Updated TV Ratings

June 4, 2020

Thank you for joining us!
The call will start 2:30 PM EST

Please use this number to dial in: 1-267-436-3631
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Introduction

**Jen Shecter**  
Senior Director  
Content Impact & Outreach

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Associate Director  
Survey Research Department

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Senior Director  
Product Testing
- Discuss new survey methodology for calculating predicted brand reliability scores, including TVs
- Review top 10 criteria for data privacy and data security ratings
- Share topline findings and recommendations for data privacy and security
- Provide a mock-up of how the rankings will appear
- Answer questions
Predicted Reliability Incorporated into Overall Score in Ratings Chart
(for illustration only)

<table>
<thead>
<tr>
<th>Overall Score</th>
<th>Brand &amp; Model / Price</th>
<th>Survey results</th>
<th>Test results</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Predicted reliability</td>
<td>Owner satisfaction</td>
</tr>
<tr>
<td><strong>OVERALL SCORE</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Product A</strong></td>
<td>77</td>
<td>Recommended</td>
<td>4K UHD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Price: $850</td>
<td></td>
</tr>
<tr>
<td><strong>Product B</strong></td>
<td>75</td>
<td>Recommended</td>
<td>4K UHD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Price: $500</td>
<td></td>
</tr>
<tr>
<td><strong>Product C</strong></td>
<td>74</td>
<td>Recommended</td>
<td>4K UHD</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Price: $650</td>
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</tbody>
</table>
Before

- Predicted reliability icons were based on benchmarks formed over multiple survey years using product categories with similar average problem rates.

Now

- Benchmarks for predicted reliability icons are based on data collected from our most recent survey year, and each product category has its own average problem rate.
In most product categories, we see a noticeable range in problem rates. And in categories with such large differentiation, you are likely to see more Poor and Fair reliability ratings. As such, there can be more brands that are not eligible for recommendation.

In other product categories, like TVs, we don't see a substantial range in problem rates and, therefore, not a lot of differentiation between the most and least reliable brands. As such, you are likely to see fewer Poor and Fair ratings, and, therefore, less brands that are ineligible for recommendation.
SURVEY: TV Problem Rates

- **Brand Average = 12.5%**
- **Range= 11% difference between most and least reliable brands**
  - Most Reliable = 8%
  - Least Reliable = 19%
- When our new ratings publish, there won’t be any tested TV models that are ineligible for recommendation due to their brand reliability icon. This means that some brands that didn’t qualify for recommendation last year will qualify this year.
- It’s important to note, however, that this doesn’t mean that a brand’s actual reliability improved--it’s just a reflection of our new methodology.
● Our updated methodology allows us to better account for shifts in product categories relating to technological innovations and/or consumer expectations.

● It also provides us with more stability in our brand reliability ratings over time.
Data Privacy/Security Incorporated into Overall Score in Ratings Chart (for illustration only)

<table>
<thead>
<tr>
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<th>Brand &amp; Model / Price</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>Priced rel.</td>
<td>HDR</td>
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<tr>
<td></td>
<td></td>
<td>Owner satisfaction</td>
<td>Ultra-HD performance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TV resolution type</td>
<td>View Quality angle</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Screen size (in.)</td>
<td>Sound quality</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Display Type (Backlight)</td>
<td>Motion Blur</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Internet-enabled</td>
<td>Versatility</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HD picture quality</td>
<td>Energy cost/yr. ($)</td>
</tr>
</tbody>
</table>

**Product A**
- **Overall Score**: 77
- **Recommended**: Yes
- **Price**: $850
- **Survey results**: 4K UHD, LCD (LED)
- **Test results**: Green, Yellow, Red

**Product B**
- **Overall Score**: 75
- **Recommended**: Yes
- **Price**: $500
- **Survey results**: 4K UHD, LCD (LED)
- **Test results**: Green, Yellow, Red

**Product C**
- **Overall Score**: 74
- **Recommended**: Yes
- **Price**: $650
- **Survey results**: 4K UHD, LCD (LED)
- **Test results**: Green, Yellow, Red
Launched in 2017

A set of principles for evaluating connected products and services for how well they live up to consumers’ expectations and values.

- Security
- Privacy
- Governance
- Ownership

Investigations

Ratings
Inspection of TV Screens and Settings:
- Setup Process
- Account Registration
- Settings menu
- Remote App
- Miscellaneous

TV examination:
- Remote App
- Network Traffic
- Research on Known Vulnerabilities, Kernel versions, etc.
- Pentest

Document Review:
- Privacy Policies, Terms of Service, other readily accessible public information
  - Device, Services, Operating Systems
Top Indicators for Data Privacy

- The company puts limits on the use of my data that is consistent with the purpose for which the data is collected.
- The company explicitly discloses every way in which it uses my data.
- The user information collected is only that which is directly relevant and necessary for the service.
- Targeted advertising is off by default.
- User interface settings that are optimal for privacy are set by default.

Top Indicators for Data Security:

- The product was built with effectively implemented safety features.
- Transmission of user communication is encrypted by default.
- The software is secure against known bugs and types of attacks.
- The product life cycle is communicated to the potential owner before purchase.
- The software can be kept up-to-date for security issues.
Topline Findings for TVs

Generally Positive Results
- Encryption
- Known Exploit Resistance

Generally Negative Results
- Minimal Data Collection
- Data Retention and Deletion
- Notification of Privacy Policy and Terms of Service Updates

Wide Range
- Vulnerability Disclosure Program
- Privacy Settings Ease of Use
- Data Benefits
**Data Control**
- Ability to control data collection, obtain copy of data collected, delete the data collected
- Practices to meet CA or EU requirements should extend to all users

**Data Use**
- Commit to using consumer data only to provide services to the consumer
- Disclose how consumer data (such as ACR data) is used.

**Privacy by Default**
- All settings in the user interface should be optimal for privacy by default

**Security Over Time**
- Disclose the support period for the software.
Please email us your questions now at externalrelations@cr.consumer.org and we will answer in real time.