**Synopsis**

360 View Update: Streaming Audio Devices analyzes trends in streaming audio device ownership and future purchase intention. The research assesses audio consumption in terms of weekly hours of use on mobile devices and in-home entertainment devices. It contains an in-depth examination of consumer expenditure on online music services and downloads with relation to connected audio device usage. Finally, the research provides demographic analysis of online music users and those who rate music and audio consumption as a leading leisure activity.

**Analyst Insight**

“Despite a multitude of form factors and high-quality equipment, the audio device market is difficult to crack. The shift to low or no-cost streaming music services has made the music and audio industry accessible to more consumers, but it has led to stagnation in overall revenues in the music industry.”

— Glenn Hower, Research Analyst, Parks Associates

Number of Slides: 62
Streaming Audio Devices

CONTENTS

About the Research
Previous Research
Industry Insight
Key Findings
Recommendations

Streaming Audio Device Adoption and Purchase Behavior
• Home Audio Devices Ownership (2015 - 2016)
• Intelligent Personal Assistant Device Ownership (2016)
• Use of Wireless Audio Devices (2015 - 2016)
• Bluetooth Speakers vs. Wi-Fi Speakers (2015 - 2016)
• Ownership of Audio Devices, by Affinity for Music (Q3/16)
• Home Entertainment Devices Ownership (2010 - 2016)
• Portable Device Ownership (2011 - 2016)
• Home Entertainment Device Purchases (2008 - 2016)
• Home Audio Device Purchases (2014 - 2016)
• Mobile Devices Purchased Within the Last 12 Months (2008 - 2016)
• Consideration of Buying More Than One Model or Brand of Products (Q1/16)
• Home Audio Device: Reasons for Not Considering Buying Other Models (Q1/16)

Audio/Music Usage
• Music/Audio Streaming on Common CE Devices (Q3/16)
• Music/Audio Streaming on Specified Platforms (Q3/16)
• Average Hours Per Week Streaming Online Audio or Music (Q3/16)
• Average Hours Per Week Streaming Online Audio or Music Among Streamers of Audio/Music on Specified Device (Q3/16)
• Frequency of Streaming Online Audio or Music by Platform (Q3/16)
• Use of Streaming Online Audio or Music on Platforms by Age (Q3/16)
• Use of External Audio Devices to Stream Audio to Connected In-Home Entertainment Devices (Q3/16)
• Use of External Audio Devices to Stream Audio to Connected In-Home Entertainment Devices (Q3/16)
• Monthly Expenditure on Online Music (Q3/16)
• Monthly Spending on Online Music by Device Category (Q3/16)
• Monthly Spending on Online Music by Audio Device Ownership (Q3/16)
• Monthly Spending on Online Music Services by Age (Q3/16)
• Frequency of Use of Intelligent Personal Assistants for Streaming Music/Audio (Q3/16)
• Use of Smart Watches for Listening to Music (Q2/16)

Online Music Subscription
• Subscription to Online Music Services (Q3/16)
• Amazon Prime Service (Q3/16)
• Online Music Service Subscription by Audio Device Ownership (Q3/16)
• Subscription to Online Music Services by Audio Device Ownership (Q3/16)
Streaming Audio Devices

Out-of-Home Media Consumption

• Frequency of Out-of-Home Media Consumption (Q3/16)
• Preferred Method for Out-of-Home Media Consumption (Q3/16)
• Preferred Method for Out-of-Home Media Consumption (Q3/16)
• Services Used for Out-of-Home Media Streaming (Q3/16)
• Services Used for Out-of-Home Media Streaming (Q3/16)