SYNOPSIS

This study presents an overview of the current state of the streaming video device space including smart TV platforms, streaming media devices, smart set-top boxes, soundbars with Android TV, and gaming consoles. It examines the changing roles of these devices and how consumers are engaging with new functionality, such as voice control and live TV integration.

ANALYST INSIGHT

“Device manufacturers will face intensifying competition as the streaming market matures and sales increasingly come at another vendor’s expense. For vendors to be successful, they must fully understand consumer usage patterns, interests, and wants related to adoption and use of their services. This research provides key insight on these topics as well as consumer preferences for brand, form factors, and features.”

— Craig Leslie, Senior Analyst, Parks Associates

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