CE Adoption and Trends

Familiarity with Virtual and Augmented Reality
U.S. Broadband Households

■ Very familiar   ■ Not familiar

	Virtual reality	Augmented reality	Virtual reality headsets

(chart axis labels: 20%, 20%, 60%, 100%)
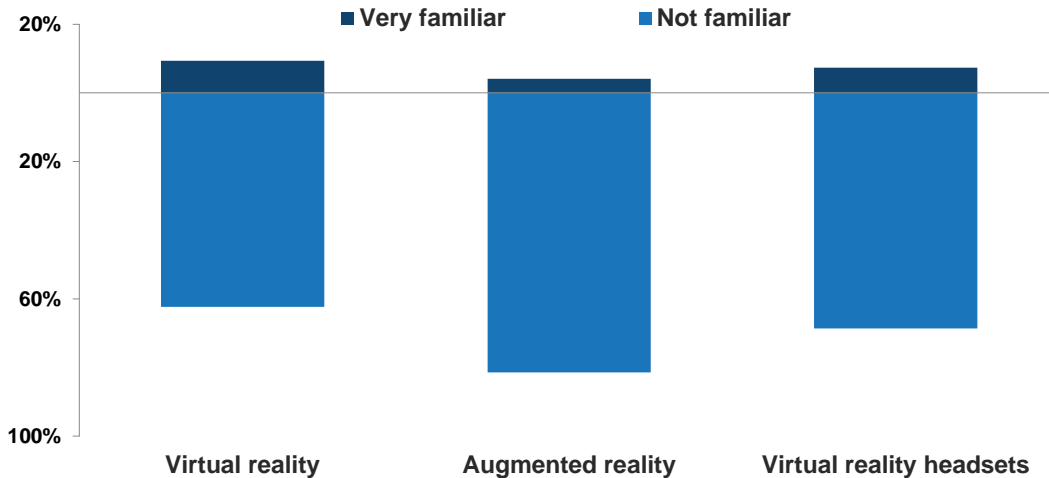
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Consumer Analytics Team

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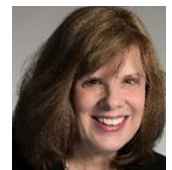
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SYNOPSIS

This 360 View covers adoption, purchase, and purchase intent for in-home entertainment devices such as smart TVs, gaming consoles, and streaming media players as well as emerging devices such as virtual reality headsets, drones, and personal assistants. The research also analyzes the consumer purchase drivers for CE devices.

ANALYST INSIGHT

"The market for in-home connected entertainment devices is relatively flat or declining based on product category, but newer devices are now available, including drones, wearable cameras, virtual reality headsets, and personal assistants. Gaming console makers should enjoy benefits from the initial adoption of virtual reality as gamers are expected to be a primary VR market; however, smart TVs and streaming media players are taking over as the most used connected CE devices, displacing gaming consoles which have held the lead since broadband households began streaming OTT content."

— Barbara Kraus*, Director of Research*, Parks Associates

Number of Slides: 126

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360 VIEW

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SERVICE:
CONNECTED CE
AND PLATFORMS

2Q 2016

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360 VIEW

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