Smart TVs vs. Streaming Media Players: Winning Over Consumers

By Kristen Hanich, Research Analyst, Parks Associates

Synopsis

Smart TVs and streaming media players provide similar streaming functionality, effectively competing for primary use as a consumer's preferred interface to streamed content. However, each has unique strengths, features, and capabilities. This report examines and compares these platforms, including adoption, use, capabilities, partnerships, and market strategies of major players. The report assesses the outlook for each category and the factors for short- and long-term successes and provides forecasts for each platform.

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“Streaming media players and smart TVs share an uneasy coexistence in the homes of consumers. Currently, streaming media players enjoy more frequent use and a higher internet connection rate among their owners than smart TVs do. However, as consumers upgrade to newer smart TV models with improved user experiences, app support, and features, their device usage and preferences may change,” said Kristen Hanich, Research Analyst, Parks Associates.

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