The Streaming Media Device Landscape

Table of Contents

By Barbara Kraus, Director of Research

Synopsis

This report discusses the growing market for streaming media devices as new entrants join the party and expand the entertainment ecosystem. It examines the future strategies for the two major streaming media device form factors, players and sticks, as well as the growth of the market, the impact of new entrants, and what the streaming media device space will look like in five years. The report includes a five-year unit sales forecast.

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“Usage will drive the fortunes of streaming media device makers,” said Barbara Kraus, Director, Research. “Device shipments are an important performance measure as are sales receipts. However, once the device is in the home, an equally critical metric for device makers is ongoing usage. It is usage that will produce the alternate revenue streams such as content sales and advertising.”

Contents

Dashboard

1.0 Report Summary
  1.1 Purpose of Report
  1.2 Scope of Report
  1.3 Research Approach/Sources

2.0 The Growth of OTT

3.0 Connected CE Streaming Platforms
  3.1 Connected CE Ownership and Purchase Trends
    3.1.1 Streaming Media Device Unit Sales
  3.2 Connected CE Device Usage and Spend
    3.2.1 Streaming Media Device Usage
    3.2.2 Average Spend

4.0 User Experience
  4.1 Features to Improve the User Experience
    4.1.1 Transaction Accounts
    4.1.2 Video Quality

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The Streaming Media Device Landscape

Table of Contents

By Barbara Kraus, Director of Research

4.1.3 Content Search
4.1.4 Device Controls

5.0 The Changing Streaming Media Device Landscape
5.1 Streaming Media Device Form Factors
5.2 Content Partnerships and Distribution
5.3 New Entrants
  Nvidia
  Intel Compute Stick
  Orange
5.4 Diversification
  5.4.1 TV Software
  5.4.2 Platform Licensing and Partnerships

6.0 Forecast
6.1 Forecast Methodology
6.2 Forecast

7.0 Implications and Recommendations
7.1 Implications
7.2 Recommendations

8.0 Appendix
8.1 Glossary
8.2 Company Index
8.3 Image Sources

Figures
U.S. Households with Internet-Connected CE
Annual Increase in New Device Connections to the Internet in the U.S.
Western European Broadband Households with Internet Connected CE
Pay-TV Service Subscriptions among U.S. Broadband Households
Influence of Online Video on Pay-TV Service Downgrades
Home Entertainment Device Ownership
Home Entertainment Products Purchased
Screen Sizes of Primary Flat-Panel TV Sets
2014 U.S. Streaming Media Device Sales by Brand
Share of U.S. Streaming Media Device Sales for Top 4 Players
2014 Streaming Media Device Sales by Brand in Germany, Spain, and the U.K.
Most-Commonly Connected CE Device
Most-Used Connected CE Devices
TV Ownership, Purchase and Usage
Most-Used Connected CE Device by Number of Broadband Households
Usage for the Most-Used Connected Streaming Platform by Age Group
Usage for the Most-Used Connected Streaming Platform by Income Level
Most-Used Streaming Media Device
Average Monthly Content Spend on Streaming Media Devices
Average Monthly Content Spend on Streaming Media Devices Including Games
Hours Spent Playing Games per Month by Device

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# The Streaming Media Device Landscape

## Table of Contents

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- Types of Games Played on Connected CE Devices
- Reason for Using Connected CE Device More Than Others
- Methods of Controlling Connected CE Devices
- Ownership of Streaming Media Sticks and Players by Age Group
- Most-Commonly Used Gaming Console
- Streaming Media Player Forecast Methodology
- Total Streaming Media Device Unit Sales Forecast
- Total Streaming Media Device Unit Sales Forecast by Region
- Total Streaming Media Device Unit Sales Trend by Region
- Total Streaming Media Stick Unit Sales Forecast
- Total Streaming Media Stick Unit Sales Forecast by Region
- Total Streaming Media Player Unit Sales Forecast
- Total Streaming Media Player Unit Sales Forecast by Region

## List of Companies

<table>
<thead>
<tr>
<th>Company</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>Nvidia</td>
</tr>
<tr>
<td>Apple</td>
<td>Orange</td>
</tr>
<tr>
<td>Buffalo Technology</td>
<td>Panasonic</td>
</tr>
<tr>
<td>CBS</td>
<td>Pandora</td>
</tr>
<tr>
<td>Charter Communications</td>
<td>Philips</td>
</tr>
<tr>
<td>Comcast</td>
<td>Rdio</td>
</tr>
<tr>
<td>Dish Network</td>
<td>Roku</td>
</tr>
<tr>
<td>Giraffic</td>
<td>Samsung</td>
</tr>
<tr>
<td>Google</td>
<td>Seagate</td>
</tr>
<tr>
<td>HBO</td>
<td>Sharp</td>
</tr>
<tr>
<td>Hulu</td>
<td>Showtime</td>
</tr>
<tr>
<td>Intel</td>
<td>Sony</td>
</tr>
<tr>
<td>LG</td>
<td>Time Warner Cable</td>
</tr>
<tr>
<td>Microsoft Xbox</td>
<td>TIVo</td>
</tr>
<tr>
<td>Netflix</td>
<td>Vizio</td>
</tr>
<tr>
<td>NETGEAR</td>
<td>Western Digital</td>
</tr>
<tr>
<td>Nintendo</td>
<td>YouTube</td>
</tr>
</tbody>
</table>

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## The Streaming Media Device Landscape

### Table of Contents

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<table>
<thead>
<tr>
<th>Attributes</th>
<th>Authors and Editors</th>
</tr>
</thead>
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