

By Kristen Hanich, Research Analyst, Parks Associates

Synopsis	Usage of Connected CE																																				
<p>Smart TVs and streaming media players provide similar streaming functionality, effectively competing for primary use as a consumer's preferred interface to streamed content. However, each has unique strengths, features, and capabilities. This report examines and compares these platforms, including adoption, use, capabilities, partnerships, and market strategies of major players. The report assesses the outlook for each category and the factors for short- and long-term successes and provides forecasts for each platform.</p>	<div style="text-align: center;"> <h3>Frequency of Using Connected CE Devices</h3> <p>U.S. Broadband Households with Specified Devices</p> <table border="1"> <caption>Estimated Data for Frequency of Using Connected CE Devices</caption> <thead> <tr> <th>Device Category</th> <th>Never</th> <th>Less than once a month</th> <th>1-3 times a month</th> <th>1-3 times a week</th> <th>Daily/Almost daily</th> </tr> </thead> <tbody> <tr> <td>Streaming media player</td> <td>~5%</td> <td>~10%</td> <td>~15%</td> <td>~25%</td> <td>~45%</td> </tr> <tr> <td>Smart TV</td> <td>~10%</td> <td>~15%</td> <td>~15%</td> <td>~25%</td> <td>~35%</td> </tr> <tr> <td>DVR</td> <td>~15%</td> <td>~10%</td> <td>~15%</td> <td>~25%</td> <td>~35%</td> </tr> <tr> <td>Gaming console</td> <td>~10%</td> <td>~15%</td> <td>~15%</td> <td>~25%</td> <td>~35%</td> </tr> <tr> <td>Stand-alone Blu-ray player</td> <td>~15%</td> <td>~25%</td> <td>~20%</td> <td>~15%</td> <td>~25%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p> </div>	Device Category	Never	Less than once a month	1-3 times a month	1-3 times a week	Daily/Almost daily	Streaming media player	~5%	~10%	~15%	~25%	~45%	Smart TV	~10%	~15%	~15%	~25%	~35%	DVR	~15%	~10%	~15%	~25%	~35%	Gaming console	~10%	~15%	~15%	~25%	~35%	Stand-alone Blu-ray player	~15%	~25%	~20%	~15%	~25%
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<p>Publish Date: 2Q 18</p>	<p>“Streaming media players and smart TVs share an uneasy coexistence in the homes of consumers. Currently, streaming media players enjoy more frequent use and a higher internet connection rate among their owners than smart TVs do. However, as consumers upgrade to newer smart TV models with improved user experiences, app support, and features, their device usage and preferences may change,” said Kristen Hanich, Research Analyst, Parks Associates.</p>																																				
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	Accedo	Philips
	Amazon	RCA
	Amino	RDK
	Apple	Roku
	ARRIS	Sagemcom
	Best Buy	Samsung
	Com Hem	Sharp
	Dish TV	Sony
	eCreation	SpotX
	Element	TCL
	Ericsson	Technicolor
	Espial	Telecom Italia
	Foxtel	TiVo
	Google	Toshiba
	Hisense	Verizon
	Hitachi	Vewd
	LG	Vizio
	Logitech	Xiaomi
	Nintendo	Zenterio
	Nordija	
	NVIDIA	

Attributes		
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