Streaming Media Devices

SYNOPSIS

Streaming Media Devices analyzes the market for streaming media devices, including adoption trends, purchase patterns, and use. The research compares streaming media device use against other types of connected CE devices (gaming consoles, smart TVs, etc.) and compares use between the leading products in the streaming media device category (Roku, Apple TV, Chromecast, etc.).

ANALYST INSIGHT

"The streaming media device category hit an inflection point over the past 12 months—now is the time for companies to make a play in the space if they don’t want to be left behind."

— John Barrett, Director, Consumer Analytics, Parks Associates

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About the Research

Previous Research

• 360 View: CE Adoption and Trends (Q2/15)
• 2014 Holiday CE Purchase Intentions (Q4/14)
• Optimizing Retail Channel Results (Q3/14)
• The Evolving Market for Streaming Media Devices (Q2/14)
Key Findings

Industry Insight

Recommendations

Overview of Streaming Media Device Adoption:
- Streaming Media Device Adoption (2010 - 2015)
- Streaming Media Device Adoption by Age (2011 - 2015)

Streaming Media Device Purchases:
- Annual Purchase Rate of a Streaming Media Device in the Year (2008 - 2014)
- % of Total 2014 CE Device Purchases Occurring During Holiday Season (Q1/15)
- Average Sales Price of Streaming Media Devices Purchased in the Year (2008 - 2014)
- Streaming Media Device Purchase Location: Online Purchases vs. Retail Purchases (2012 - 2014)
- Streaming Media Devices: Top Five Store Purchase Locations in Year (2013 - 2014)
- Streaming Media Devices: Top Five Brands Purchased in Year (2010 - 2014)
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- Trigger to Purchase a Streaming Media Device (2013 - 2014)
- Future Intention to Purchase a Streaming Media Device (2013 - 2015)
- Future Intention to Purchase a Streaming Media Device by Age (Q1/15)

Purchase Patterns by Device:
- % of 2014 Streaming Media Device Buyers that Bought During the Holiday Season (Q1/15)
- % Paying Specified Price for Streaming Media Device (Q1/15)
- Streaming Media Devices: Type of Purchase (Q1/15)
- Reason for Purchasing Streaming Media Device (Q1/15)
- % Purchasing Streaming Media Device Online (Q1/15)
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- Video Consumption on TV Set by Source and Pay-TV Adoption (Q2/15)
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- Streaming Media Devices: Average Monthly Expenditure on Media by Pay-TV Service Subscription (Q1/15)
- Video Consumption on TV Set by Source and Number of Streaming Media Devices Owned (Q2/15)
- Average Monthly Expenditure on Media by Number of Streaming Media Devices Owned (Q1/15)
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Streaming Media Devices and Other Connected CE Devices:

- Most Used Connected CE Device (Q1/15)
- Most Used Connected CE Device by Age (Q1/15)
- Most Used Connected CE Device by Education (Q1/15)
- Most Used Connected CE Device by Income (Q1/15)
- Digital Media Activities by Most Used Connected CE Device (Q1/15)
- Average Monthly Expenditure on Media by Most Used Connected CE Device (Q1/15)

Additional Research from Parks Associates
Streaming Media Devices

MARKET FOCUS

SERVICE: CONNECTED CE AND PLATFORMS

ATTRIBUTES

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