SYNOPSIS

As connected devices become a larger part of consumers’ daily lives, controlling the user experience is the key to a successful connected implementation. The days of multiple remote controls for the television, Blu-ray player, audio system, and pay-TV service may be fleeting as CE device makers and app developers attempt to create the converged control center for digital entertainment. Entertainment Device Controls: Refining the Ideal UX measures adoption and usage of peripheral devices used to control primary entertainment experiences.

ANALYST INSIGHT

“The home entertainment device market is consolidating around the smart TV. Consumers prioritize ease of use, and a single point of access to desired content proffers the ideal user experience. As smart TVs expand their digital content sources, the need for additional connected entertainment devices declines.”

— Jennifer Kent, Director of Research Quality & Product Development, Parks Associates
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Parks Associates
5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com
sales@parksassociates.com
PHONE 972.490.1113
Toll free 800.727.5711
FAX 972.490.1133

Authored by Yilan Jiang, Jennifer Kent, Katherine Li, David Mitchel, and Tu Skuse
Executive Editor: Jennifer Kent

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