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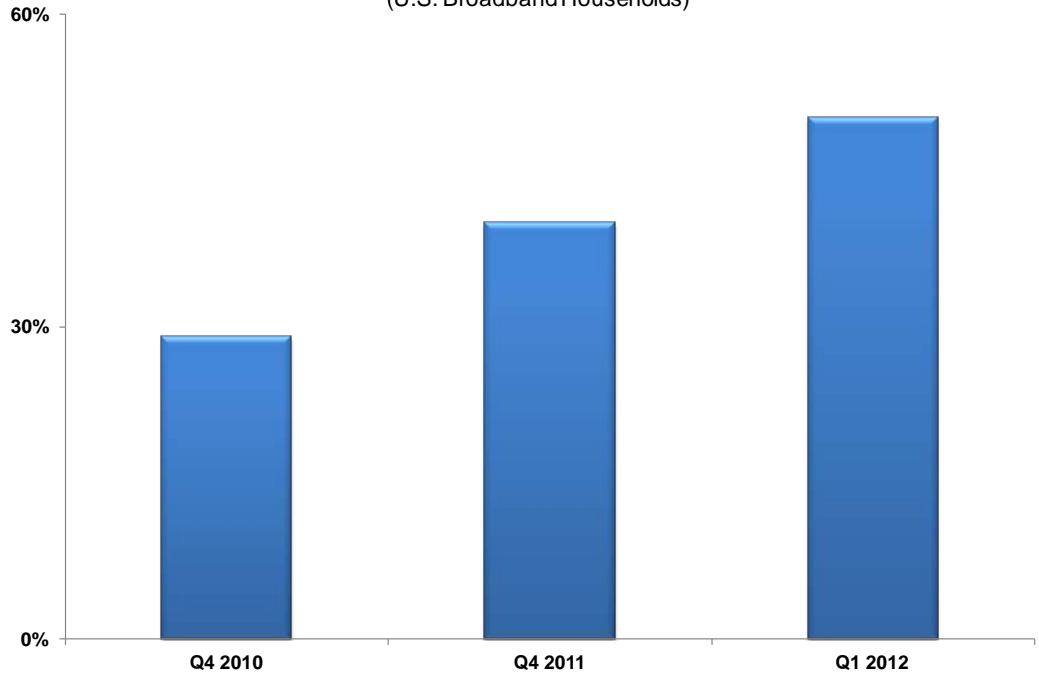
SYNOPSIS

Connected CE and Pay-TV analyzes the use of connected CE devices and their impact on pay-TV services.

Particular attention is given to over-the-top video services such as Netflix that are now widely available to consumers on TV sets thanks to the growing adoption of connected CE devices.

U.S. Households with Internet-Connected CE

(U.S. Broadband Households)



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ANALYST INSIGHT

“Over one-half of U.S. broadband households now have access to OTT video on a TV set. While this raises the possibility of OTT video substituting pay-TV service, data indicate that it is actually complimenting pay-TV service albeit in ways that are not necessarily advantageous to pay-TV providers.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

CONTENTS

Connected CE and Pay-TV

- About the Research
- Previous Research
- Key Conclusions
- Recommendations

Trending Data – Computers & Tablets

- Home Computer Adoption Trends (2011 - 2012)
- Home Computer Adoption By Income (Q2/12)

CONTENTS

- Home Computer Adoption By Gender (Q2/12)
- Home Computer Adoption By Age (Q2/12)
- PC-to-TV Connection (2009-2012)

Trending Data – Connected CE Devices

- U.S. Households with Internet – Connected CE (2010 - 2012)
- CE Product Ownership (2009 – 2012)
- Featured TV Adoption (2010 - 2011)
- Device Owners Connecting CE Devices to the Internet (2010 - 2010)
- Console-Specific Internet Connectivity Rate (2009 – 2012)
- Online Entertainment Service Subscription (Q2/12)
- Internet – Connected CE by Children at Home & HH Income (Q2/12)
- Internet – Connected CE by Marital Status & Age (Q2/12)
- Digital Media Player Ownership (Q2/12)
- Digital Media Player Internet Connectivity Rate (Q2/12)
- TV Set Capable of Accessing Online Content (Q1/12)

Connected CE & Pay-TV – Video Viewing Activities

- % of U.S. Broadband Households Own a Connected CE (Q1/12)
- % of U.S. Broadband Households Own/Using a Smart TV (Q1/12)
- Monthly Use of Connected Smart TV for Online Video (2011 – 2012)
- Frequency of Using Connected Smart TV for Online Video (Q1/12)
- Connected CE Devices Used for Online Video Viewing on a TV Set (Q2/12)
- Online Service Used to Watch TV Program on a TV (Q2/12)
- Online Subscription Service Used to Watch TV Programs on a TV (Q2/12)
- Online Service Used to Watch Movie on a TV (Q2/12)
- Online Video Subscription Service - TV (Q2/12)
- High Satisfaction with TV Program Viewing on TV by Method (Q2/12)
- High Satisfaction with Movie Viewing on TV by Method (Q2/12)
- High Satisfaction with TV Program Viewing Experience on TV by Method (Q2/12)
- High Satisfaction with Movie Viewing Experience on TV by Method (Q2/12)

Connected CE & Pay-TV Service

- Ideal Channel Option (Q1/12)
- Desired Video-on-Demand Services for Pay-TV (Q1/12)
- Pay-TV Service Subscription by Connected CE Ownership (Q1/12)
- Pay-TV Subscribers (2011 - 2012)
- Video Service ARPU by Connected CE Owners (Q2/12)
- Intention to Change Video Service & Connected CE Ownership (Q1/12)

ATTRIBUTES

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