

Industry Research

List of competitors

1. Apple TV remote app

1. Company

- i. **Name:** Apple
- ii. **Size:** 350,000+ employees
- iii. **Revenue:** 350+ billion USD 2021

2. Product offerings

- i. **Summary of product:** Apple TV remote application works on IOS platform that is compatible with Apple TV, which is a online streaming service provided by Apple.
 - ii. **Advantages**
 - 1. Touch pad for easy navigation
 - 2. Keyboard for easy content search
 - 3. Can use Apple's smart assistant, Siri
 - iii. **Disadvantages**
 - 1. Only available on IOS
3. **Summary of competition:** This product was chosen as it is widely used among Apple TV users, which makes it convenient for the Apple TV user to set up the device. This system is especially easy to set-up like all Apple's devices, which makes it an ideal choice for Apple TV users.

2. SamRemote

1. Company

- i. Name: Samsung
- ii. Size: 150,000+ employees
- iii. Revenue: 200+ billion USD 2021

2. Product offerings

- i. **Summary of the product:** This TV remote works with Samsung's suite of smart TVs. This remote has all the typical functions and is free to download on both the Android and IOS app stores for free with ads and promotions.
 - ii. **Advantages**
 - 1. Available on both Android and IOS
 - 2. Available for free
 - iii. **Disadvantages**
 - 1. Interface is a bit clunky
 - 2. Ads and promotions are distracting
3. **Summary of competition:** This product has some flaws, including a clunky user interface and ads being distracting for the user but despite its flaws it is a solid remote that works for Samsung smart TVs

3. Fire TV remote app

1. Company

- i. **Name:** Amazon

- ii. **Size:** 1 million+ employees
- iii. **Revenue:** 100+ billion USD Q2 2022

2. **Product offerings**

- i. **Summary of product:** This remote is developed by Amazon, which works with another one of its products, Fire TV. The interface is simple and intuitive, but some users complain about facing problems like the remote not connecting with Fire TV.

- ii. **Advantages**

- 1. Great and intuitive user interface
- 2. Available for free
- 3. Compatible with IOS and Android

- iii. **Disadvantages**

- 1. Occasional connectivity, stability and consistency issues

- 3. **Summary of competition:** The application offers a beautiful user interface featuring clips and highlights from your favourite program.