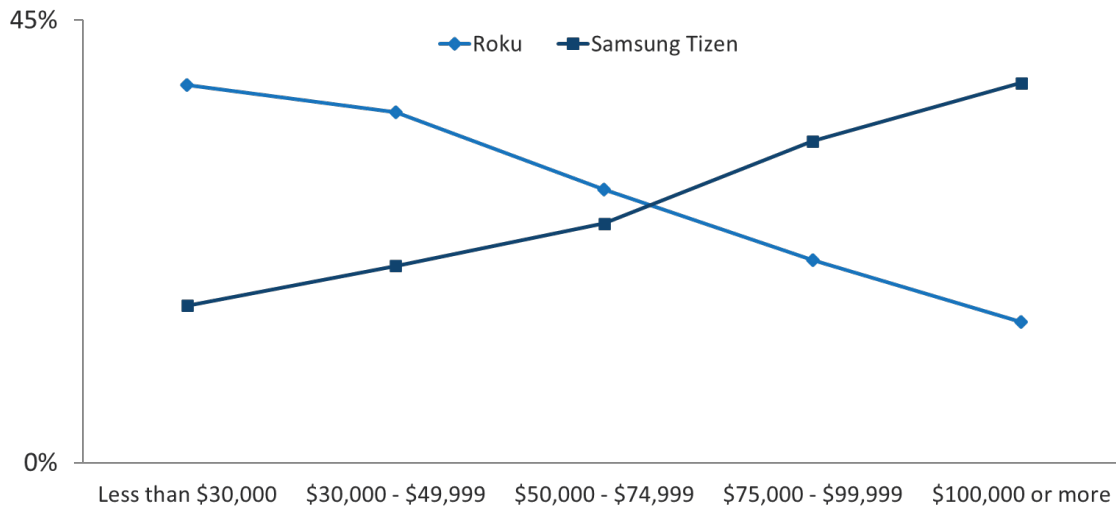


Primary Connected TV Platform by Annual Household Income

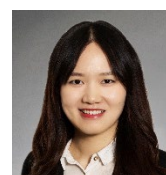


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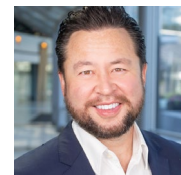


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SYNOPSIS

This research provides a current view of the consumer adoption and demand for different streaming video products in today’s market. It examines the progress of consumer usage of streaming video devices and platforms, most-demanded features, the competitive picture for device platforms, brand perceptions, and consumer purchasing behavior. In addition, the research explores differing usage patterns, with particular attention given to the use of online video services.

ANALYST INSIGHT

“As the market continues to progress in particularly challenging economic conditions, an even higher level of competition between major ecosystem and platform vendors will benefit consumers. However, the streaming video device market has become increasingly unattractive for new entrants.”

—Paul Erickson, *Director, Research*, Parks Associates

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Connected Consumers: Streaming Video Products

SERVICE:
SMART ENERGY
MANAGEMENT

3Q 2022

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