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ENGL 398 – Parker

Professional Communication

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NABC Value Proposition

**N** for Need.

**A** for Approach.

**B** for Benefit.

**C** for Competition.

**N:** The television industry is quickly transitioning into a Smart-TV focused model. However, many consumers cannot afford new television sets that include internet accessibility features. Streaming services, like Netflix and HBO Now, have never been more popular, which has left many consumers wanting more from their own television sets.

**A:** The device must be cheap and be application specific, rather than device specific. The point of an affordable digital media player is to have a wide range of compatibility at a low cost. This device needs to support many applications. Some video streaming sources have legal rights forbidding media to be hosted by competitors. The user must be given a wide range of viewing material which is accomplished by enabling compatibility to a wide range of sources. The device must also work for small spaces. Often time’s, televisions are against walls. The device must fit in confined spaces. Chromecast accomplishes all of these tasks.

**B:** Google’s Chromecast is an innovative solution to the Smart-TV problem. Rather than spending hundreds of dollars replacing a single television, a consumer only needs to spend $35 to get the latest Smart-TV support. With a Smart-TV, a consumer is able to view media that could not have been accessed before, from the television. The user may have the ability to stream from his computer via a HDMI cord and project his/her devices screen to the television set, but doing so is a time consuming hassle. Google’s Chromecast saves the user time, and dramatically increases their viewing options.

**C:** Now that video streaming is more popular than ever, consumers are seeing increasingly more devices that can meet their needs. Currently, there are four major affordable video streaming devices available for purchase; Chromecast, Apple TV, Roku, and the Fire TV stick are competing for market dominance. Google has a leading edge over most, if not all, of its competitors with its low price range, and a better known brand name, but Chromecast requires a laptop, or mobile phone / tablet to act as a remote.