

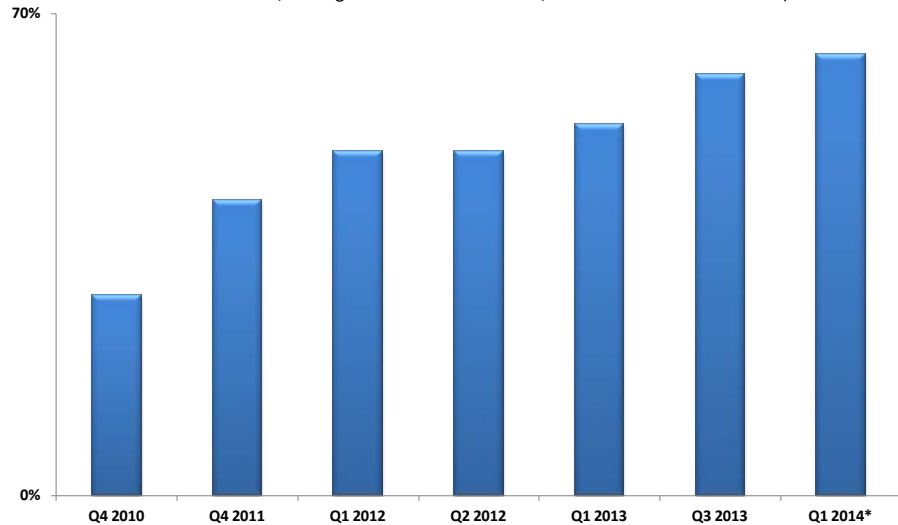
Synopsis

This report tracks the rapidly evolving market for alternative set-top box devices, such as Apple TV and Roku, which threaten set-top boxes provisioned by pay-TV providers. As devices adopt pay-TV apps (e.g., Roku features a Time Warner Cable app), the pay-TV industry must consider that the video user experience and interface may be controlled by a third party. This report includes a five-year unit forecast as well as evolutionary points.

Households with Internet-connected CE

U.S. Households with Internet-Connected CE (2010-2014)

(U.S. broadband households with a connected smart TV, connected Blu-ray player, connected game console, connected STB and/or a digital media receiver that is/are connected to the Internet)



* Note: Google Chromecast Dongle was included to Q1 2014 results.
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"Streaming media devices enjoyed robust growth in 2013, signaling not only an increase in broadband household OTT streaming but the success of business models offering the latest innovations at a low price," said Barbara Kraus, director, research, Parks Associates.

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<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas, TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Barbara Kraus Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© June 2014 Parks Associates Dallas, Texas 75230</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p>Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>