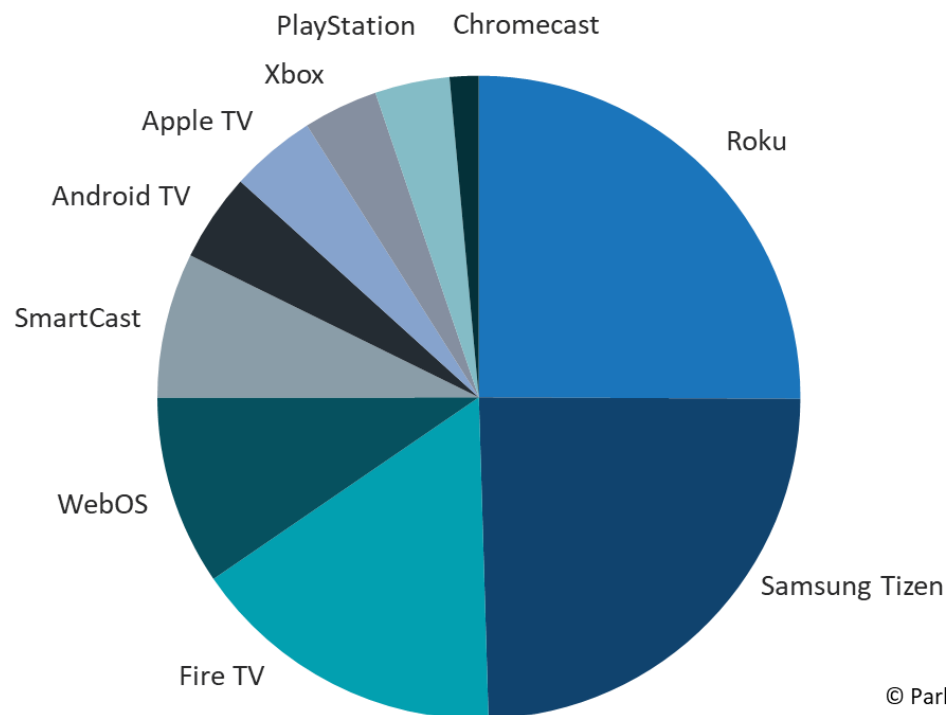


Primary Streaming Video Device Platform



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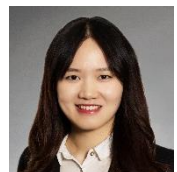
Consumer Analytics Team



Yilan Jiang, Director



Xiaofan Tan, Consumer Insights Analyst I



Sharon Jiang, Intern

Industry Analyst



Paul Erickson, Senior Analyst

SYNOPSIS

This research investigates consumer use and adoption of various streaming video platforms, including smart TVs, streaming media players, and gaming consoles, but also mobile devices, PCs, and set-top boxes from pay-TV providers. It identifies top use cases for these devices, comparing and contrasting their user bases and their service subscriptions.

ANALYST INSIGHT

“The parties that control the platforms thus control the point of aggregation, from user experience to personalization to content access to the ability to leverage advertising and measurement data. With non-traditional players such as Comcast and Amazon entering the market with smart TVs, the competition to provide better, faster, higher-performing, super-aggregated, and more intelligently personalized experiences will continue.”

— Paul Erickson, *Senior Analyst*, Parks Associates

Number of Slides: 60

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Streaming Video Products: Platform Wars

SERVICE:
CE DEVICES AND
MOBILITY

4Q 2021

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Published by Parks Associates

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