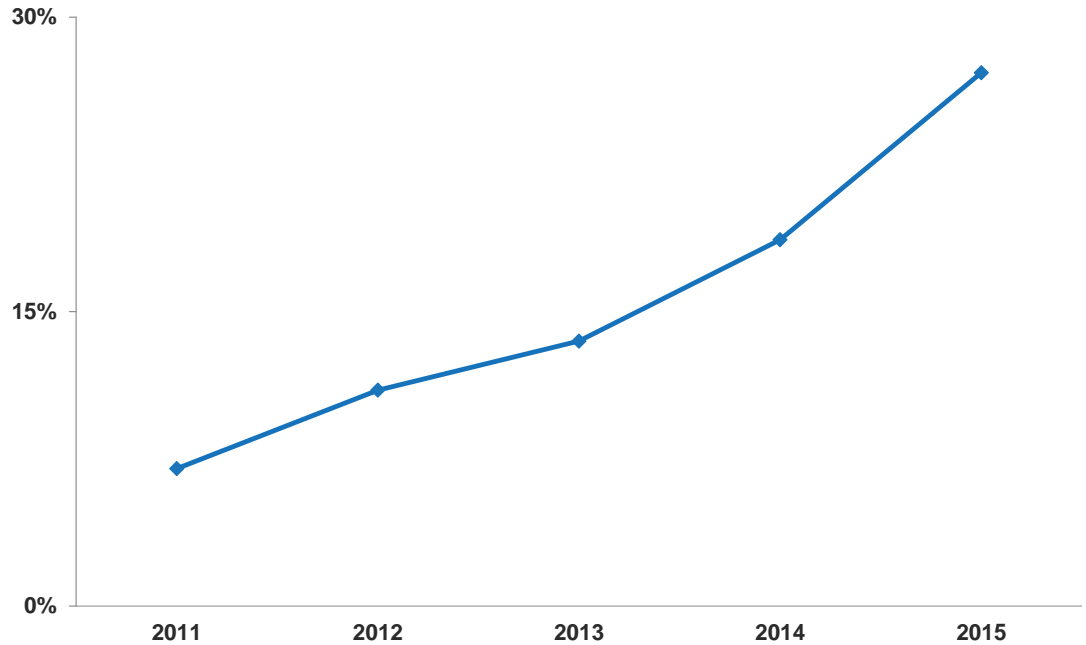


By **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, **Barbara Kraus**, *Director of Research*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

SYNOPSIS

Streaming Media Devices analyzes the market for streaming media devices, including adoption trends, purchase patterns, and use. The research compares streaming media device use against other types of connected CE devices (gaming consoles, smart TVs, etc.) and compares use between the leading products in the streaming media device category (Roku, Apple TV, Chromecast, etc.).

Streaming Media Device Adoption among U.S. Broadband Households



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ANALYST INSIGHT

“The streaming media device category hit an inflection point over the past 12 months—now is the time for companies to make a play in the space if they don’t want to be left behind.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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Previous Research

- 360 View: CE Adoption and Trends (Q2/15)
- 2014 Holiday CE Purchase Intentions (Q4/14)
- Optimizing Retail Channel Results (Q3/14)
- The Evolving Market for Streaming Media Devices (Q2/14)

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- Streaming Media Device Adoption by Age (2011 - 2015)
- Most Used Streaming Media Devices (2014 - 2015)

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Additional Research from Parks Associates

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