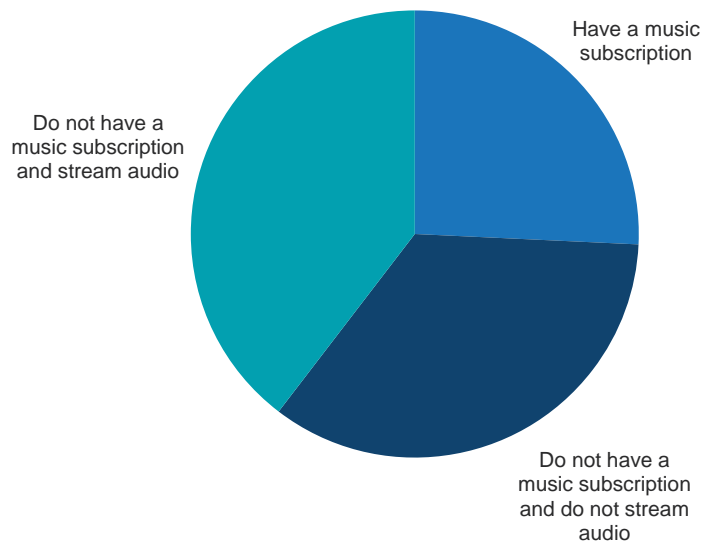


**Synopsis**

The market for audio equipment is experiencing strong growth as more consumers adopt streaming audio. This report looks at growth trends and the future outlook for key audio devices, including headphones, soundbars, speakers, and streaming sound systems. The report also examines the implications for digital audio content and services as consumers access these services in the connected home, through connected CE, and in the connected car. The report includes a five-year forecast for key streaming audio devices, accessories, and services.

**Adoption of Online Music Service Subscriptions by Audio Streaming**  
**U.S. Broadband Households**



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**Publish Date:** 3Q 15

“Consumer demand for audio devices connected to the Internet is energizing the mobile and home audio markets,” said Brad Russel, Research Analyst, Parks Associates. “Wireless speakers, soundbars, multiroom audio systems, and headphones constitute a growing home audio segment, which is incrementally offsetting declining sales in home theater and traditional audio components.”

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- |                    |           |
|--------------------|-----------|
| Ace Audio          | MoCA      |
| AirAudio           | Monster   |
| AirPlay            | Muzo      |
| Amazon             | Napster   |
| Amazon Prime Music | NPR One   |
| Anthem             | Onkyo     |
| Apple              | Panasonic |
| Astell & Kerns     | Pandora   |
| Aupeo              | Paradigm  |

Bang & Olufsen	Philips
Beats	Phorus
Beats by Dre	Pioneer
Best	Play-Fi
Big Machine Records	Polk
Blue Coast Records	PonoMusic
Bluetooth Special Interest Group	Ponoplayer
Bose	QQMusic
Bowers & Wilkins	Qualcomm AllPlay
Cisco	Rdio
ClearView Audio	Rhapsody
Concert Vault	Samsung
Core Brands	Sennheiser
Deezer	SiriusXM
DeezerElite	Skype
Definitive Technology	Slacker Radio
Denon	SmartRadio
Dolby	SMS Audio
doubleTwist	soma fm
DTS	Songza
Enclave	Sonos
Ericsson	Sonus Faber
genie	Sony
Gibson	Sony Music Entertainment
Google Cast	Soundcloud
Google Play	Soundmachine
Harmon Kardon	Spotify
HDTracks	Stitcher
Hitachi	Style Jukebox
iHeart Radio	SuperHiRez by Acoustic Sounds
iTrax	Technics Tracks
iTunes	Tidal
Jawbone	Tunein
Jaybird	Turtle Beach
JB Hi-Fi NOW	Universal Music Group
JUKE	Vision Werks
KKBox	Vizio
Klipsch	Wadia
LG	Warner Music Group
Linn Records	WiMP
Lucid Sound	Wireless Speaker and Audio Association
Marantz	Wren
Martin Logan	Xiph.org Foundation
McIntosh Laboratories	Yamaha
Medion	
Microsoft	

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