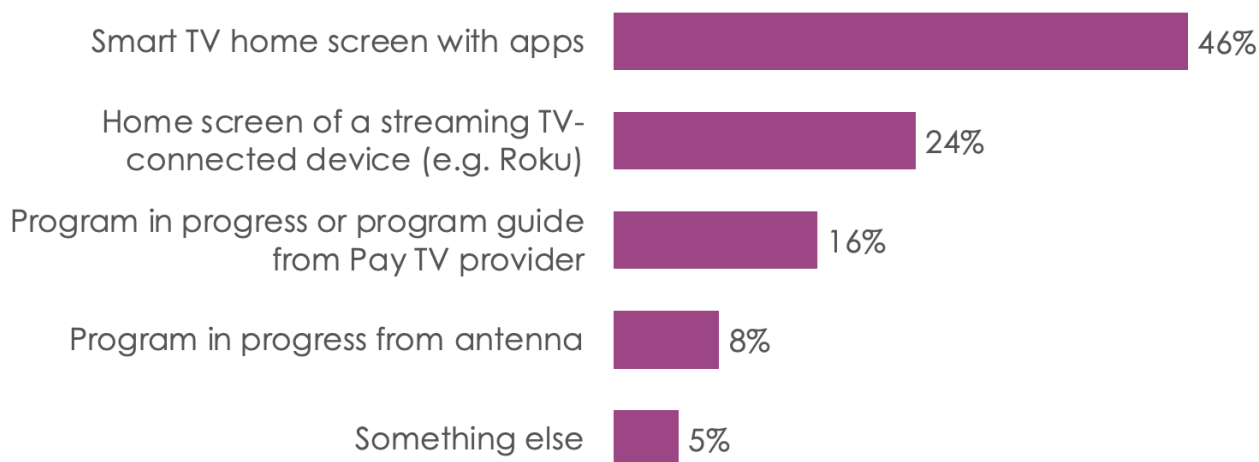
App-centric TV screens are the window to how people find content.

The growing importance of the TV operating system (OS) interface is stronger than ever, with most viewers first seeing home screen apps when they turn on their TVs. Even for people who still subscribe to cable, this

app-centric world is now the norm.

What's the first thing you see when you turn on your most-used TV?

- TV HH -



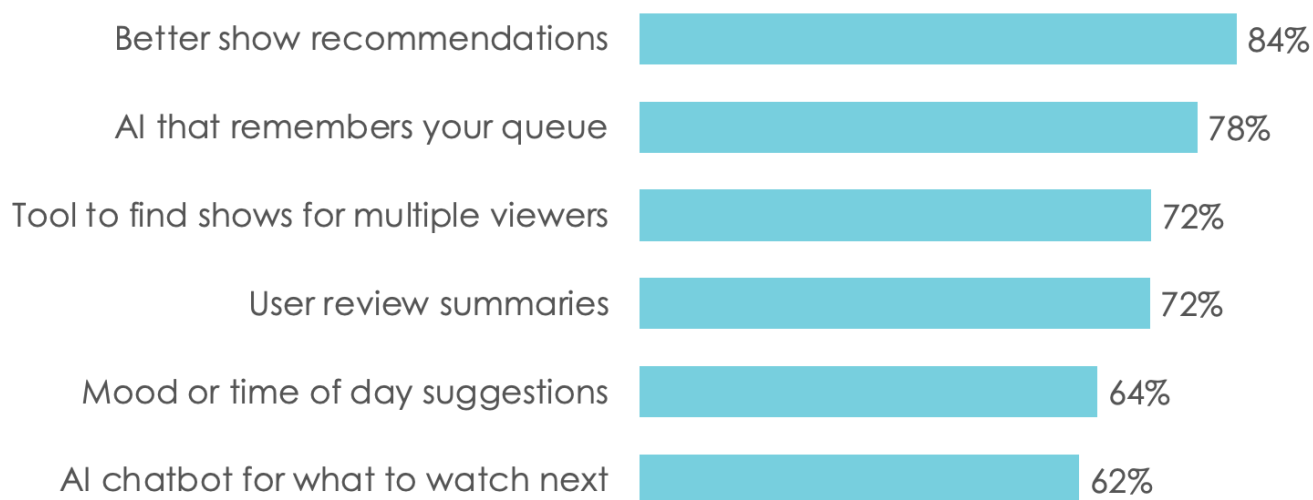
AI recommendations can deliver where universal search has fallen short.

Universal search features to find content across services have generally fallen short for users, hampered by usability challenges.

- New AI driven recommendations offer hope to help solve for content discovery, as more than half of current AI users are interested in AI-powered TV enhancements to help them find and watch the shows they love.

Which AI-related features for watching TV/movies are you interested in having?

[% Very/somewhat interested among current AI users]



"Without a single TV operating system dominating the market, each has the opportunity to better promote streaming services and AI-viewing enhancements to make things easier for viewers," says Jason Platt Zolov,

Senior Consultant at Hub. "The challenge of finding a good show to watch is not just about too many services to choose from; it's about finding a TV operating system that simplifies those choices in a way that works."

Download charts [here](#).

These findings are from Hub's 2025 "[Evolution of TV Set](#)" report, based on a survey of 2,528 US consumers age 16-74. Interviews were completed in May 2025. A free excerpt of the findings is available on [Hub's website](#). This report is part of the "Entertainment & Tech Tracker" syndicated report series.

Hub Entertainment Research tracks how technology is changing the way people find, choose, and consume entertainment content: from TV and movies, to gaming, music, podcasts and social video. Our studies have covered the most important trends in providers, devices, and technologies since 2013. For more information, visit our [website](#) and subscribe to our newsletter at hubintel.substack.com.

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