Industry Report

Reinventing CE: Transforming Devices to Service Platforms

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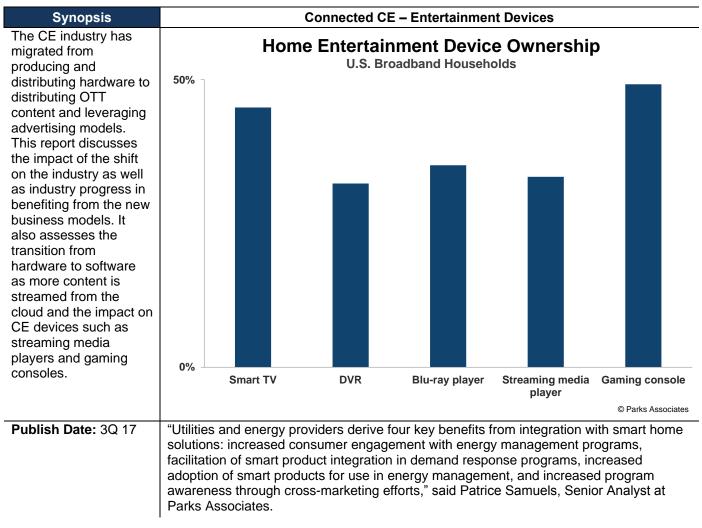




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By Glenn Hower, Senior Analyst, and Tu Skuse, Research Analyst



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	Amazon Web Services	JCPenney			
	Android TV	Kenmore			
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	Apple TV	Lowes			
	Apple Watch	MAGNA			
	ATSC	MLB.TV			
	Audible.com	NBC			
	Best Buy	Netflix			
	Bixby	QLED			
	Chromecast	Roku Audience Solutions			
	Cortana	Roku Express			
	DIRECTV	Roku TV			
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	Echo	Showtime			
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	Hitachi	Vivint			
	Home Depot	Vizio			
	Hulu	Walmart			
	IKEA	Whirlpool			
	Insignia	Whole Foods Market			
Attributes					
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