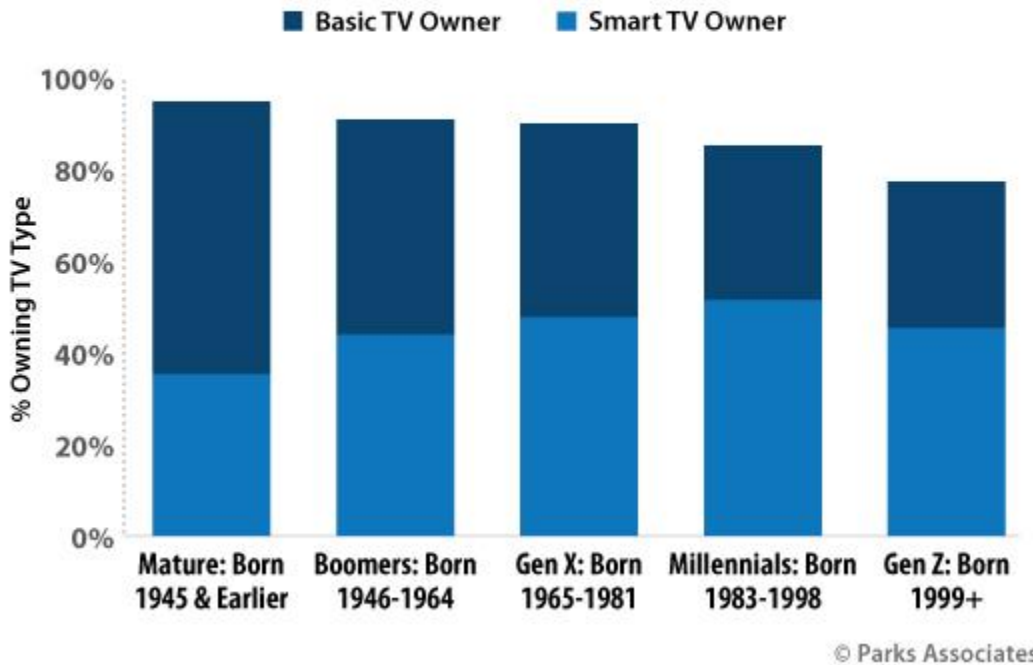


TV Owners by Generation

US Broadband Households



Consumer Analytics Team



Keshav Jaiswal, Researcher



Yilan Jiang, Director



Xiaofan Tan, Intern

Industry Analyst



Kristen Hanich, Senior Analyst

SYNOPSIS

The connected TV remains a critical part of consumers’ in-home entertainment experience. Current television options for consumers offer large sizes, high resolution, and new features for a good price. This study provides a detailed examination of this important product category, including ownership, purchasing, features, sizes, brands, sales channels, connected devices, and consumer use.

ANALYST INSIGHT

“Manufacturers have invested in improvements to the app and user experience on their smart TVs and are being rewarded with higher connection rates, which keeps the user within their ecosystem. Higher connection rates result in greater opportunity in monetizing the user base, which is increasingly important as manufacturers and software providers look to extend into subscriptions and ad-supported OTT video services.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

Number of Slides: 52



CONTENTS

Consumer Analytics: CE Devices & Mobility Track

- Key Questions Answered
- Survey Methodology
- Defining Heads of Broadband Households
- Reading Parks Associates Charts

Executive Summary

- Industry Insight
- Key Findings and Market Impact

TV and Streaming Product Ownership

- Adoption of Streaming Entertainment Products (Q3/19)
- Adoption of Televisions (2014-2019)
- TV Owners by Generation (Q3/19)
- Favorite Leisure Time Activity by Generation (Q3/19)
- TV Owners by Household Income (Q3/19)
- TV Owners by Gender and Children at Home (Q3/19)
- Use of Televisions to Access Content (Q3/19)

TV Purchase Behavior and Trends

- TV Purchases vs. Smart TV Purchases (Q3/19)
- Type of Most Recent Purchased Smart TV (Q3/19)
- Screen Size of Most Recently Purchased TV (Q3/19)
- Screen Size of Recently Purchased TV by Type of TV (Q3/19)
- TV Buyers by Generation (Q3/19)
- TV Buyers by Gender and Children at Home (Q3/19)

- TV Buyers by Household Income (Q3/19)
- Brand of Smart TV Purchased in Last 12 Months (Q3/19)
- Features of Newly Purchased vs. Owned TV Sets (Q3 vs. Q1 2019)
- Important Purchase Consideration of Smart TVs (Q1/19)
- Features of Recently Purchased Televisions (Q3/19)
- Devices Connected to Recently Purchased Televisions (Q3/19)

Most Used Connected Video Devices

- Internet-Connected Device Used Most Often to Access Online Content (2018 - 2019)
- Top 5 Device Capabilities by Most Used Connected Video Device (Q3/19)
- Device Capabilities by Most Used Connected Video Device, Cont'd. (Q3/19)
- Weekly Use of Smart TV and Streaming Media Player Features (Q3/19)
- Hours Per Week Spent Consuming Content by Device (Q3/19)
- Hours Per Week Spent Consuming Content by Smart TV Type (Q3/19)
- Frequency of Accessing Online Content by Connected Video Device (Q3/19)
- Frequency of Connecting Device to Television (Q3/19)
- Frequency of Using Wireless Function to Connect Devices (Q3/19)
- Connection Rates for Video Streaming Devices (Q3/19)
- Video Game Use by Platform (Q3/19)
- Interest in Game Subscription Services (Q3/19)

Appendix

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Kristen Hanich, Keshav Jaiswal, Yilan Jiang, and Xiaofan Tan
Executive Editor: Jennifer Kent

Published by Parks Associates

© 2019 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.