Hub Entertainment Research is the leading insights agency focused on the impact of technology on the way people discover, choose and consume media and entertainment content.

For 50 years, TV networks and distributors controlled how, what and when consumers could watch. Technology has put these choices suddenly into the hands of consumers, creating fundamental changes in viewing behavior and forcing entertainment and media companies to compress decades worth of adaptation into just a few years.

This upheaval has created massive challenges for these companies. But identifying the trends and are becoming adept at understanding their long-term implications offers them the opportunity to lead their businesses into the future with bigger audiences and profits than ever. That’s where Hub comes in.

Hub was created with a laser focus on the intersection of technology and entertainment. Since our inception, we’ve been tracking this convergence and its impact on all aspects of the media and entertainment industries. Our mission is to deliver the most valuable entertainment marketing research and insights in a compelling story that won’t break the bank.

Hub’s work explores a wide range of topics, from which platforms and screens viewers are adopting and why to the ways binge viewing has changed what it means to watch TV. The team has a deep understanding of the entertainment ecosystem and recognizes the need for relevant, timely and easy-to-understand insights.

We’ve also compiled a massive library of historical data that tells the story of the digital evolution and allows us to forecast the future of TV.

Learn more at Hub.
JON GIEGENGACK
Principal and Founder
Hub Entertainment Research

Jon Giegengack is the founder and principal at Hub Entertainment Research. He launched Hub in 2013, as the convergence of technology and entertainment began to gain speed. Giegengack recognized the need for real-time, customized insights about the changing world of digital entertainment: from how people discover new content, how they consume it, and how they pay for it (if they pay at all).

Giegengack and the Hub team work with leading entertainment brands, including ABC, Comcast, Netflix, Hasbro, Sony, AMC and AT&T. Prior to starting Hub, Giegengack worked in entertainment market research for fifteen years, including ten years at CMB in Boston.

Giegengack is a regular speaker at industry events on the topics of content consumption and technology influences and is quoted in publications like The Wall Street Journal, Adweek, Multichannel News and eMarketer.

PETER FONDULAS
Principal
Hub Entertainment Research

Peter Fondulas serves as principal at Hub Entertainment Research, directing market research on the impact of technology consumers' entertainment decisions and behaviors. He specializes in helping TV and media companies transition most effectively to the new digital environment.

Fondulas and the Hub team have conducted research for a wide variety of companies in the media and entertainment industries, including NBC, DIRECTV, AMC, Viacom, Netflix, Hulu, and every major US cable and satellite company.

Fondulas' experience also includes research to inform all aspects of clients’ marketing initiatives, including studies to assess brand awareness and image, the market opportunity for new offerings, optimal product design and pricing, customer satisfaction, consumer purchase patterns and trends, and strategies for customer segmentation. His previous experience includes twenty years as executive vice president at the Taylor Research & Consulting Group and four years as project director at Louis Harris & Associates.

Fondulas speaks regularly at industry conferences and has been quoted frequently in such publications as MediaPost, Broadcasting & Cable, eMarketer, and Multichannel News.
Hub delivers freshly mined insights and data on the most important trends in media and entertainment’s convergence with technology. They reports are packaged in a way that is easy to digest, understand and share.

**RECENT REPORTS**

**EVOLUTION OF VIDEO BRANDING**
In the old days of broadcast TV, network brands were the signposts consumers could use to navigate shows. But today it’s not so simple: there are more network and provider brands than ever before, delivering massive amounts of content. And often the same shows are available in more than one place. In this environment, how do consumers use brand to make viewing choices? And which brands stand out from the others?

**ENTERTAINMENT IN THE CONNECTED HOME**
In 2017, more than 400 million smart home devices – devices with built-in online connection and capabilities – were shipped worldwide. This number is projected to rise to almost a billion by 2022. Many of these have the potential to transform the way consumers choose and interact with entertainment content. Our flagship study will catalog the devices consumers own, where and how they use them, and which ones will have the greatest impact on entertainment decisions (now and in the future).

**MONETIZATION OF VIDEO**
Since 2013, we’ve tracked which TV platforms consumers consider most valuable in our annual “What’s TV Worth” study. In 2019, we’re expanding this study to incorporate measures from our much-talked-about 2018 study, “The Future of Monetization.” This study will trend which platforms consumers are most satisfied with, as well as how they prefer to pay for TV in the future (including a deep-dive into the role of live and ad-supported television.)

**THE EVOLUTION OF THE TV SET**
As smart TVs and new video technology like 4K and HDR gain popularity, new capabilities of TV sets will dictate viewing behavior and content decisions for years to come. And with integrated operating systems from companies like Amazon and Roku, TV sets will become a key influence on how content gets chosen, not just consumed. This study will cover the current and emerging features of TV sets and TV set peripherals, how they’re chosen and purchased, and how their capabilities influence viewer behavior.

**GAMING 360**
Today’s videogames appeal to a wide cross section of consumers. Gaming consumes an expanding amount of free time, especially among younger consumers. And they have spawned brand new entertainment categories, like eSports or YouTube gaming videos, that are top entertainment destinations for young consumers. This research will delve into the role that gaming plays compared to consumers’ other entertainment options, as well as the devices and platforms that are gaining, and losing, share.

**CONQUERING CONTENT**
The discovery process for consumers has become even more complicated: not only are there more shows than ever, but they’re now diffused across even more windows and platforms. In the past “original content” was a differentiator – but now it’s table stakes: almost every provider offers exclusive content. This research will explore how viewers discover and choose new shows, how that process has changed over time, and what must be done to win audiences in the future.
CONTACT HUB

Email: press@hubresearchllc.com

Twitter | LinkedIn