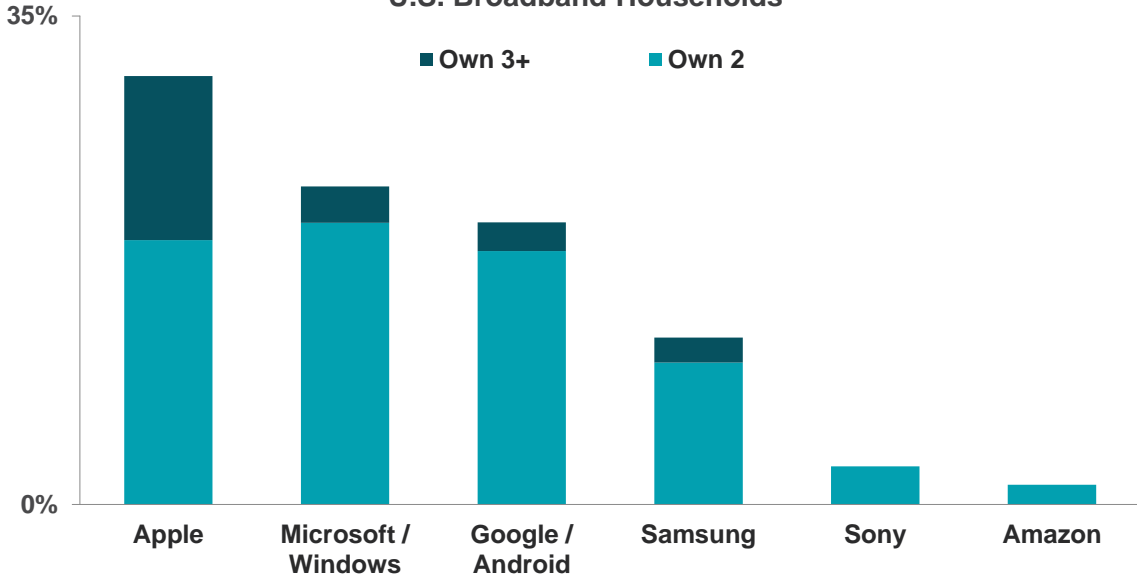


CE Brand Loyalists

U.S. Broadband Households



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SYNOPSIS

CE Device Ecosystems analyzes consumers who use multiple platforms (computers, smartphones, tablets, TVs, streaming media players) of the same brand (Apple, Amazon, Google, Samsung, Sony, Microsoft, etc.). This research explores the demographic distinctions between these brand loyalists and examines differing usage patterns, with particular attention given to the use of online content services.

ANALYST INSIGHT

“Leading brands build ecosystems of products and platforms to win consumer loyalty. Loyalty is strongly influenced by the number and type of devices owned. CE device manufacturers realize the importance of cross-platform loyalty to enhance financial statement outcomes.”

— Brett Sappington, *Senior Research Director*, Parks Associates

Number of Slides: 73

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