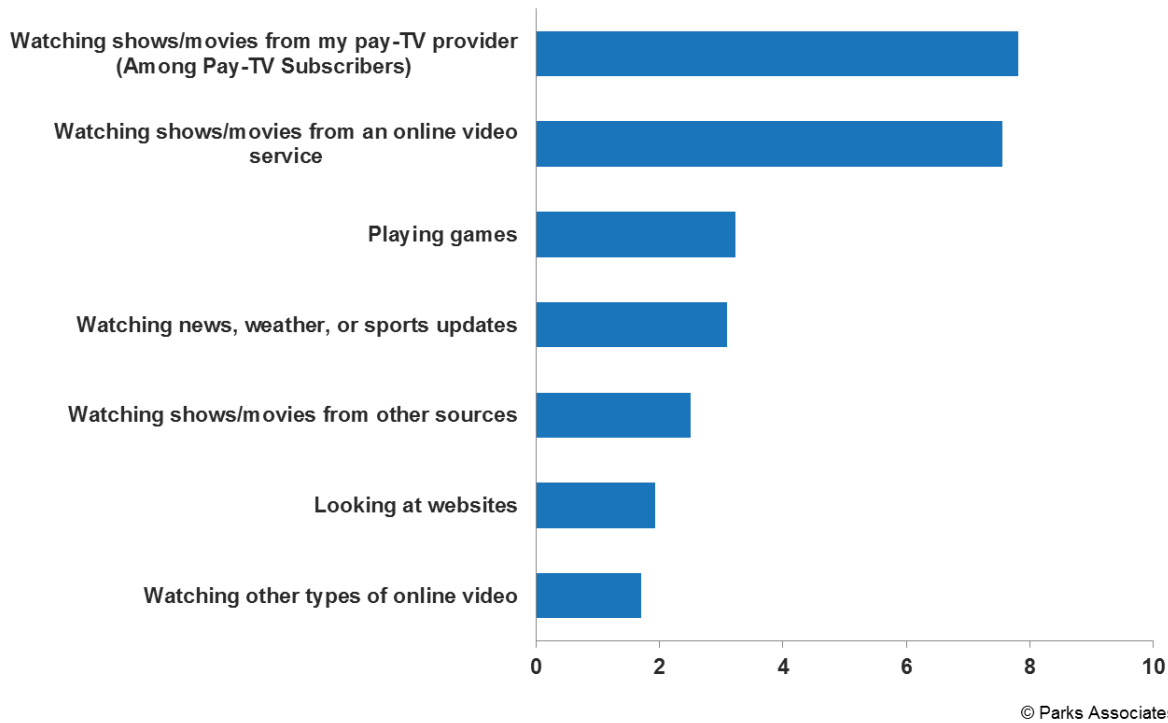


Average Number of Hours Spent Weekly on Digital Media Activities
US Broadband Households that own at least one Internet-Connected Entertainment Device



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SYNOPSIS

This study presents an overview of the current state of the streaming video device space including smart TV platforms, streaming media devices, smart set-top boxes, soundbars with Android TV, and gaming consoles. It examines the changing roles of these devices and how consumers are engaging with new functionality, such as voice control and live TV integration.

ANALYST INSIGHT

“Device manufacturers will face intensifying competition as the streaming market matures and sales increasingly come at another vendor’s expense. For vendors to be successful, they must fully understand consumer usage patterns, interests, and wants related to adoption and use of their services. This research provides key insight on these topics as well as consumer preferences for brand, form factors, and features.”

— Craig Leslie, *Senior Analyst*, Parks Associates

Number of Slides: 55



CONTENTS

Consumer Analytics: CE Devices & Mobility Track

Key Questions Answered

Survey Methodology

Defining Heads of Broadband Households

Definitions and Abbreviations

Reading Parks Associates Charts

Executive Summary

- Industry Insight
- Key Findings and Market Impact

Adoption of Connected Video Devices

- Overall Internet-connected Video Device Ownership* (2010 - 2019)
- Average Numbers of Connected Video Devices Owned Per BB HH (2014 - 2019)
- Connected Video Device Ownership (2011 - 2019)
- Internet-Connected Video Device Ownership (2012 - 2019)
- Internet-Connected Video Device: Types Owned (Q1/19)
- Demographic Distribution of Connected Video Device Owners (Q1/19)

Market Share of Connected Video Devices

- Adoption of Streaming Media Player Brands (2017 - 2019)
- Streaming Media Player: Brand Share by Installed Base (2015 - 2018)
- Connected Video Devices: Top Five Brands Purchased (2018 - 2019)

Connected Video Device Usage Trends

- Average Number of Hours Spent Weekly on Digital Media Activities (Q1/19)
- Frequency of Accessing Online Content by Device (Q1/19)
- Connected Video Device Used Most Often to Access Online Content (2018-2019)
- Weekly Consumption on Digital Media Activities by Most Used Connected Video Device (Q1/19)
- Regularly Accessing Online Content by Connected Video Device (2018 - 2019)
- Usability Factors for Streaming Media Player (Q1/19)
- Most-Commonly Used Streaming Media Player Among Owners (2014 - 2019)
- Frequency of Using Most Used Connected Video Device (Q1/19)
- Most Likely Entertainment Activities to be Performed (Q1/19)
- Methods Used to Control the TV Using Voice Commands (Q1/19)
- Pay-TV Subscription By Connected Video Device Ownership (Q1/19)
- vMVPD Service Subscription by Connected Video Device Ownership (Q1/19)

Consumer Buying Criteria

- Most Used Streaming Media Player Type (Q1/19)
- Importance of Device Capabilities During Purchase (Q1/19)
- Important TV Purchase Considerations (Q1/19)
- Aspect Comparison: Smart TV vs. Streaming Media Player (Q1/19)

Connected Video Device Purchases & Intentions

- Connected Video Devices: Purchased in the Last 12 Months (2017 - 2019)
- Type of Purchase by Connected Video Devices Purchased (Q1/19)
- Purchase Channel of Connected Video Devices (Q1/19)
- Purchase Method of Connect Video Devices (Q1/19)
- Purchase Intention of Home Video Devices (2017 - 2019)

Appendix

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