

10 Things I've learned about watching Americans watch TV at Google, Microsoft, and Samsung

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But first a little about me . . .

This presentation is based on my personal views. It does not represent the views of my current employer or previous employers.

**1. People watch TV to watch
TV.**

2. TV is already social.

**3. Video content is still king
(see point #1).**

4. Time shifting is here to stay.

**5. People still want to watch
some content as it happens.**

6. The traditional remote control is a pretty good interface.

**7. Tablets and smartphones
might be the answer to
interacting with smart TVs.**

8. Second screen is overrated.

9. TV personalization is really hard.

**10. Working on TV products
can be a super fun yet
extremely frustrating
experience.**

Thank You!

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